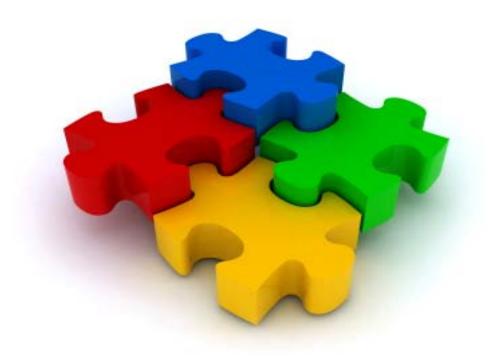
# Success Strategies



### **SUCCESS STRATEGY PROFILE**

The Success Strategy Profile describes your basic personality traits and the strengths, needs and desires which naturally blossom from your behavior. By sharing this information with your team members, and listening to their needs, you can help create better communication and a more cooperative, productive and powerful team.

Name: Andy Sample

**Department:** Finance & Administration

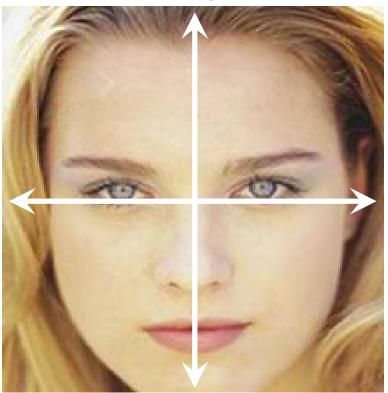
**Company:** Southwest Systems

### The Brain and Behavior

The human brain can be separated into four basic sections, each responsible for its own special function.

- At the top of the brain is the cerebral cortex where complex though occurs.
- The brain stem, at the bottom of the brain, handles action-oriented responses.
- The right side of the brain is the primary source of emotion and creativity.
- While the left side of the brain is responsible for logic and analysis.





**Emotion** 

Logic

**Action** 

The way each individual uses his or her brain determines how they respond to the people and the situations they encounter. Just as each person's brain is different, so are their personalities. This report gives you a simple explanation of human behavior and your place in it.

# **Behavior Types**

Each quadrant of your brain works differently, and the part you rely upon the most will shape your personality and help determine your responses to the world around you.

### **Thought**

### **Stabilizers**

Stabilizers are people who think a lot about emotions, both their own and other people's. They worry quite a bit about problems, and potential problems, but they are also the most considerate of the four types. Stabilizers are good team-players who are cooperative and helpful, because they are motivated to build stable, harmonious relationships.

### **Perfectionists**

Perfectionists want to get things right... exactly right... and they spend a lot of time thinking about the logical way to do things. They want to get all of the facts before making decisions, and they will gain a high level of expertise within their area of responsibility. They are known for the high levels of accuracy and organization they display in their work.

### **Emotion**

### Logic

### **Interactors**

Interactors are emotion in action. Known for their enthusiasm and their outgoing personalities, they are usually the life of the party. The kind of action that satisfies their emotions is interaction. They love to entertain and are known for their ability to tell a good story. Interactors know communication is the key to satisfying their needs.

### **Controllers**

Controllers are logical, actionoriented people who want to make the decisions, handle the problems, and control the world around them. Some gain control through being assertive, and others by insisting on independence. Whether they seek to make all of the decisions, or just their own, Controllers want just that... to be in control.

### Action

## Famous Behaviors

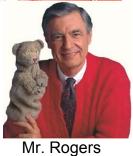
### **Stabilizers**

Laura Bush

Nelson Mandela











Ghandi

### **Perfectionists**

Miss Manners

Tiger Woods









Martha Stewart

Dr. Henry Lee

Regis Philbin

Oprah Winfrey









Bill Clinton Paula Deen

Donald Trump Barbara Streisand









Hillary Clinton

**Bobby Knight** 

**Interactors** 

**Controllers** 

# How to Identify

### **Stabilizers**

- Best listener
- Best team-player
- Most accommodating
- Most willing to help
- Most patient
- Most receptive
- The peacemaker
- Most cautious
- Biggest worrier

- Best talker
- Best rapport-builder

**Interactors** 

- Best delegator
- Most trusting
- Lots of friends
- Good story teller
- Loves to entertain
- Least predictable
- May exaggerate

### **Perfectionists**

- Most reliable
- Most accurate
- Most organized
- Passion for knowledge
- Has lots of questions
- Gives detailed answers
- Values fairness
- Most skeptical
- Least trusting

### **Controllers**

- Most decisive
- Most assertive
- Most self-reliant
- Most results-oriented
- Willing to make changes
- Best trouble-shooter
- Wants to take-charge
- Least tolerant
- Most stubborn

# How to Influence

Stabilizers	Perfectionists
Approach	Approach
Need Determination	Need Determination
Presentation	Presentation
Closing	Closing
Objections	Objections
Interactors	Controllers
Interactors Approach	Controllers
Approach	Approach
Approach  Need Determination	Approach  Need Determination

# How to Manage

Stabilizers	Perfectionists
Primary Needs	Primary Needs
Management Approach	Management Approach
Interactors	Controllers
Primary Needs	Primary Needs
Management Approach	Management Approach

# How to Annoy

Perfectionists
How to Please
How to Annoy
Controllers
How to Please
How to Annoy

# Ineffective Strategies

### **Stabilizers**

Tolerating vs. Changing

Slow to adjust

Missing deadlines

Won't make decisions

No creative solutions

Waits for instructions

Hides a grudge

### **Perfectionists**

Planning vs. Acting

Avoiding all risk

Procrastination

Missing big picture

Holds back ideas

**Defensiveness** 

Skepticism

### **Interactors**

Popularity vs. Results

Exaggerates

Overly optimistic

Too trusting

Poor planning

Misses details

Inconsistent decisions

### **Controllers**

Telling vs. Asking

Impatient

Critical

Sarcastic

Poor listener

Scares people

Too independent

## Success Strategies

Name: Andy Sample

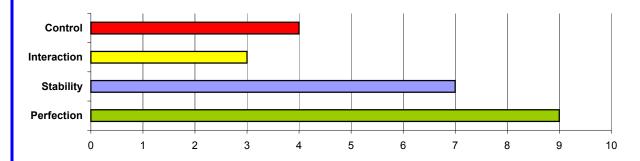
**Department :** Finance & Administration

**Company:** Southwest Systems

Date: 08/01/11

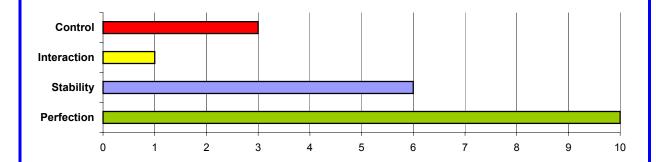
### SELF-IMAGE

Your self-image is how you see yourself. This is your most natural behavior and determines the strategies you are most comfortable using to achieve success.



### **SOCIAL-IMAGE**

Your social-image is the personality you show to others. It may be the same as your self-image, or you might make adjustments in your natural behavior.



### **SUMMARY**

A description of your traits and how they combine to create your personality

Andy Koehler has the high need for perfection that motivates him to gain a thorough understanding of his responsibilities, so that he feels well prepared to answer questions, handle problems and make needed decisions. He likes to research his options, plan his approach and follow his plan in a step-by-step manner. A below-average need for interaction indicates he does need to make a special effort to remain active in promoting open communication and in building close working relationships. An above-average need for stability helps make him patient and supportive in working with others. He enjoys being part of a team effort, and he will work to promote harmony, cooperation and stability in his dealings with others.