Step 1: Identify Temperaments Through Observation

Task
(Purpose)

C

16%

D

3%

Priority

Slower

Pace

Quicker

S

69%

I

12%

Relationships
(People)

TREA
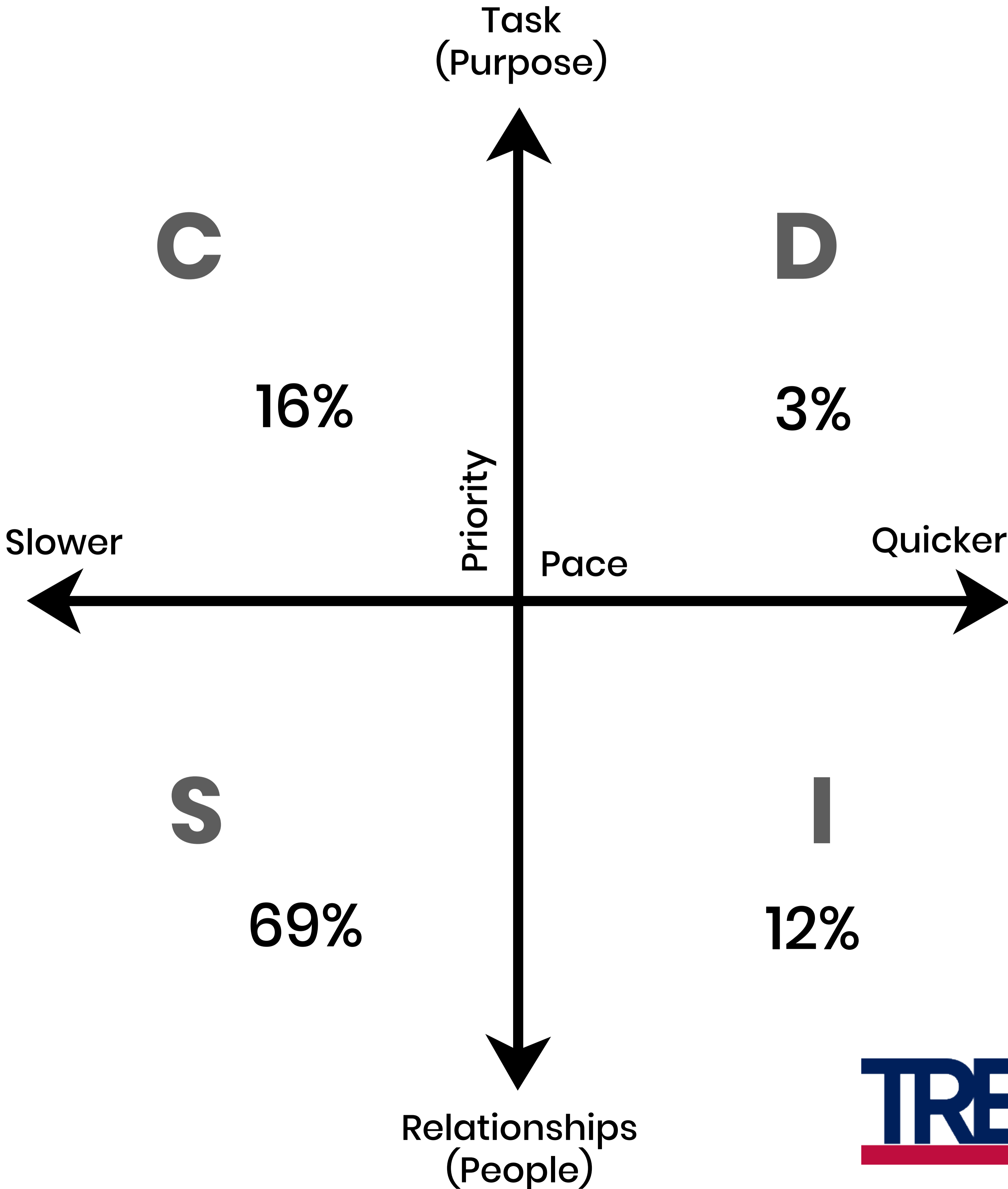
Step 2: Understand Relational Needs

	D	**I**	**S**	**C**
How to Relate to a:	**BE DIRECT** • Start with results/benefits first and then provide details only as needed • Be quick and to the point • Challenge them	**BE ENTHUSIASTIC** • Be positive, friendly • Provide praise • Validate their self-worth • Give them a feeling of "I need you"	**BE RELATIONAL** • Use friendship • Be easy-going • Be low-key on objectives • Don't push • Let them respond at their own pace	**BE ANALYTICAL** • Give clear facts • Present ideas objectively • Don't rush • Be specific and thorough
How to persuade a:	**Key question: WHAT?** • Focus on results/bottom line first • Answer their question, "What are the benefits?"	**Key question: WHO?** • Provide emotions/be enthusiastic • Share testimonies of significant people • Answer their questions, "Who else has done this?"	**Key question: WHY?** • Be friendly with them • Take time with them • Answer their question, "Why do you want to change things."	**Key question: HOW?** • To them it is important to do it right • Show them step-by-step how to do it • Answer their questions, "How do you want me to do this"
How to lead a:	**GOAL/RESULTS** • Give them the "what"—let them determine • the "how" Let them have CONTROL, be in charge of something	**GROUP/RECOGNITION** • Consult/counsel with them about ideas, projects, people • Recognize their efforts in front of others • Let them have FUN	**GROUP/TOGETHER** • Doing things • together is • important Always maintain • the relationship • Let them have PEACE—minimize conflict	**GOALS/QUALITY** • How to do it the • best way is important • Be available to • work closely with them Le them have time to do things RIGHT
How to disagree with a:	**AGREE with their GOAL+TEST** Ask, "Why do you think this is the best way? Have you considered other alternatives to reach your goal?"	**AGREE with their VISION+TIME** Allow time to pass. They get excited about so many things, they'll move on to something else	**TOGETHER** Take time to convince them that the disagreement will not disturb the relationship.	**FACTS** Gather your facts. They will not be swayed by emotions appeals or verbal persuasiveness.