

# I - Influencer

They prioritize ENTHUSIASM.

They want TO BE LIKED.

They fear DISAPPROVAL



## How To Identify an I

- People Oriented
- Talkative
- Fun-loving
- Optimistic
- Spontaneous
- Enthusiastic
- Energetic
- Affable
- Inspiring
- Influential

## Communication



### How They Listen

- Listen for connection/fun
- Listen to reply
- Enjoy personal over work
- Make it about themselves



### How They Talk

- Verbal journey
- Animated
- Too much talking



### How They Read

- Are you in a good mood or bad?
- Skip over the details



### How They Write

- Talk out their thinking
- Use lots of emojis

## How To Work With Them



### Their Motivators

- Inspiring people
- Sharing information
- High energy environments
- Having fun



### Their Fears

- Social rejection
- Being ignored



### Their Pitfalls

- Impulsive
- Lack follow-through
- Say yes too much (over extended)
- Too optimistic



### Their Conflict Management

- Want to talk it through
- Stay positive
- Become too emotional

## Tips



### DO's

- Let them talk
- Develop a relationship
- Be sociable/personable
- Take them seriously
- Create incentives
- Help them move talk to action



### DON'Ts

- Criticize their lack of detail
- Ignore their ideas
- Tell them what to do
- Make them feel unliked
- Eliminate social time