
Personality Styles and Careers

THE PERFECT CAREER MATCHES WHO YOU ARE

People work harder and achieve better results when they're doing work that gives them a great deal of satisfaction. If you don't find the work enjoyable and rewarding you will not perform to the best of your ability. It's important therefore to find out what motivates you, what drives you and what you are best suited to do, based on who you are. Certain people do better at some jobs than others. The trick is to discover this early in your career.

In our studies we have found that people have four basic personality (or behavioural) styles – **Drivers, Promoters, Supporters and Analysers**. When blended together in varying percentages, these four personality styles make us who we are. There are 16 combinations of these four basic styles.

Each job has its own 'behavioural profile' and the closer the behavioural match between you and the job requirements, the happier, more productive and successful you will be in the job.

ARE YOU GOOD WITH PEOPLE OR TASKS?

In studying 'personality' the first factor to look at is - What ATTRACTS you?

We each have an internal magnet. It's attracted to either **people** or **tasks**. Some people need **people** around them; it energizes them, stimulates and excites them. They are great at jobs that require them to use their people skills. They inspire and motivate others, and work better surrounded by people and noise. They trust their own intuition and are persuaded by an emotional argument. These personality styles tend to be **good with people**.

Those people, whose magnet is attracted to **tasks**, have their energy drained by being around people; they enjoy their own company, and prefer to work alone on detailed tasks. These people rely on fact and logic. They are persuaded by rational arguments, and emotion does not play a big part in their decision making. These personality styles are **good with tasks and information**.

HOW FAST DO YOU GO?

The other factor that determines our personality style is our **internal motor**, or the speed at which we do things. This relates to how FAST people do things. Some of us are **dynamic** and move at a rapid pace. We are outgoing and do things quickly. We want things done now – we make decisions quickly, we fall in love quickly, we shop quickly and so on. We like variety, action and adventure.

Others are **conservative** and work at a much **slower pace**. We also want to get things done, but done correctly and in a considered manner. We decide slower, we are more cautious, we don't take risks and we are discerning. We are not impulsive, we are reserved. We see no need to rush and we prefer the steady approach to completing tasks. We are organised and prepared.

Here are the basic characteristics of the four personality styles, and the jobs and careers that best match that style.

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THE CAREER PATH THAT BEST MATCHES THE DRIVER STYLE

For Drivers the ideal career is where they can make decisions, set goals and measure results. Drivers are **task oriented**.

Drivers enjoy power, control and independence. They are quick, decisive and are natural born leaders. They function best when carrying out responsibilities with authority. They don't like too much detail and are big picture people.

Drivers are comfortable with change and accept responsibility for their actions. They are very much bottom line results oriented people. Drivers are more task and information driven and their people skills are not the greatest. They are rational decision makers where emotion is not a factor. They are also very creative people.

Suggested careers that best suit Drivers are:

Business, Executives, Managers, Entrepreneurs, Administrators, Sales, Marketing, Recruiters, Logistics, Media Planners/Buyers, Publishing, Producers, Project Management, Chefs, Finance, Financial Planning, Brokers, Venture Capitalists, Mergers & Acquisitions, Consulting (Business Consultant, Management Consultant), Professional, Medical, Law, Technology, Planning & Development, Arts, Politics, Scientific, Trades, Sports, Coaching, Pilots, Engineers,

Careers in Business

Drivers are perfect for business-related endeavours. (Business owners, entrepreneurs, managers, leaders or directors). They have the personality to start their own business, but may also thrive in settings where competition is keen – such as large, well established organisations.

Careers in sales & marketing would appeal to Drivers. Of course, depending on their particular skills and educational background, Drivers may be a good fit for politics, the police or military, legal professions and advertising.

Practical or mechanical careers

These occupations involve working with things, using the hands, or special tools or equipment. Activities include practical and physical tasks, which may require an understanding of how equipment or machinery works.

Creative, recreational or artistic careers

These occupations involve working with ideas to creatively express, present or perform them. An appreciation of design, style, form, beauty or related concepts used to develop or interpret an idea is important. Activities include writing, painting, singing, dancing, decorating, designing and performing. Also careers involving sport, leisure or the environment.

INTERVIEW TIPS FOR DRIVERS

The number one tip for Drivers is to listen carefully to the question and try not to control the interview. Some of the questions you may think are not relevant but you're not the one hiring, so be patient. Ask questions about the outcomes wanted by the company, e.g. what do they expect you to accomplish.

As a results-oriented achiever you want them to know you can deliver. Try not to appear over confident. Sometimes Drivers can be blunt and direct so elaborate your answers and include more personal interest.

Learn to be patient with the interview process. It can take a while and for an impatient Driver the process may seem like forever. Whilst you know you're good and can do the job, you will need to sell yourself to the interviewer. This means establishing rapport at the start of the interview process.

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THE CAREER PATH THAT BEST MATCHES THE PROMOTER STYLE

For Promoters the ideal career involves people.

Promoters are **outgoing extroverts who enjoy the company of others. They have a gift for working with people and forming positive working relationships. They are optimistic and have excellent communication skills.**

Promoters are **influential, highly intuitive and sensitive to others. They are creative and have an ability to communicate and persuade others. They enjoy working with people, motivating, representing, lobbying and influencing others. Promoters move at a fast pace so enjoy jobs with variety, travel and where they don't have to sit behind a desk for too long.**

Suggested careers that best suit Promoters are:

Advertising, Communication, Journalist, Broadcasters, Writers, Fund Raisers, Recruiters, Politicians, Editors, Graphic Artists, Copy Writers, Publishers, Psychologist, Facilitators, Career Counseling, Clergy, Education, Teaching, Child Welfare, Community Services, Public Health, Sociologist, Human Services, Recruitment, Sales Training, Sales & Sales Management, Team Trainers, Labour Relations, Talent Directors, Special Event Planners, Travel Agents, Public Relations, HealthCare, Consulting, Creative, Marketing, Planning, Service, Customer Relations, Planning, Merchandising.

Persuading or service careers

These occupations involve working with people to sell, motivate, or influence them. Activities including selling, promoting or providing goods or services, lobbying, or presenting a point of view. Careers in sales, promotions, communication, events, or public relations would be suitable, so would careers in recruitment, entertainment or politics.

Helping or advising people

These occupations involve working with people to help, inform, teach or treat them. Activities include discussing personal issues, listening to people's problems and providing advice, instruction, information or treatment to meet their needs. Careers in consulting, coaching and training would appeal to Promoters.

Creative or artistic careers

These occupations involve an appreciation of design and related concepts used to develop or interpret an idea. Activities such as publishing, designing and decorating, or a career in the Arts, would be ideal.

INTERVIEW TIPS FOR PROMOTERS

Promoters never run out of things to say however at an interview you need to exercise restraint. Listen carefully to the question and answer it enthusiastically but briefly. Don't take "tell me about yourself" as a good time to tell your life story.

Do not talk about your current or former boss, colleagues or companies you've worked for. Keep the conversation business-like and avoid the emotional response. Don't exaggerate what you can do but show your natural confidence.

Research the company before the interview. As a big picture person you overlook details but in an interview you need to have the facts. You have a good sense of humour and are a fun person but an interview is not the time to tell jokes or stories. Let the interviewer lead. They ask, you listen, then speak – in that order.

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THE CAREER PATH THAT BEST MATCHES THE SUPPORTER STYLE

For Supporters the ideal jobs are those that involve people, service and information.

Supporters are easy going people who enjoy working in a secure team environment that requires repetitive tasks or processes. They enjoy following routines and instructions and have a natural inclination to help others solve problems.

Supporters are naturally cautious and function best in a stable non confrontational environment. They are dependable, loyal and patient, and want to help others. Supporters have a great talent for logistics that is supplies, schedules, distribution and similar tasks. They keep the world running. They enjoy working with people and managing operations. They excel at providing their company with goods and services and seeing to the health and welfare of employees and family.

Suggested careers that best suit Supporters are:

Artists, Healthcare, Dental, Opticians, Nursing, Therapist, Vets, Scientists, Technicians, Pharmaceutical, Service, Administrative and accounts, Retail, Interior Decorators, Musicians, Social Services, Librarians, Social Workers, Child Care, Specialist Teachers, Guidance Counseling, Horticultural, Florists, Secretarial, Clerical, Book Keeping, Telemarketing, Religion, Organizational Development, Human Resources, Project Management, Counseling, Education.

Organising or administrative careers

These occupations involve working with data to order, process or retrieve facts and figures, or to develop or administer policies and procedures. Activities include organising, using or updating information (such as files or accounts), developing or following procedures or systems, and the planning, budgeting and staffing of an organisation. Careers in administration, human resources, retail and secretarial would be ideal.

Helping or advising

These occupations involve working with people to help, inform, teach or treat them. Activities include discussing personal issues, listening to people's problems and providing advice, instruction, information or treatment to meet their needs. Teaching, social services, childcare, and healthcare would suit a Supporter.

Careers in nature or recreation

These occupations involve working with things in the natural world, such as conservation, handling animals, horticultural or veterinary care. Activities include growing and caring for living things, or an involvement with sport, leisure or the environment.

INTERVIEW TIPS FOR SUPPORTERS

Supporters are great listeners but can also be reserved with people they don't know. The interview is not the place to be shy or quiet. You need to speak up and express yourself even though it's difficult for you to talk about the things you've accomplished. You need to brag a little and not hold back. Interviews are an opportunity for you to tell about the things you're good at and what you can do for the employer. Reliability, honesty and loyalty are important to you and to the employer, so tell them about your strengths. Be enthusiastic. Ask the interviewer questions about the jobs that are important to you. Don't forget to discuss the salary package – as a Supporter you may not wish to confront this topic.

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THE CAREER PATH THAT BEST MATCHES THE ANALYSER STYLE

For Analysers the ideal jobs are those involving **details, facts and information** and less to do with people.

Analysers are no nonsense people who are naturally inclined to gather information. They are detail oriented who don't mind working by themselves. They enjoy the challenge of collecting facts and details and providing precise evaluations and reports.

Analysers are competent administrators who follow procedures in a conscientious and conservative manner.

Suggested careers that best suit Analysers are:

Finance, Accountants, Tax Advisers, Economist, Investment Banking, Financial Planners, Research, Technology, Designers, Engineering, IT, Software, Systems Analysts, Programmers, Computer Engineers, Security, Mechanics, Education, Mathematicians, Academics, Teachers, Scientists, Healthcare, Medical, Dental, Creative, Writers, Artists, Musicians, Architects, Builders, Electricians, Law, Police & Agriculture.

Organising or financial careers

These occupations involve working with data and processing, information technology, or developing and administering policies and procedures. Activities include organising, using or updating information (such as files or accounts), instigating or following procedures or systems, and the planning, budgeting and staffing of a corporation. Finance, banking, architecture, engineering, and IT would appeal to Analysers.

Analytical or scientific careers

These occupations involve working with ideas to investigate or seek solutions to scientific, technical, social or other issues. Activities include observing, researching, analysing and interpreting results. The ability to develop theories, apply logic and explore abstract ideas in a specialist area of knowledge is important. Careers in research, medicine, and education would be ideal.

Practical or mechanical careers

These occupations involve working with things, using the hands, or special tools or equipment to make, fix, install or adjust them. Activities include practical and physical tasks, which may require an understanding of how equipment or machinery works.

In addition to being analytical and practical, Analysers are also creative and artistic, and careers in design, the arts, and literature are also most suited.

INTERVIEW TIPS FOR ANALYSERS

Analysers will come to an interview with all their educational results and certificates. You will have everything to back up what you say including references from past employers. These documents are relevant but not as important as what you say in answer to the interviewer's questions.

As an Analyser you are naturally conservative and take things literally. Use less fact and introduce more emotion. The interviewer is trying to gauge your reaction so you need to become a bit more animated and enthusiastic. Your natural talents as an Analyser are not being questioned but rather your ability to deliver solutions to the employer. To demonstrate that you are right for the job, provide examples of past projects and accomplishments. Promote yourself and show you are proud of what you have done and what you can do. This is not a time to be shy or withdrawn.

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A COMPANY NEEDS ALL FOUR STYLES TO SUCCEED

Management Consultant Peter Drucker wrote that every company needs four different types of people for it to succeed.

The Promoter

He said that it needed a **'front' person** – we call them **Promoters** – they are the people who market products and create excitement. These are the people with vision, who look ahead. It's the ideas, the world of concepts and future plans that Promoters are good at. They use their imagination to do everything from developing new products, to coming up with business opportunities. While their jobs may differ, they all see opportunities before everyone else.

The Driver

Next he said we need an **'action' person**, someone to go out and make the sales, negotiate the deals and get results. These are our **Driver** personality types. They are the entrepreneurs and builders. They are risk takers and tend to be more dominant and more individualistic. They're great at persuading and pushing and will overcome obstacles and detractors to achieve their dream.

The Supporter

Next we need a **'people' person**, someone to take care of the staff, take care of the customers, help solve problems, train new staff and build relationships. These are the **Supporters**. It requires a special person to improve, organise and run the day-to-day business. These are the managers, planners and organisers. Their focus is on the best, easiest and most effective way to deliver goods and services. Their activity is broad and includes people, systems, and resources. Supporters are good at making companies run efficiently.

The Analyser

Once all of this is in place we need a **'thinker' person**, an **Analyser** to make sure that everything is running according to budget; that the accounts are correct, that systems are in place and the business has a plan to grow and be successful. These are the people who run equipment, design products, administer processes and analyse results. They are the producers, the technicians, the analysts, or the administrators.

What we learn from Peter Drucker is an understanding that each of us has talent and gifts and each talent is needed in the workplace. Some call these our strengths. We can best excel at careers that match the things we're good at – and these may well be the most satisfying as well.