Social Styles: Characteristics

**AMIABLES**  **(BASE NEED: SAFETY)**
- Are relationship oriented.
- Place a high priority on friendships and cooperative behavior.
- Lend joy, warmth and understanding to social relationships.
- Use mutual respect, not force or authority, to achieve objectives with people.
- Accept authority from another person if the person is friendly.
- Feel being accepted by others is very important.
- Move slowly and are undisciplined in use of time.
- Are concerned with others’ feelings.
- Take time to share feelings with others, sometimes to the point where they don’t get down to the work at hand.
- Are slow and reluctant to change opinions.
- Have opinions but may not share them.
- Stick with comfortable and known.
- Avoid risks.
- Need to feel safe in decision making.
- Must get guarantees that must be fulfilled.

**EMOTES**  **(BASE NEED: RECOGNITION)**
- Are intuition oriented.
- Make relationship a priority.
- Are communicative, warm, approachable and competitive.
- Feel power and politics are important, seek to gain recognition and recruit support.
- Spend time and effort toward a dream in the future
- Act quickly, but may be undisciplined in use of time
- Move rapidly and can change focus often.
- Are changeable; can go off on a tangent; find it hard to stay focused.
- Can forget details.
- Take risks.
- Base decisions on personal opinions.
- Feel opinions from successful people mean more than facts.
- Are imaginative, creative, enthusiastic.
- Like incentives and rewards for their willingness to take risks and move quickly.
- Feel prestige and social recognition are very important.
- Like to party.

**DRIVERS**  **(BASE NEED: CONTROL)**
- Are action oriented.
- Make task a priority.
- Know what they want, where they’re going, and how to get there quickly.
- Get results.
- Don’t share personal motives or feelings.
- Are often described as people you can’t get to know on a personal level.
- Focus on the present.
- Make decisions that are swift, efficient and concise.
- Work quickly and well with others who work quickly.
- Appear impatient and pushy at times.
- Want to be allowed to make own decisions.
- Don’t like being told what to do.
- Base decisions on facts and data.
- Will take risks.
- Prefer to be offered options from which to choose.
- Demand a lot of self and others.
- Don’t like to waste time.

**ANALYTICALS**  **(BASE NEED: TO BE RIGHT/CORRECT)**
- Are thinking oriented.
- Make task a priority.
- Live life according to facts, principles, logic and common sense.
- Are cool and independent.
- Can cooperate if allowed to formulate opinions based on facts.
- Are cautious about showing warmth and friendship.
- Are initially concerned with how things get done, not with people involved.
- Have a “show me” attitude.
- Are deliberate, disciplined and slow paced.
- Appease calm.
- Prefer to work on a predictable schedule.
- Avoid risks.
- Make decisions on facts.
- Feel evidence must be tangible and realistic, not just opinion.
- Stick, once made, to declared decision.

**TELS**
- Are action oriented.
- Make task a priority.
- Know what they want, where they’re going, and how to get there quickly.
- Get results.
- Don’t share personal motives or feelings.
- Are often described as people you can’t get to know on a personal level.
- Focus on the present.
- Make decisions that are swift, efficient and concise.
- Work quickly and well with others who work quickly.
- Appear impatient and pushy at times.
- Want to be allowed to make own decisions.
- Don’t like being told what to do.
- Base decisions on facts and data.
- Will take risks.
- Prefer to be offered options from which to choose.
- Demand a lot of self and others.
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