



# Promoter

*A Promoter is a casual, uninhibited, and persuasive extravert with a tendency for informality.*

## NEEDS:

Harmony

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Social acceptance

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Supportive work team

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Freedom from rigid structure of expectations

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## BEHAVIORS:

Collaborative

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Outgoing

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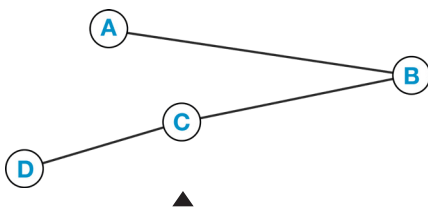
Patient

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Flexible

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## Average Behavioral Pattern



## Signature work styles:

### Communication

- Fluent, persuasive talker
- Sympathetic, good listener

### Delegation

- Delegates authority and details freely with little follow-up

### Decision making

- Often thinks "outside the box"

### Action & risk

- Negative response to pressure

## Strengths:

- Motivating, stimulating communicator
- Flexible approach to most situations and people
- Doesn't take no for an answer

## Common traps:

- Can be overly talkative and superficial
- May be excessively casual or uninhibited
- Sometimes prioritizes being liked or being center of attention over results

## How to work well with them:

- Let them be social; Promoters like a high level of social/group activities.
- Give Promoters freedom; they prefer work that is unstructured and delegating the details.
- Let them sell; Promoters like to be recognized for persuading and motivating people.