



Promoter

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

NEEDS:

Harmony

Social acceptance

Supportive work team

Freedom from rigid structure of expectations

BEHAVIORS:

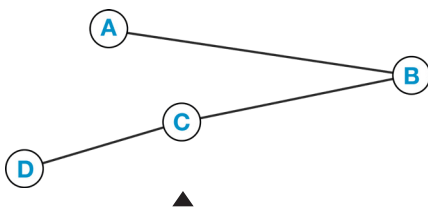
Collaborative

Outgoing

Patient

Flexible

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.



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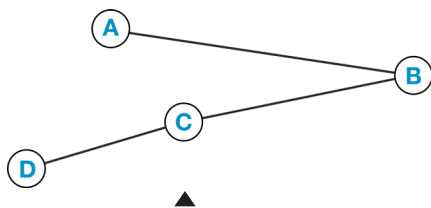
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Motivate and recognize

- 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.