

Driver

“Let’s get it done”



Identify



Look For

- Intense eye contact
- Leans forwards
- Limited facial expressions
- Deliberate & fast gestures



Listen For

- Very fast pace
- Deliberate, to the point
- Formal, businesslike
- Strong opinions

Reflect

- ✓ Quick, decisive action
- ✓ Challenges, and quick results
- ✓ Focus on the here & now
- ✓ Control

- ✗ Delays, running late
- ✗ Inefficiency & “wasting time”
- ✗ Lack of structure / plan

Modify

History

- Focus on the goal
- Short & Sweet
- Elicit their opinions

Exam

- Find their pain first
- Briefly explain why you’re checking others areas
- “Walk and talk”

Recommendations

- Move through quickly
- Keep them in control, give options
- A clear plan with end/review date

Analytical

“Let’s do it right the first time”



Identify



Look For

- Leaning back, upright
- Slow gestures, within silhouette
- Limited facial expressions
- Low eye contact



Listen For

- Slower pace
- Quieter & deliberate
- Less inflection
- Pauses, questions

Reflect

- ✓ Details, Data
- ✓ Methodical and predictable approaches
- ✓ Time to prepare and consider options

- ✗ Uncertainty, Surprises
- ✗ Subjective / incomplete information
- ✗ Feeling rushed

Modify

History

- Listen patiently
- Elicit questions
- Summarize frequently
- Clarify objective measures

Exam

- Explain why you examine other areas
- Calm and deliberate
- Don't talk unless invited

Recommendations

- Be as concrete as possible
- Provide objective evidence
- Allow them time to consider
- Address questions as they occur

Amiable

“Let’s do it together”



Identify



Look For

- Leaning back, relaxed
- Slow gestures, outside of silhouette
- Varied facial expressions
- High eye contact



Listen For

- Slower pace, pauses
- Quieter & deliberate
- Greater inflection
- May seem vague

Reflect

- ✓ Personal connection
- ✓ Agreement & consensus
- ✓ Support and praise

- ✗ Risk
- ✗ Pressure to decide
- ✗ Disharmony, conflict

Modify

History

- Emphasize rapport first
- Label and reflect emotions
- Ask about personal life
- Allow pauses and silence

Exam

- Ensure comfort first
- Give warnings
- Explain calmly

Recommendations

- Focus on how they’ll feel when better
- Be vigilant for hesitancy
- Encourage them to ask questions
- Don’t push for “yes”

Expressive

“Let’s do it all!”



Identify



Look For

- Relaxed, leaning in
- Fast gestures, outside of silhouette
- Varied facial expressions
- High eye contact



Listen For

- Fast & loud
- Greater inflection
- Go off on tangents

Reflect

- ✓ Novelty
- ✓ Freedom & Flexibility
- ✓ “Big Picture” thinking

- ✗ Feeling ignored / unimportant
- ✗ Getting bogged down in details
- ✗ Rigid / formal structure

Modify

History

- Allow time for rapport
- Ask about goals & dreams
- Discuss their opinions

Exam

- Explain with enthusiasm
- Link findings to achieving their goal
- Make them feel special

Recommendations

- Paint a vivid emotional picture of the future
- Mention options
- Reassure the plan will be flexible