

Depending on whether you're basically an Achiever, an Affiliator, or an Influencer, your preference and peeves will vary somewhat. But even within those variations the first list has appeal and the second list does not. Why?

Certain basic personal qualities immediately capture us and make us want to spend time with you or listen to your message. This response is rooted in how you make us, your listeners, feel, as well as in what climate your personal qualities create between us.

### *Positive Qualities*

Consider the qualities on the first list:

- *Warm, friendly, honest, open* put us at ease. They actively invite us to get closer, creating an environment in which we can relax our guard and relate more directly and openly. These qualities are usually a surprise, a welcome alternative to the guarded way most of us behave. We basically envy and are drawn to the teller because most of us haven't learned to *express* warmth, friendliness, honesty, or openness very directly or easily, although we *respond* to them with pleasure. We also sense how comfortable one must be within oneself to behave in such an uncluttered way.

- *Exciting, creative, and interesting* promise pleasure and make us lose ourselves in a feeling of anticipation and a curiosity about what comes next.

- *Knowledgeable* and/or *confident* are very reassuring. Since the speaker has obviously done his/her homework, we listen with trust and the assumption that listening will be both beneficial and definitive.

- *Organized* satisfies the brain's need for order and logic delivered in the format of how we learn best. As we listen, awash in a sea of words and ideas, we need to see, hear, and imagine the structure that underlies the message in order to get it and remember it.

- *Authentic* gives us confidence that what we see is indeed what we get, that we're down to bedrock: this is a truthful person speaking, without subterfuge.

- *Inspiring* appeals to our deeply rooted willingness to follow a leader or rise above our own thoughts to absorb another's enthusiasm and innovation.