



Everyone embraces all four basic types - but typically prefer something over something else



Style 4 - Dynamic

- Seeking hidden opportunities
- Needs to act and experiment
- Learn through "trial and error"
- Enrich reality
- Perceives information concretely and process it actively
- Flexible - and always searching for new connections
- Likes variety (for variety's sake)
- Excels in situations that require flexibility
- Takes risks - and often reach accurate conclusions in the absence of logical justification
- Works through action - and testing of knowledge and experience

Strength: Action, kick-starting things

Objective: To make things happen, driving ideas into action

Favorite question: What if?



Style 1 - Empathetic

- Seeking meaning
- Needs to be involved
- Learn by listening and sharing ideas
- Absorbs reality
- Perceives information concretely and process it reflectively
- Interested in people and cultures
- Open and believe in their own experiences
- Excels by viewing concrete situations from many perspectives
- Adapts towards those they respect
- Works through social interaction
- Imaginative

Strength: Empathetic and imaginative

Objective: to engage in important issues and build consensus/harmony

Favorite question: Why?



Style 3 - Practical

- Seeking usability
- Needs to know how things work
- Learn by testing theories in terms of what seems reasonable
- Edit reality
- Perceives information abstractly and process it actively
- Use facts to build concepts
- Needs hands-on activities
- Enjoys solving problems
- Needs to know how what they do, can be used in everyday life
- Works by drawing conclusions based on experiences

Strength: Practical application of ideas

Objective: Use existing knowledge to secure future usability

Favorite question: How?



Style 2 - Analytical

- Seeking facts
- Needs to know what experts think
- Learn by thinking through ideas
- Shapes reality
- Perceives information abstractly and process it reflective
- More interested in ideas and concepts - than in the people behind them
- Collects data and information and evaluate it critically and objectively
- Thorough and diligent, reviews facts once more if something seems odd or if something is not adding up
- Enjoy traditional classroom teaching
- Works by adapting to experts

Strength: Creating concepts and models

Objective: Intellectual recognition

Favorite question: What?

