



# Persuader

*A Persuader is a risk-taking, socially poised and motivating team builder.*

## NEEDS:

Independence

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Opportunities to interact with others

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Variety and change

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Freedom from rigid structure

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## BEHAVIORS:

Self-confident

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Persuasive, stimulating

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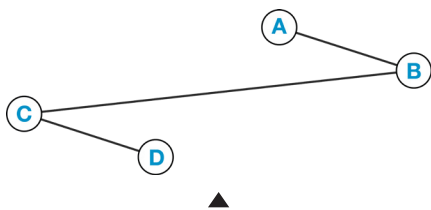
Fast-paced

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Informal

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## Average Behavioral Pattern



## Signature work styles:

### Communication

- Empathetic, persuasive selling style
- Gregarious and extraverted

### Delegation

- Delegates authority and details

### Decision making

- Confident decision-maker
- Works through people to solve problems

### Action & risk

- Venturesome risk-taker
- Strong initiative

## Strengths:

- Drives change and challenges status quo
- Motivating, stimulating communicator
- Proactive and results-oriented

## Common traps:

- May appear talkative or superficial
- May provide limited follow up or attention to detail
- May appear too casual or uninhibited

## How to work well with them:

- Interact with Persuaders; they like to work with and develop people.
- Give them variety; Persuaders want freedom from routine.
- Give them independence; they are ambitious and have strong initiative.



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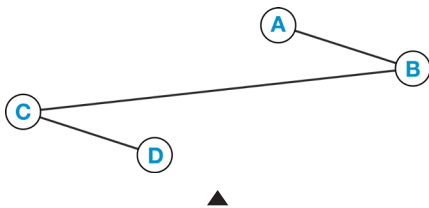
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## Motivate and recognize

- Provide opportunities for advancement.
- Allow them to show their ability to lead and motivate.
- Provide social and status recognition for leadership, skills and results.

## Provide direction and feedback

- Provide feedback in terms of how it could improve their leadership or career advancement.
- Give direction at a high level using an informal approach.
- Make feedback about performance on a work task rather than how others perceived it; they may be sensitive to things that hurt their reputation in others' eyes.

## Delegate

- Don't delegate work that is detailed, repetitive or isolated in nature.
- Do delegate work that allows them to be a team leader.

## 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.

- Help them learn to use their interpersonal skills to build support and enthusiasm for ideas and initiatives.
- Help them learn when to stop talking and start listening during coaching and in other situations.
- Give them examples of situations where they may have come across as too informal or casual so they can be more self-aware.