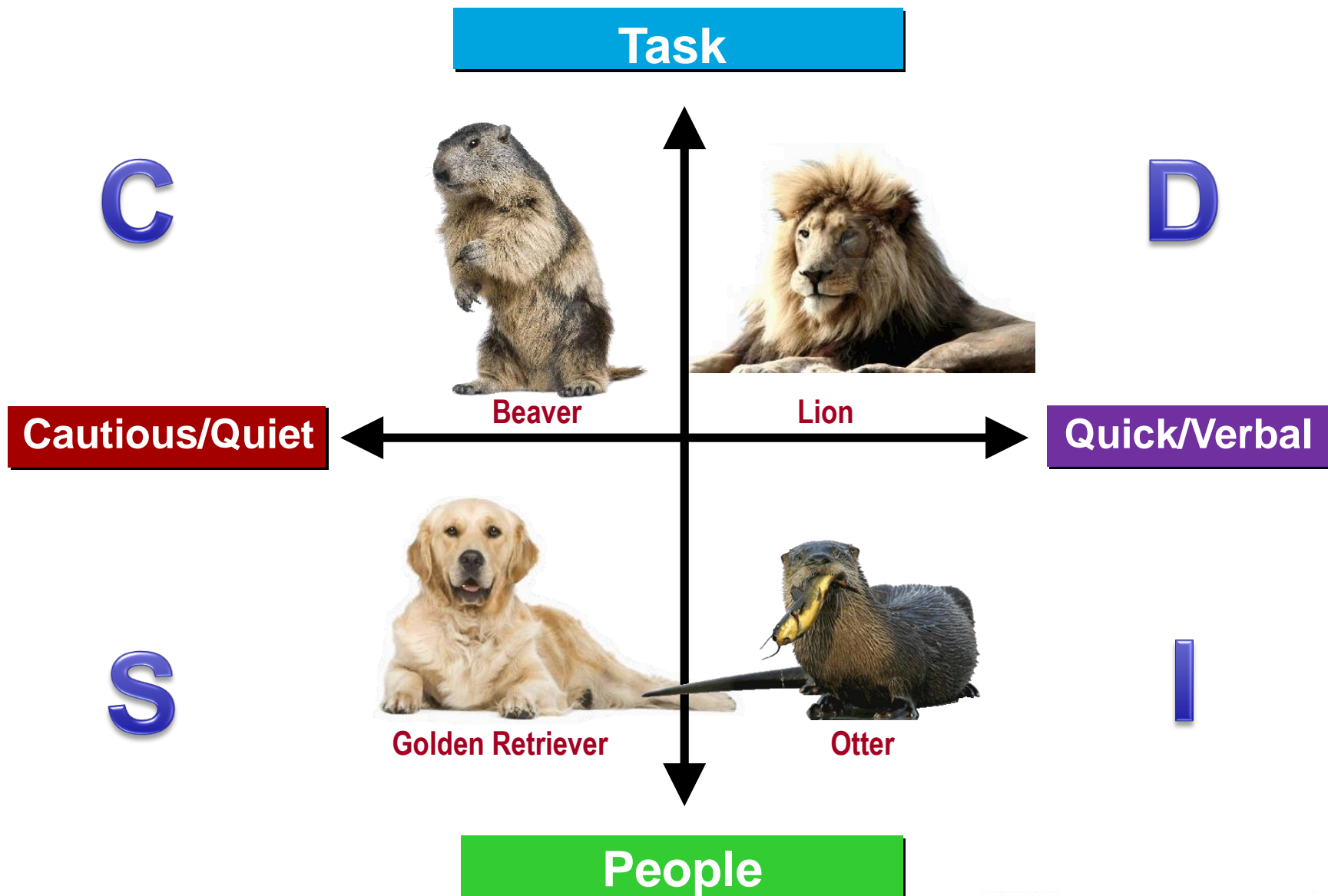


The 4 Personality Types

How to understand, value, communicate and motivate each

Personality Assessment

- Here are places you can take a quick test to see which type(s) you are. You only need to take one, we are just listing a couple since links periodically do not work.
 - <http://smalley.cc/images/Personality-Test1.pdf>
 - <http://thaoski.com/2013/04/02/5-minute-personality-test-lion-beaver-otter-golden-retriever/>



Understanding & Valuing a LION

- Major strengths:
 - Gets things done
 - Decisive
 - Persistent
 - Initiates change

- Major weaknesses:
 - Insensitive to others
 - Impatient (overlooks risks and facts)
 - Stubborn and unyielding



Understanding & Valuing a LION

- Communicates DIRECTLY.
- Will TAKE CHARGE under tension.
- Needs to learn to LISTEN.



- I want to do it MY way.
- I like to CHANGE things.
- My greatest fear is losing CONTROL or not having a CHALLENGE.

My boss/colleague is a LION

■ Pros

- They will get a lot accomplished.
- They are willing and quick to make needed improvements, as long as they see the need.
- They are not easily offended.

■ Cons

- They will have high expectations for your ability.
- They will not provide a lot of performance-based feedback.
- They are likely to neglect coaching and other “soft skills”.

Understanding & Valuing a OTTER

- Major strengths:
 - Optimistic
 - Personable
 - Enthusiastic
 - Inspirational

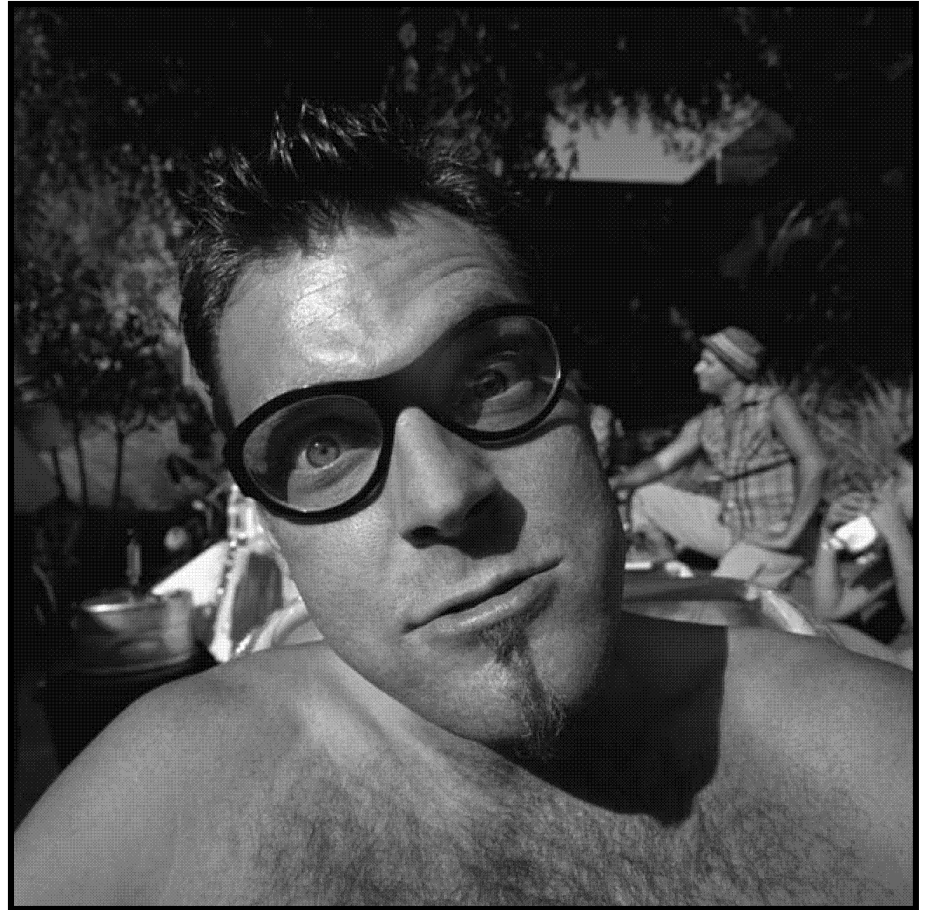
- Major weaknesses:
 - Impulsive
 - Verbally manipulative
 - Lacks follow-through



Understanding & Valuing a OTTER

- Communicates PASSIONATELY.
- Will PERSONALLY ATTACK under tension.
- Needs to learn to PAUSE.

- I want to do it the EXCITING way.
- I like to DREAM things.
- My greatest fear is losing FACE or not having SOCIAL APPROVAL.



My boss/colleague is an OTTER

- Pros
 - They have a knack for influencing others.
 - They have a great network of people in the company.
 - They will build strong alliances.

- Cons
 - They will not stay focused on one task.
 - They lack the commitment to follow-through.
 - They might verbally attack.

Understanding & Valuing a GOLDEN

- Major strengths:
 - Supportive
 - Agreeable
 - Loyal
 - Values relationships
- Major weaknesses:
 - Indirect with others
 - Resists quick change
 - Overly tolerant



Understanding & Valuing a GOLDEN

- Makes decisions INTERACTIVELY, seeks the input of others.
- Will GIVE IN under tension.
- Needs to learn to INITIATE.

- My ideal world is one where I have PEACE.
- I want to do it SAME way.
- My greatest fear is losing STABILITY or losing a RELATIONSHIP.



My boss/colleague is a GOLDEN RETRIEVER

■ Pros

- They will take an interest in you as a person.
- They will be available and open to hear from you and take your opinion into consideration.
- They are good communicators.

■ Cons

- They're desire to relate interferes with the need to work.
- They procrastinate.
- They avoid conflict to a fault.

Understanding & Valuing a BEAVER

- Major strengths:
 - Orderly
 - Thorough
 - Analytical
 - Pursues excellence

- Major weaknesses:
 - Lacks spontaneity
 - Critical
 - Overly cautious



Understanding & Valuing a BEAVER

- Makes decisions DELIBERATELY.
- Will AVOID under tension.
- Needs to learn to ADAPT.

- My ideal world is one where I have EXCELLENCE.
- I want to do it the RIGHT way.
- My greatest fear is being WRONG or being a CRITICIZED.



My boss/colleague is a BEAVER

- Pros

- They will provide quality work.
- They can focus on a task and not get distracted.
- They learn from past mistakes.

- Cons

- It takes them a long time to complete work.
- They nit-pick.
- They don't take risks.

Scenario 1

You receive a text message from a friend asking a question.

- **Lion** – Respond using the fewest possible letters. It is quite possible that your text cannot be understood by the recipient. In fact, when asked later, *you* might not even be able to understand what you wrote.
- **Otter** – Text back using as many words and emoticons as possible. Continue the conversation by inviting your friend to some event.
- **Golden Retriever** – Pick up the phone and call them. Be sure to ask them how their family is.
- **Beaver** – When you notice the message, text a short message back, but use correct capitalization and punctuation.

Scenario 2

You're approaching a door. There is a person about 25 feet behind you walking toward the same door.

- **Lion** – “There was a person? What person?”
- **Otter** – Hold the door, stick out your hand, and loudly remark “Where’s my tip?”
- **Golden Retriever** – Hold the door, smile, and ask the person if they’re having a good day.
- **Beaver** – Consider briefly the amount of time it would take to hold the door vs. your schedule to determine if it’s worth the effort. If you do decide to hold the door, you’ll enter it first, and hold it open behind you.

Scenario 3

You're given a task and some specific instructions on what to do.

- **Lion** – Identify the most efficient way to complete the task and do it immediately. The instructions were just a suggestion for someone who didn't know what they were doing.
- **Otter** – Discuss it with your friends at lunch. Express your utter disbelief at the absurdity of it. When you finally do complete it, e-mail it back and copy in a few other people.
- **Golden Retriever** – Next time you see the person who assigned it to make sure you completely understand what is being asked. Ask a few times to ensure you know how to please them.
- **Beaver** – Prioritize the task among your other work. When you get to it, follow the instructions completely, even if you know a better way. Double check your work before submitting.

OK, I understand it.

Now what I do I DO about it?

Relationship with a LION

- Motivated by RESULTS, challenge, and action.
- Focuses on the NOW.
- Communicates DIRECTLY.
- Makes decisions QUICKLY.
- Will TAKE CHARGE under tension.
- Needs to learn to LISTEN.



Relationship with a LION



- Be direct
- Answer “**what?**”
- Goals/quantity
- Agree with their goals

Relationship with an OTTER

- Motivated by RECOGNITION, approval and visibility.
- Focuses on the FUTURE.
- Communicates PASSIONATELY.
- Makes decisions INTUITIVELY, opportunistic, lots of wins and losses.
- Will PERSONALLY ATTACK any extension.
- Needs to learn to PAUSE



Relationship with an OTTER



- Be enthusiastic
- Answer “**who?**”
- People/recognition
- Agree with their vision

Relationship with a GOLDEN RETRIEVER

- Motivated by RELATIONSHIPS, appreciation and service.
- Focuses on the PRESENT, enjoys time in personal interaction.
- Communicates TWO-WAY, good listener.
- Makes decisions INTERACTIVELY, seeks the input of others.
- Will GIVE IN under tension.
- Needs to learn to INITIATE.



Relationship with a GOLDEN RETRIEVER



- Be friendly
- Answer “**why?**”
- People/relationships
- Focus on the impact to other people

Relationship with a BEAVER

- Motivated by BEING RIGHT.
- Focuses on the PAST.
- Communicates TWO-WAY, good listener especially in relation to task details.
- Makes decisions DELIBERATELY.
- Will AVOID under tension.
- Needs to learn to ADAPT.



Relationship with a BEAVER



- Be thorough
- Answer “**how?**”
- Goals/quality
- Focus on detailed facts

How?

- Be thorough
- Answer “**how?**”
- Goals/quality
- Focus on detailed facts

Task



Get it done right



Get it done now

What?

- Be direct
- Answer “**what?**”
- Goals/quantity
- Agree with their goals plus test

Cautious/Quiet

- Be friendly
- Answer “**why?**”
- People/ relationships
- Focus on the impact to other people

Quick/Verbal

- Be enthusiastic
- Answer “**who?**”
- People/recognition
- Agree with their vision



Get along with others



Get approval from others

Why?

People

Who?

References

- *Two Sides of Love* by Gary Smalley and John Trent
- *Solving the People Puzzle* by Walk Thru the Bible
- Years of experience