

ACHIEVER

fast direct

Independent | Decisive | Directive | Competitive

The Achiever values control, results, and efficiency. They communicate in a direct, factual, and outcome-driven way. They prefer fast-paced environments and dislike indecision or wasted time.

Focus: Results, control, efficiency
Preference: Directness and outcomes
Rapport: Confident, concise, factual
Needs: Authority, results, challenge

Strengths: Decisive, confident, logical, driven
Weaknesses: Impatient, controlling, inflexible, tactless
Likes: Challenges, competition, autonomy
Dislikes: Indecision, small talk, wasted time

SCENARIO

DO:

- Be concise and get to the point
- Present options with clear outcomes
- Be confident and well-prepared
- Focus on results and bottom line
- Use a p.s. at the end
- Provide evidence and facts
- Respect their time

DON'T:

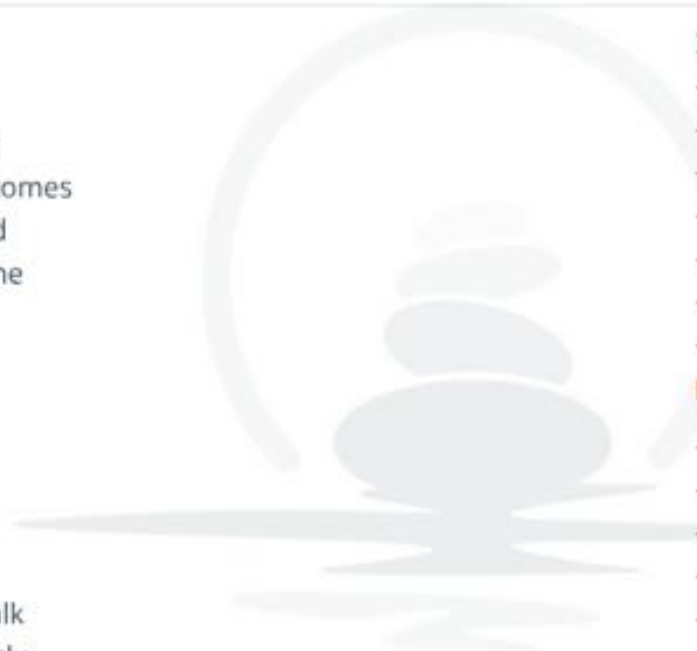
- Waffle or use fluffy language
- Be indecisive or vague
- Get overly emotional
- Engage in unnecessary small talk
- Challenge their authority publicly
- Be unprepared or disorganised

INTELLECTUAL BRAIN

- Decisive and action-oriented
- Confident and self-assured
- Logical and strategic thinker
- Results-driven and efficient
- Strong leadership presence
- Competitive and ambitious
- Direct communicator

PRIMITIVE BRAIN

- Impatient and demanding
- Controlling and domineering
- Inflexible and stubborn
- Tactless and insensitive
- Workaholic tendencies
- Dismissive of others' feelings
- Can be manipulative for results



INCLUDER

slow open

Empathetic | Considered | Helpful | Collaborative

The Includer values harmony, trust, and cooperation. They communicate in a warm, supportive, and relationship-oriented way. They prefer steady environments and dislike conflict or sudden change.

Focus:	Trust, harmony, relationships
Preference:	Cooperation and stability
Rapport:	Warm, supportive, available
Needs:	Security, appreciation, inclusion

Strengths:	Compassionate, cooperative, reliable, composed
Weaknesses:	Indecisive, risk-averse, easily overwhelmed
Likes:	Teamwork, consistency, helping others
Dislikes:	Conflict, pressure, sudden change

SCENARIO

DO:

- Smile and shake hands firmly
- Show genuine interest in them personally
- Be warm, patient, and supportive
- Listen actively and give them time
- Provide reassurance and follow through
- Use a calm, steady tone
- Be available and approachable

DON'T:

- Rush or pressure them into decisions
- Be confrontational or aggressive
- Dismiss their feelings or concerns
- Spring surprises or sudden changes
- Be overly formal or cold
- Interrupt or dominate the conversation

INTELLECTUAL BRAIN

- Empathetic and compassionate
- Reliable and consistent
- Excellent team player
- Patient and composed under pressure
- Builds strong, trusting relationships
- Supportive and encouraging
- Good listener

PRIMITIVE BRAIN

- Avoids conflict at all costs
- Indecisive and hesitant
- Overly sensitive to criticism
- Risk-averse and resistant to change
- Can be passive-aggressive
- Easily overwhelmed by pressure
- May sacrifice own needs for others



ANALYSER

slow closed

Introverted | Analytical | Persistent | Cautious

The Analyser values accuracy, evidence, and detail. They communicate in a factual, steady tone with minimal gestures. They prefer process-driven environments and dislike ambiguity or rushed decisions.

Focus: Accuracy, evidence, detail
Preference: Facts and process
Rapport: Factual, steady, measured
Needs: Time, data, proof

Strengths: Logical, methodical, objective, thorough
Weaknesses: Overly critical, perfectionist, risk-averse
Likes: Order, precision, evidence-based decisions
Dislikes: Ambiguity, rushed decisions, small talk

SCENARIO

DO:

- Present facts and evidence clearly
- Be well-prepared and organised
- Give them time to process information
- Use a logical, step-by-step approach
- Provide written details and data
- Be accurate and consistent
- Respect their need for thoroughness

DON'T:

- Rush them into quick decisions
- Be vague or overly emotional
- Exaggerate or use hyperbole
- Spring surprises without warning
- Dismiss their questions as nitpicking
- Be disorganised or unprepared

INTELLECTUAL BRAIN

- Analytical and detail-oriented
- Logical and systematic thinker
- Thorough and methodical
- Objective and fair-minded
- High standards of quality
- Excellent problem solver
- Persistent and disciplined

PRIMITIVE BRAIN

- Overly critical of self and others
- Perfectionist to a fault
- Rigid and inflexible thinking
- Analysis paralysis
- Cold or detached emotionally
- Resistant to change without evidence
- Can be pedantic and nitpicking

INFLUENCER

fast open

Intuitive | Impulsive | Persuasive | Social

The Influencer values recognition, positivity, and fun. They communicate in a fast-paced, expressive, and engaging way. They prefer dynamic environments and dislike routine or excessive detail.

Focus:	Recognition, positivity, fun
Preference:	Engagement and variety
Report:	Animated, enthusiastic, expressive
Needs:	Approval, visibility, excitement

Strengths:	Persuasive, enthusiastic, visionary, creative
Weaknesses:	Disorganised, attention-seeking, erratic
Likes:	Social interaction, brainstorming, recognition
Dislikes:	Routine, isolation, excessive detail

SCENARIO

DO:

- Be animated and show enthusiasm
- Maintain strong eye contact
- Let them talk and share ideas
- Use bullet points for clarity
- Keep energy levels high
- Acknowledge their contributions
- Be flexible and spontaneous

DON'T:

- Overload them with detail
- Be monotone or low energy
- Restrict their creativity
- Ignore their ideas or input
- Be overly rigid or structured
- Focus only on negatives

INTELLECTUAL BRAIN

- Visionary and creative thinker
- Persuasive and influential
- Enthusiastic and energetic
- Excellent communicator
- Inspires and motivates others
- Quick to adapt and improvise
- Natural networker

PRIMITIVE BRAIN

- Impulsive and scattered
- Attention-seeking behaviour
- Disorganised and unreliable
- Exaggerates and over-promises
- Short attention span
- Avoids routine and follow-through
- Can be superficial and erratic