

**ADVENTURER**

WHAT? TELL

**PEOPLE**

WHO? SELL

**STEADY PACE**

WHY? LISTEN

**POLICY**

HOW? WRITE

**D** Extrovert – Task Focus  
Direct (Brutal) Demanding,  
Decisive, Determined, Doer,  
Competitive, Take Control,  
Self-starter, Passionate.

“Just do it!”

Pace = **FAST**  
Priority = **Power**  
Questions = **What?**  
Communication Style = **Tell**

**I** Extrovert – People Focus  
Influential, Motivator  
Persuasive, Verbal,  
Communicative, Positive,  
Life of the party.

“I can’t believe I did that; did you see what happened?”

Pace = **BUBBLY**  
Priority = **People**  
Questions = **Who?**  
Communication Style = **Sell**

**S** Introvert – People Focus  
Dependable, Deliberate,  
Amiable, Good Listener  
Kind, Persistent,  
Patient, Loyal

“Be patient, if we stick together things will get better”

Pace = **STEADY**  
Priority = **Pace**  
Questions = **Why?**  
Communication Style = **Listen**

**C** Introvert – Task Focus  
Compliant, Precise,  
Logical, Perfectionist  
Cautious, Systematic, Accurate

“Quiet people, whilst gathering all the information, have the loudest minds”

Pace = **SLOW**  
Priority = **Policy**  
Questions = **How?**  
Communication Style = **Write**