



Dimensions of Behavior

BEHAVIORAL STYLES SUMMARY

	DOMINANCE "D"	INFLUENCE "I"	STEADINESS "S"	CONSCIENTIOUSNESS "C"
MAJOR GOALS:	Results Control	People involvement Recognition	Security/Stability	Accuracy Order
MAJOR FEARS:	Losing control of environment Being taken advantage of	Rejection Loss of approval	Sudden change Losing security	Criticism of performance Lack of standards
DISLIKES:	Being controlled by others Lack of results	Handling complex details Working alone	Hostility, conflict Unpredictability	Disorganization Unclear explanations
UNDER PRESSURE:	Domineering Impatient	Emotional Disorganized	Conforming Indecisive	Withdraws Stubborn
AS A BUYER RESPONDS TO:	Options Efficiency	Testimonials Saving personal effort	Assurance of stability Personal attention	Evidence of quality and accuracy Logical approaches
DECISION STYLE:	Quick	Emotional/ "Gut feel"	Deliberate	Analytical