



# 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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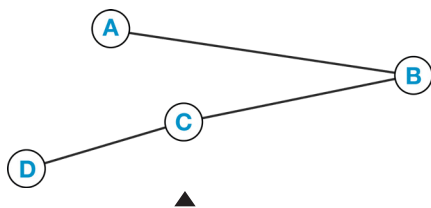
Patient

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Flexible

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## Average Behavioral Pattern



## Motivate and recognize

- Give them flexibility in their work rather than rules and structure.
- Create a work environment that is free from competition.
- Provide public recognition of individual and team accomplishments or their ability to persuade and motivate others.

## Provide direction and feedback

- Speak in general terms and at a high level rather than getting into details and specifics.
- Be careful when providing feedback that it doesn't come off as judgmental or personal, as they want to feel liked.
- Provide clear expectations and guidelines when you need a specific outcome; they may come up with their own way to do it, but the end result needs to be right.

## Delegate

- Don't delegate work that is highly detailed or solitary in nature.
- Do delegate work that is collaborative and allows them to show their "out of the box" thinking.

## Coach

Coaching is not the same as managing, but we know that managers often play a coaching role. Keep in mind that coaching conversations are about asking questions and letting the coachee come up with ideas, actions and next steps.

- Keep any development and coaching conversations focused; they need to talk, but they also need to listen.
- Train them on the processes or routines they need to follow, and ask them to explain why the processes are important.
- Help them navigate how to communicate unfavorable news, especially when it is negative feedback that might be taken personally.