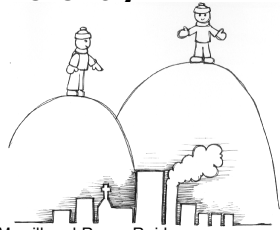


## Social Styles – how different people see the same thing...differently



The work of David Merrill and Roger Reid.

For more information please get in touch:  
simon@researching.co.uk

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1

## Four quadrants and personality

Greek philosophy offers four special 'humors' which accounted for character. Social Styles Inventory is one of the range of psychology perspectives that are based on the relationship between two dimension (hence four quadrants).

**Social Styles Inventory** – emotional control/assertiveness

**Thomas Erikson** – extraversion/relation orientation

**Insights** – Fiery Red, Sunshine Yellow, Earth Green, Cool Blue,

**DISC** – Dominance, Influence, Steadiness, Conscientiousness,

**Emergenetics** – Analytical, Conceptual, Structural, Social

**'Straight Talk'** – Director, Expresser, Thinker, Harmoniser

**Thomas Kilmann Conflict Mode** – Assertiveness/Cooperativeness

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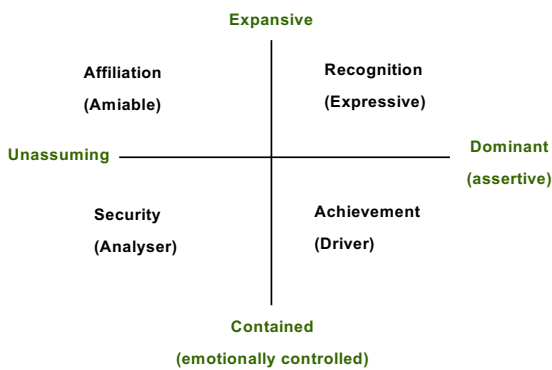
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## Social Styles Inventory



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## Social Styles Inventory

<b>Amiable</b> Caring Encouraging Sharing Patient Relaxed	<b>Expressive</b> Social Dynamic Demonstrative Enthusiastic Persuasive
<b>Analyser</b> Cautious Precise Deliberate Questioning Formal	<b>Driver</b> Competitive Demanding Determined Strong-willed Purposeful

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## How each style makes decisions

### Facilitating

- Facilitating
- Reluctantly
- Idealistically in terms of people
- Prefers to be part of a group decision
- Involves others

### Promoting

- Boldly
- Prefers new alternatives
- Involves others
- Quickly

### Analytical

- Reluctantly
- Logically
- Slowly
- Likes to study alternative possibilities in detail
- Carefully

### Controlling

- Realistically
- Willing to take calculated risk
- Independently
- Prefers effective alternatives

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## How each style might think of itself

- Warm
- Accepting
- Patient
- Co-operative
- Friendly

- Energetic
- Creative
- Open
- Optimistic
- Fast reactor

- Precise
- Careful
- Reserved
- Logical
- Analytical

- Exacting
- Efficient
- Determined
- Direct
- Decisive

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## How each style might be perceived by others

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Weak</li> <li>• Time waster</li> <li>• Lacking goals</li> <li>• Not straight</li> <li>• Slow to make decisions</li> </ul> | <ul style="list-style-type: none"> <li>• Pushy</li> <li>• Superficial</li> <li>• Exaggerates</li> <li>• No follow through</li> <li>• Over confidence</li> </ul> |
| <ul style="list-style-type: none"> <li>• Stubborn</li> <li>• Nit picker</li> <li>• Perfectionist</li> <li>• Pedantic</li> <li>• Unemotional</li> </ul>             | <ul style="list-style-type: none"> <li>• Critical</li> <li>• Demanding</li> <li>• Insensitive</li> <li>• Domineering</li> <li>• Autocratic</li> </ul>           |

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## How do you praise each style?

<b>Use "feelings" language</b>	
<p>Credit for his/her part in team achievement In your team informally Attention, friendship</p>	<p>What say? Excitement/Congratulations Where? Praise in front of group What give? Certificates/Wall plaques</p>
<b>Use "factual" language</b>	
<p>Use "unassuming soft" language Credit for detailed help in achieving specific tasks Make an appointment for meeting... Formal letter of achievement given quietly to them, but only when whole project is "tucked up in bed" and complete</p>	<p>Use "dominant" language What say? Credit for results, accomplishments Where? In formal office What give? Formal letter of achievement posted on notice board.</p>

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In the course of a morning, four people came into the car showroom.

For the first visitor of the morning, this represented the third visit to the showroom within the past month. Today the prospective customer came in to check about the service back-up the dealership provided for the new car they were thinking of buying. The salesperson sensed the visitor wasn't yet ready to talk about trade-in deals on the old car although, on the last visit, the prospective customer did ask what the dealership did with the cars that were traded in.

The bulk of the morning was spent with the second visitor. This person stayed for two hours and asked lots of questions of the specification of a certain model. This involved the salesperson making two phone call to the manufacturer's Technical Department to get hold of information which the salesperson had never been asked for before. The salesperson felt that, after the two hours, they were moving close to agreeing a sale – but weren't to that point yet.

The third visitor came in and, after a short while in the showroom, seemed eager to test drive one of the new models on display. The salesperson handed the prospective customer the keys so they could try the car out for themselves. Twenty minutes later driver and car returned and a sale agreed.

The fourth visitor came in just before lunch time and also seemed interested in one of the display models. A test drive was agreed and the salesperson and potential customer went out in the car. On the test drive they stopped off for a quick bite to eat and continued the conversation in a local café. The person decided to buy the car and the salesperson agreed to deliver it to the customer's home one evening next week.

**Which paragraph is which Social Style?**

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