

D - Dominant

They prioritize taking ACTION.

They love TO WIN.

They fear LOSING CONTROL.



How To Identify a D

- Direct
- Demanding
- Determined
- Decisive
- Doer
- Risk Taker
- Results Driven
- Goal Focused
- Confident
- Forceful

Communication



How They Listen

- Listen for win/goal
- Listen for action
- Short attention
- Cut you off



How They Talk

- Speak in extremes
- Not thorough, leave out facts
- To the point



How They Read

- What do I need to know?
- Won't read when too long



How They Write

- Brief
- Feels like yelling
- Write in incomplete sentences

How To Work With Them



Their Motivators

- Driving change
- Fast decision making
- Taking risk
- Achieving results



Their Fears

- Being taken advantage of
- Appearing weak



Their Pitfalls

- Impatient
- Insensitive
- Move too fast



Their Conflict Management

- Face it head-on
- Engage in debate
- Overfocus on winning

Tips



DO's

- Be brief, direct, concise
- Problem solve
- Help them win
- Challenge them
- Show results
- Support your argument



DON'Ts

- Take up too much time
- Ramble
- Be too sociable
- Focus on problems
- Give too much detail