



**THE 9 PERSONALITY TYPES**

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Find Out The Different Personality Types  
And Learn How To Deal With It

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# Foreword

We are all different! You know you do not have to be a rocket scientist to know this. However, when it comes to dealing with the people who do not have the same personality like yours, how would you react?

Just because you have been a joker, it does not mean you can make a CEO of a multi-national company laughs. Just because you are passionate about people, it does not mean your boss thinks the same way like you do. Just because you do not want to hurt your best friend, it does not mean you should withhold the unpleasant information (being cheated by the boyfriend) from her.

When I was working in a jewelry company, I had no idea what was wrong with my boss that he kept pushing the limit of his employers to work overtime. When that happened, some of the staffs start mumbling and complaining about not having enough time to spend with their families or loved ones. To these staffs, relationships with their loved ones mean a lot to them.

On the other hand, my boss had a totally different idea about the entire incident. There was only one thing in his mind – delivering the promise, best products and excellent service to his big client. It is not difficult to understand why he kept pushing the staffs to the limit. No matter what it takes, his priority to keep his business staying at the top in the industry.

It took me a while to understand this.

In this e-book, you will learn and understand much more about the different types of personalities. While everyone is unique, you can generally group them into 9 types: Controller, promoter, analyzer, supporter, controller/analyzer, promoter/controller, promoter supporter, supporter analyzer and centric.

Don't worry if you do not know what these terms mean. As you journey together with this e-book, you are going to get acquainted with these personalities and your benefit?

Understand them better and know how to deal with them effectively.

Each personality type will be discussed in their areas of attributes, strengths, weaknesses and the right way to deal with them.

Are you ready?

Great! Welcome to the Personality Vault!

***The 9 Personality Types***  
***Find Out The Different Personality Types And Learn How to Deal With It***

# Chapter 1:

## *Understanding The Controller Personality*

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### Synopsis

Do you have what it takes to be a controller? What does it mean to have the controller mindset and conduct? Don't be scared by the term of controller. As you learn their attributes in this chapter, you are going to be equipped to deal with them effectively.

This chapter talks about:

- The Attributes of the Controller Personality
- A Controller's Strengths
- A Controller's Weaknesses
- How to Deal With a Controller?

Not all of us like the terms of controllers but you will learn exactly why you need these controllers on earth to make the world a better place to be.

## **The Attributes of the Controller Personality**

A controller is usually someone who takes initiative in doing things naturally. They are the ones who have no problems with decision making. These people appear to be strong-willed, confident, capable and efficient.

When controllers are hanging out with their friends, they will come out with ideas of the activities. They will decide where the places will be and who will be in-charge of a certain task. When a controller is running his own company, he knows exactly which direction to head to. In a family, if a husband is a controller, the wife and children will not need to worry about a thing simply because the husband has already made all the decisions.

This group of people is very task-oriented. Whenever a task is given to them, you can be sure they are in good hands and know they will get it done on time. Their motto is this – no matter what it takes, it has to be done.

How about the sensitive side of them? Well, if you are a lady and looking for a new age sensitive guy, controllers are going to disappoint you.

Controllers appear to be insensitive and emotions will not normally affect them in any way. While some of your friends may not even dare to confront you of your wrongdoings, these people have no problems with it comes to confrontation.

## **A Controller's Strengths**

**Get Things Done:** A controller's performance is always almost certain. Not only that they get things done right, but also fast and on time. They will use all the resources available and the only thing they want to save is time. Even money is not so much of a big deal when it comes to solving problems.

**Remain Calm Under Pressure:** Have you seen people who cannot work under pressure? Are you one of them? If you are, controllers can definitely help you to overcome if you model after their character. They remain calm when problems arise and are still able to make rational and wise decisions.

**Innovative:** Yes, they are innovative. If you put them in the middle of a jungle, they are probably the last ones to starve to death because they will find various ways to keep themselves alive.

If you have heard Air Asia, a budget domestic airline in Malaysia, they are pretty good in innovation. The CEO, Tony Fernandes took over the directorship of the airline while it was still losing money. However, through his innovative creativity, he was able to turn the airlines around. He changed the entire booking system to online and sales started to boost. It has expanded and still expanding ever since. Not only they are routing domestic flights today, they are also operating flights to other countries like Singapore, Indonesia, Macau, England, Australia and New Zealand. Even MAS Airlines (Malaysia Airlines), couldn't keep up with the competition.

I like their motto and it goes like this – We Innovate, Others Imitate!

**Recognized Leadership:** Since controllers are the ones who start the ball rolling, they are often recognized of their leadership and authorities. Some people call them the born leader, even many leaders are made.

## **A Controller's Weaknesses**

**Weak in Support:** A controller is usually weak in support. In layman's term, if you are looking for encouragement or support when you are down emotionally, controller is probably the last person you want to go to. You would probably hear from term phrases like, "just face it", "get a life", or "just move on, what's the big deal" and these are the words you do not want to hear when you are down.

**Relationships May Not Be Their First Priority:** While many of them are married and have children, to some controllers relationships may not be their first priority. Even they may present during your family outing but corporal ideas are spinning in their heads most of the time.

**Neglect the Feelings of Others:** Don't be surprised if controllers push you too hard in what you do because in their minds, results are all that matter. You may be thinking about having a great night out with your friends and yet at the same time, your boss needs to you to work overtime in order to meet deadlines.

## How to Deal With Controllers?

Now that you know the attributes, strengths and weaknesses of a controller and how do you actually deal with them?

There are tons of ways, really but for the purpose of this e-book, I will share few practical points so that you can use them in time of need.

**Be Submissive:** Submission basically means to obey and do what your superior asks you to do (within the legal boundaries). Digging deeper, submission is more than just obedience and conduct. If you think about it, submission comes when there is disagreement. Even when there are times you do not agree with your boss' idea, you will still have to submit to him. If you never know, bosses favor those subordinates who submit to them rather than those who are against them.

**Know What Is Best For Them:** This can be easier for you now as you already know what they have in mind already – results. So whenever you work with them, you must work for their best interests.

I know we mentioned about submission in the previous points but will it be possible for your boss to implement the ideas you have in mind? The answer is a very resounding yes! It is when your idea is perceived to be much more workable, effective and practical than your boss' idea.

When he knows your ideas will help him to achieve the goals (which is to make bucket loads of money, branding or involves in charity) of the company, he will have no problems saying 'yes' to your proposed ideas. It is simply for the good of the company.

Many people on earth out there find it difficult to work with or for those who have the controller personality. Well, things change when you know what they think and what matters to them. When you do, unity and harmony sets in.

Have you ever wondered why some of your colleagues gain favors from your superiors? They just know how to make their bosses happy.

Even though most of the examples above are illustrated in the context of an employment, you will find controllers among your friends and family as well.

I believe you are able to identify them from now on.



# Chapter 2:

## *Understanding The Promoter Personality*

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### Synopsis

Have you got friends who are extremely expressive? They will shout all of a sudden, and they tend to be the most creative persons you could possibly find on earth. They are the promoters!

This chapter talks about:

- The Attributes of the Promoter Personality
- A Promoter's Strengths
- A Promoter's Weaknesses
- How to Deal With a Promoter?

It is usually fun to have a promoter in the group because they are the ones who entertain us the most. Sounds good, but this will also mean some people are going to be irritated simply because of their expressive actions.

## **The Attributes of the Promoter Personality**

Although controllers are the ones who make decisions for the group or organizations, they may not be the ones who get the most attention at the time. The moment the planning part is done, the controllers' job is also done.

On the other hand, promoter may capture the attention of the public very easily simply because of their promoting nature. They are expressive, keep the crowd entertained, come out with the jokes spontaneously and capture the attention of the people who are present. The things that they say do not even need to make sense.

They appear to be happy, active, outgoing and friendly. Some may even wonder why they can talk and express so well and at the same time, a minority will find him irritating. People generally love to have promoters around because they are not boring and personable.

Who are the examples of a promoter?

- The Mask (acted by Jim Carrey)
- Buddy Love from the Nutty Professor Movie
- Shrek's Donkey

Yeah I know they are all fictional characters but I am sure you are able to tell who have got the promoter's attributes among the people around you.

## **A Promoter's Strengths**

**People Enjoy Their Presence:** If there is one thing that is certain about them, it has to be people's joy to have promoters around. They are just fun to be with and they can talk about just anything on earth.

This is one thing controllers probably need to learn to adapt – to be a more people person regardless of the benefits one gets.

**Creative and Imaginative:** Not only promoters are able to talk about almost anything on earth, they are able to imagine and express it in a very dramatic ways. That way, people will always enjoy listening to his stories and conducts.

**Good Starters:** They are often excited with new tasks and love to explore new things in their lives. As a result, they are pretty good in getting good impression for the things that they do for the first few times.

**Take Care of the Feelings of Others:** Even though they are expressive, they will still take good care of the feelings of others. They will never push too hard even when they jokes about the flaws of the person around.

## **A Promoter's Weaknesses**

**Impulsive:** You will be surprised with the speed they act that at times, they even act impulsively. Even though they are creative and imaginative, when it comes to problems solving, they are pretty weak.

All they want is stress-free and as a result, they make impulsive decisions with no rational considerations when pressure comes.

**Not A Good Finisher:** Due to their curiosity nature, they are often excited about new things or tasks. You will find them doing great work when they are just starting and when routine sets in, you will find them settle for the less rather than the best.

**They May Act Dramatically:** There will be times when they act dramatically to the point it will give you a shock. They would do silly things others people won't and rationalism does not mean anything to them.

**Not Paying Attention to Details:** If you need them to pay attention to data or details, I would suggest that you look for someone else because they really have no interest in details. They love to make generalization about certain things and often they jump into the conclusion very quickly.

## How to Deal With a Promoter?

There is always a way to tame the monkey, if you know how. Well, perhaps not so much of taming them but if you know the tricks, it is going to help you to get along with the promoters pretty well. By 'pretty well', I mean the moment can be shared and enjoyed by the both parties.

**Provide Solution to Them:** You would not want to hand the job over to an impulsive person when it comes to problem solving. Promoters may not be the best source to solve problems, they are definitely great help when it comes to implementation of the plan. You will be amazed with how fun the journey can be with the promoters around.

**They Want Recognition:** The best way to motivate promoters is to give them recognition. They love to be recognized of the contribution they have invested. For instance, if you compliment Dennis (a promoter) for doing a great job in front of the crowd, he is going to remember this for a long time and the best part is, he will want to work with you again and again.

**Protect Their Ego:** Be extra careful when dealing with them. They are super sensitive with their ego and you have got to try your very best to protect their ego. The best place to confront them is usually when nobody else is around. Do it sincerely and honestly.

**Share Interpersonal Feelings with Them:** If you can find ways to have a heart to heart talk to them, it will be great. Even most of them are jokes, they also enjoy this kind of deep conversation with their peers. Even though they are always expressive, they know what

to let out and what not. Hence, your secrets are always safe with them.

The bottom line is this. Promoters must be allowed space to express themselves. Sometimes they are very difficult to understand and nevertheless, they make the journey much more fun and enjoyable. Eliminate essential decision making process from them. They are not born for it. However, involve them in the implementation and they will make it a pleasant one.



# Chapter 3:

## *Understanding The Analyzer Personality*

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### Synopsis

Have you ever met someone who throws a million questions before he steps his foot on a boat? If you haven't but you have faced the similar scenario above, you have just had your experience with an analyzer.

This chapter talks about:

- The Attributes of the Analyzer Personality
- An Analyzer's Strengths
- An Analyzer's Weaknesses
- How to Deal With an Analyzer?

Analyzers are usually slow and secure. You will learn exactly why from the information I am going to share with you starting from the next page.



## **The Attributes of the Analyzer Personality**

The analyzers are very feeling-based. Most of the time, they make decision based on their feelings on security. If there is any sense of insecurity, the process will take even longer, simply because they need to gather more data for themselves or the situations.

Data and analysis are extremely important to this group of people. When problem arises, they will take time to study, gather data and analyze the situation with whatever resources available. Not only data and facts, opinions and thoughts of the people involved are also essential to them.

Normally analyzers appear to be very academic and tend to be very serious when it comes to working environment. Their conversation maybe based on facts, histories or past illustrations.

Some people may find talking to them boring and at the same time, things that are coming out from their mouth are good to be used for advice.

One of the common examples would include middle-aged staffs that have little interests in the culture change, especially in the company. They are comfortable with where they currently are and risk is just not something they would want on their way. They can be secure yet stubborn.

## **An Analyzer's Strengths**

**Sense of Security:** This is probably their #1 concern. Their decisions have to be made based on the security for the entire plan. If plan A does not work, plan B has to be ready to work. The data and analysis they use can make the problem solving process to be implemented in the safest way.

**Systematic:** They love systems and routine is definitely okay for them. The reason being is that, they love to do things in a way that can be followed through from A-Z, preferably without errors. You will gain their favor if the solution you provide can be done systematically.

**Risk Management:** Risk management is also their greatest strength. When you work with people who will no margin of errors, you will be sure these guys really mean business. Based on the data, opinions and thoughts they have collected, they will manage the risk to the lowest point possible.

**Rules and Regulations:** Although many people on earth find rules and regulations to be restricting, analyzers work best with rules and regulations. In fact, they can't live without rules and regulations. If the task is set within the boundaries where they can monitor closely, it gives them peace in their hearts.

## **An Analyzer's Weaknesses**

**Not Flexible:** It is almost impossible for them to adapt new culture. If you are trying to sell the latest accounting software to analyzer, he would tell you a million reasons why he does not need it and how comfortable he is with the one he is using right now. Unless they really see the need of it, otherwise, they would not want to risk it.

**Take Too Long to Solve Problems:** Just because they need the plan to be perfect before they actually execute it, they will spend a lot of time and effort looking for the right data. Sometimes, it may go longer than what is required and if that happens, the problem may cost them even more resources like money and human labor.

**They Do Not Approach Others:** Don't find it uncommon when the analyzers do not come and start a conversation with you. It is just in their blood or not their thing to initiate a discussion with others. Even in a brainstorming session, an analyzer will wait for the suggestions and opinions of others to come in first before he actually speaks.

**Hidden Emotions:** Most of the analyzers hide their emotions simply because they do not want to appear to be weak. Of course there are many reasons why they want to hide their feelings from the public but generally, in order to feel safe and protected, that is the way to go.

## How to Deal With an Analyzer?

Dealing with an analyzer may require some skills. Always remember, all they want is just security and data. When you have these two things with you, you can't go wrong with an analyzer.

Here are a few more practical ways...

**Use Their Ability to Build Friendship:** In case you do not know, analyzers tend to use their ability to gain attention or build friendship, rather than their genuine self. If you can provide an environment to meet friends or build relationships with others through their ability (probably working on a big project together), things are going to be better for them.

**Encourage Them to be Less Critical:** Yes, they are critical definitely but you can also ease their critics by assuring them it is time to implement the strategies and there is no need to worry about the errors that are going to happen. Spend more effort to convince and encourage them.

**Tell Them Things That They Do Not Know:** Especially when you are in the meeting, things that they already know will only irritate them if you repeat. When you provide them the useful information which they need to help in solving the problems, you will gain their favor easily.

Those are the attributes of an analyzer and I can't stress this point enough – it is all about security and data.

# Chapter 4:

## *Understanding The Supporter Personality*

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### Synopsis

You have probably seen supporters all around you. When you are emotionally weak, they are usually the ones you would want to go to. They are the people person and we call them the supporters.

This chapter talks about:

- The Attributes of the Supporter Personality
- A Supporter's Strengths
- A Supporter's Weaknesses
- How to Deal With a Supporter?

You will discover why people place their emotional trusts and burdens on the supporters in this chapter.

## **The Attributes of the Supporter Personality**

Supporters are usually likable and very people-oriented. For promoters, people enjoy a promoter's presence solely because of his ability to entertain. However, people place their trusts on the supporters mainly because of their ability to care, encourage and support.

This is why, when you break up with your boyfriend of 10 years, you wouldn't want to go to a controller or analyzer, but a supporter for comfort.

Since it is their nature to be people-oriented, they tend to avoid personal conflicts in any way possible; even it means to cost the innocence of themselves. It will be really difficult for them to reject people and they will please anyone who comes on their ways (and of course, I am not talking about the criminal kind of demand).

They are also very responsive to people. When people are around, they will usually blend in to the conversation and go with the flow. They let others to initiate any kinds of activities and yet they do not have the interest to impress others.

This is the species that appear to be harmless and non-threatening. Even when they are threatened, they will not make it to the public and some of them suppress their feelings to the point of depression, which is not good at all.

## **A Supporter's Strengths**

**Willing to Serve Others:** Supporters will have no problems serving the different needs of others. Often, they are the ones who will do the dirty work where many people find it difficult to do.

**Accepts Supervision Readily:** Supporters are always ready to work under the supervision of their superiors. They are okay with taking commands and do what is required of them.

**Others First:** Well, I hate to admit this but this is definitely something which you will never find in me. The amazing thing about the supporters is that, they usually place their importance below others.

It is not that they have a sense of inadequacy, but it is really their nature to put people first regardless of any incentives or rewards in return.

**Good for Encouragement:** If you are looking for a listener so that you can pour out all your feelings that have been hidden for a long time, they are the source to go. You will be amazed with their patience and how encouraged you can be right after you talk to them.

## **A Supporter's Weaknesses**

**Withhold Unpleasant Information:** If you happen to see your best friend's husband to be holding another's girl hand in a shopping mall, would you have the courage the tell her of the incident?

This is probably one of the greatest setbacks a supporter has. They withhold unpleasant information simply they do not want to see you heartbreak.

**Tendency to Please Everybody:** There is a saying that goes like this, "I do not know the secrets to succeed, but I know secrets to fail is trying to please everybody". When we are making major decisions, there will always be people who go against it and for supporters, they will have hard time understand this.

**Lack Interest in Planning:** Supporters are probably not born for planning and goal setting. Controllers can make good use of supporters to help in execution of the plans because they submit to their authorities but really, planning and goal-setting is not their thing.

## **How to Deal With a Supporter?**

Thus far, supporters appear to be the nice and easy kind of person to go to. In fact, it is dangerous to have this kind of mindset because supporters also appear to be a time bomb which does not give you an idea when it is going to explode.

Why is that?

The burdens they carry for others may become a heavy and it is not uncommon to find the nicest person who always listens to you and pleases you has depression. This may even be the case without any of our acknowledgement.

**Don't Push Them Too Hard:** Now that you know they will say 'yes' to almost anything you ask of them and it is not a good idea to push them to the limit and take them for granted. Remember, they are human beings too.

**Be Grateful to Them:** Even though recognition or rewards may not be the things they are looking for, it would be nice to give them encouragement and a pat on their shoulder for the things they have done for you. Remember the times when he was there when you were totally down? This is how you can payback.

**Help Them to Stand Up For Themselves:** I know it is abnormal for the supporters to express what is in their hearts but nevertheless you can encourage them to do so. They have the rights to voice out their opinions too. Since it is not nature to them, you can push them a little bit to protect themselves in the future.

Now that you know the reasons behind the supporters are being emotional and people-oriented. Just bear in your mind when you are dealing with them you need to acknowledge them for what they have done for courtesy's sake and never ever take them for granted.



# Chapter 5:

## *Understanding The Promoter/Supporter Personality*

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### **Synopsis**

Not only there are promoters and supporters on earth. Some people have the mixed personality that comes with promoter as well as supporters. We call it the promoter/supporter personality.

This chapter talks about:

- The Attributes of the Promoter/Supporter Personality
- A Promoter/Supporter's Strengths
- A Promoter/Supporter's Weaknesses
- How to Deal With a Promoter/Supporter?

You will find there are people who do not appear to be serious in things that they do but they do have a lot of genuine friendships around them. They are the promoter/supporter people.

## **The Attributes of the Promoter/Supporter Personality**

Basically, the promoter/supporter personality is the mixture of promoter and supporter personalities. A promoter may be fun to hang out with but it does not mean he has genuine friendships at all. The same goes to a supporter – one does not need to capture the attention of the crowd in order to have a lot of genuine friendships.

What happens to the promoter/supporter personality then? It is simply referring to a person who is very expressive in things that he does and at the same time, he values the relationships and people around him.

This kind of people uses their charisma to build relationships with the people around him. Even though they appear to be the star in the crowd, relationships with people is definitely a big thing to him.

While promoters may only value their own opinions, in the promoter/supporter personality, a person values both his own and the ideas of others. This kind of people can be more appealing simply because of the hidden strength they have.



## **A Promoter/Supporter's Strength**

**Appear to be Charismatic:** A person with charisma does not usually need any makeup or pretend to be others in order to gain acceptance from the people around him. Charisma is really an aura that will attract the attention of the majority the moment he starts to talk and act.

**Love to Laughs:** Due to the fact that a supporter may not laugh all the time, the promoter/supporter personality allows the person to enjoy laughing. Even when tough situations come, he is still able to laugh and make fun of it. With this, he will definitely make the atmosphere to be less tensed.

**Make The Journey Enjoyable:** If you can find a person who can journey with you and make you laugh throughout the entire journey, wouldn't it be nice? This is the ability of a promoter/supporter person. Not only he is able to make the environment around him enjoyable but also he is the one who will value the friendships with the people.

## **A Promoter/Supporter's Weaknesses**

**Stand Strong For Both Himself and Others:** When a person values both his and the opinions of others, he places himself into a conflict of opinions. For a pure promoter, he values his own opinions. On the other hand, a supporter values the opinions of others. When the two clashes – in the promoter/supporter personality, the person can get himself into a serious argument in order to stand up for his thoughts.

**Can't Handle Details:** Don't bother looking for a person with a promoter/supporter personality to work on details. They are just not for it due to their nature.

**Can't Work Under Pressure:** They may be the star in the crowd and value good relationships but when they are dealing with stress, they really can't perform. Since they are best to work under authority, giving them specific instructions can definitely help in getting to job done effectively.

## **How to Deal With a Promoter/Supporter?**

I would say the promoter/supporter personality is in those who like to hang out without much seriousness in a tensed environment. Artists, designers, freelancers or clowns may have this kind of personality.

How do you deal with them, then?

**Esteem Them in Public:** You need to esteem them in the public for the things they have done and contributed. They enjoyed being recognized and nevertheless they are also the supporters. They must have helped the people around them in one way or another.

**Let Them Develop Genuine Friendships:** Even though they appear to be charismatic, I suppose they are afraid of being lonely. This is probably one of the hidden secrets that come with the promoter/supporter.

**Work Best in a Group:** In case you are to assign them to work, let them work in a group. They love to laugh and at the same time, they love people. Working in a group can help them to develop close relationships with his peers and in turn this will also make the workplace a great place to be.

Now that you have met the promoter/supporter, can you identify any of your friends who belong to this group?

# Chapter 6:

## *Understanding The Promoter/Controller Personality*

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### Synopsis

Have you seen people who have been bragging about their own success and no joke, they are really successful? This is one of the examples of promoter/controller.

This chapter talks about:

- The Attributes of the Promoter/Controller Personality
- A Promoter/Controller's Strengths
- A Promoter/Controller's Weaknesses
- How to Deal With a Promoter/Controller?

Imagine if you are pretty successful in what you do and the world out there knows exactly how successful you are. Is it a good thing or a bad thing?



## **The Attributes of the Promoter/Controller Personality**

A person with promoter/controller personality is normally expressive in an aggressive way. Unlike promoter/supporter, relationships may not matter to them but success and sense of achievement can be a really big thing to them.

Now, a controller may be achieving great success but still remains a low profile. I personally know a person who has been declared bankruptcy and yet he owns a company that makes millions of dollars in profit yearly. On the other hand, promoter/controller can be achieving great success at the same time, but the fact that he is rich and successful is made known to all over the world.

This group of people love challenges and always strives to win. Not just to win, but to win with flying colors. It is not quite common for them to stay in the same position for long. They need to jump from one place to another. Stagnancy will just bore them and they chase their goals and dreams with intensity.

In terms of conversations, they are the ones who dominate. People listen to them the moment they speak and their voices turn out to be clearly visible. In addition, speeches that they make will usually carry much weight.

## **A Promoter/Controller's Strengths**

**Absolutely No Problems with Unfamiliarity:** A promoter/controller will have no problems with unfamiliarity. Even they are new to the environment, their promoter nature will just help them to get along with people very well.

When it comes to something new, there is no such word as 'uncomfortable' in their dictionaries. With their controller personality, they are able to see their goals bigger than anything else that is on their ways.

**Independent:** You may find it strange but a promoter/controller is extremely independent. Many people work for the sake of their families. Some work for some other purposes. Promoters/controllers work for their own sake. Their strong will and power strive them to constantly stay at the top notch in what they are doing.

**Decisive:** While a pure promoter may not be decisive, a promoter/controller is expert in decision making. Not only they are fast but they are also accurate in relation to their judgment.

## **A Promoter/Controller's Weaknesses**

**Profile May Result in Threats:** When your success has been made known to the public by own luxurious cars, a valley and a yacht, the tendency of you being threatened is much higher. Some of the unethical competitors or peers are going to eat you up without your acknowledge. They do not rejoice in seeing you succeed but stumble and fall. I am not saying you cannot buy luxurious cars, a valley or yacht but you just need to be careful because there are people out there who love to see you fail.

**No Space for Others:** Very often, promoters/controllers are the ones who do most of the talking. Hence, it leaves no space for their peers to express their suggestions and opinions. They probably need to learn to allow others to access to their lives or discussions.

**Lack of Patience:** You just can't help it but promoters/controllers act very quickly that they want to get things done quickly even sometimes without the need of gathering the complete resources.

**Produce Stressful Subordinates:** Sometimes, their subordinates or staffs will have hard time working with the promoters/controllers simply because of their fast moving nature. As a result, staffs are dying to meet deadlines and work under intensive pressures.

## **How to Deal With a Promoter/Controller?**

Probably by now, you would not want to work under a boss who has a promoter/controller personality. Or perhaps, you want to be a promoter/controller. Either way is totally fine.

Here is how you can deal with them...

**Contribute Ideas Based on Their Interests:** If you are given a chance to contribute ideas to a promoter/controller, you must do it right. Not to mention you do not get many chances to speak to them, things that you say to them must contribute to help them achieve their goals and dreams.

**Esteem Their Success:** Yes, promoters/controllers can be very egoistic at times. One thing you can do to make them happy is to esteem their success. Celebrate their success and tell them that they have done a good job. If the compliment is given in front of a big crowd, it is even better. They surely want to be recognized for their success.

**Involve Them to Work in Groups:** If it is possible, try to get them to work in groups. Their pace of working may not be pleasant while working with the rest of the group members, but it is a good way to allow them to learn to journey together with the team, rather than just having to walk alone.

In short, promoters/controllers are the ones who get things done effectively with the intention of being recognized for their achievements. When you understand this, you know why they behave in such a way.

# Chapter 7:

## *Understanding The Controller/Analyzer Personality*

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### Synopsis

It is truly a combination of both controller and analyzer personalities. This kind of personality appears to be distant and people find it hard to gain access to their lives.

This chapter talks about:

- The Attributes of the Controller/Analyzer Personality
- A Controller/Analyzer's Strengths
- A Controller/Analyzer's Weaknesses
- How to Deal With a Controller/Analyzer?

Let's get acquainted with the controller/analyzers so that you can gain easier access to their lives.



## **The Attributes of the Controller/Analyzer Personality**

The first thing that comes to my mind in relation to the controller/analyzer personality is this – they are stiff! I am not sure if it is the right word to describe them but to me, they are probably the last person on earth I would want to hang out with. Unless it is required, there will be no way I'd want to meet them.

Anyway, let's talk about the controllers/analyzers. They are efficient and business-minded. Apart from getting desired results, they are also keen in gathering information. Even sometimes the implementation of the plan may take much longer than required, nevertheless the probability of the success is almost guaranteed.

This group of people is not so good in placing their trusts on others. They can be very critical and judgmental to the point that they only place their trusts on the people who have been working effectively for them in the past. Any first timers will have to perform extremely well in order to gain the initial favor of the controllers/analyzers.

Needless to say, they are very task-oriented. They are not driven by emotions and often very rational when it comes to making decisions. They are calm and steady even the biggest obstacles set in. No matter what, they will get it done.

Finally, it is normal to them so scan through the situation or a person who is in front of them. They will generate all kinds of perceptions, data and judgment on the situations and person, causing the person especially to panic easily.

## **A Controller/Analyzer's Strengths**

**Tasks Are Organized:** You just can't go wrong under the supervision of the controllers/analyzers. Their tasks are organized in a very systematic manner. They know exactly what and where went wrong when any part of the planning process fails.

**Seen as Honored:** Controllers/Analyzers earn their respects due to their experiences and abilities to solve complicated problems. They can be very good advisors and rationality always go with them in things that they do.

**Results Are Almost Certain:** With the information controllers/analyzers gather, it is almost certain they will produce excellent results. These are the people who are highly demanded in the business industries.

## **A Controller/Analyzer's Weaknesses**

**Avoid Working With Others:** While it is impossible to get things done all by themselves, they are very critical with the people they choose to work with. Unless you have already shown your efficiency in the past, it is really hard for them to involve you as a part of their team.

**Not People-Oriented:** Relationships with others do not mean a lot to them and hence, lack passionate and understanding. They may think it is okay to spend the weekend in the office and at the same time, their staffs may think weekend is the only time they can spend with their family members.

**Appear Distant:** Most of the time, they are seen distant and isolated from the crowd. The topics in their conversation are nothing more than the tasks and data. Talking about the weather or how well your children are doing at schools will not interest them at all. Also, some people find them difficult to relate.

**Judgmental:** Due to their analytical nature, they can be very judgmental even if they do not know you too well. However, time may have the potential to reveal the person's character further.

## How to Deal With a Controller/Analyzer?

Controllers/analyzers appear to be serious and boring. How do you deal with them, then?

**Provide Detailed Blueprint:** Forget about telling them about Justin Bieber's concert is coming. They just want to know what you have to offer to help them achieve their goals and what are the steps they need to take to bring their goals to pass.

**Extra Effort to Minimize Errors:** When you are working with them, you need to pay careful attention to details and give more than 100% of your energy. You can't possibly allow any margins for errors and to controllers/analyzers, errors will cost them a lot of resources. So be careful.

**Efficiency:** All they want is efficiency. If you can make use of the resources available, you are getting their attention and they would want to involve you to work as a part of their team.

Although I personally find it difficult to deal with controllers/analyzers, I am not suggesting this is the case for everyone. I believe the world needs controllers/analyzers to direct and implement the strategies for making the world a better place for everyone.

# Chapter 8:

## *Understanding The Analyzer/Supporter Personality*

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### Synopsis

Now you have a mixture of analyzer and supporter's personalities. We call them the analyzer/supporter personality.

This chapter talks about:

- The Attributes of the Analyzer/Supporter Personality
- An Analyzer/Supporter's Strengths
- An Analyzer/Supporter's Weaknesses
- How to Deal With a Analyzer/Supporter?

Introducing the analyzer/supporter personality, discover what are some of the traits of this group of people in the next few pages.

## **The Attributes of the Analyzer/Supporter Personality**

The group of analyzers/supporters is rather interesting. Even relationships may matter to them, they will always struggle to develop genuine friendships simply because of their analyzer nature as well.

For instance, they may long for friendships and at the same time, they are also critical when it comes to choosing the right friends.

As a result, they rarely initiate conversations in interpersonal situations. They will usually wait for others to approach them or let others to voice out their opinions before they speak their very first word in the conversation.

They can be of very good support yet analytical. Time is needed for them to place their trust fully on a person.

## **An Analyzer/Supporter's Strengths**

**Harmonic With Others:** They are very harmonic with others. No signs of threats or harms are seen in them and they get along pretty well with others.

**Good As Counselor:** With their analytical experiences, you can definitely rely on them for advice. Since they are the analyzers/supporters, they have no problems with giving you advice and better still, they analyze the situation so that you can have the best solution to the problems.

**Choose the Right Words to Say:** This is a skill you probably won't find on the other personalities. Although they may have opinions about you due to their analytical nature, they will also choose the right way or words to deliver to you simply because they do not want to hurt you, based on their supporter's nature.

**Choose Friends Carefully:** They may appear to be friends to many people. However, not many are close to them. They choose friends very carefully and only allow friends to gain access to their personal lives when deep trusts are developed.

## **An Analyzer/Supporter's Weaknesses**

**Hesitant to Voice Out an Opinion:** It is difficult to ask of their honest opinions. They are careful when dealing with feelings of others and sometimes, they choose not to disclose certain unpleasant information just to protect the heart of the intended person.

**Conflicts of Valuing Analysis and Friendship:** This kind of conflict is complicated and it happens when the analytical nature sabotage the purpose of a friendship. For instance, there will be times when you keep gathering the data of your good friend – his behaviors and the way he talks. Too much of this will defeat the purpose of a friendship. Which one do you actually value the most? The data gathered or the friendship?



## **How to Deal With an Analyzer/Supporter?**

Analyzers are usually slower before they make decisions on the matters. Hence, some of the best ways are to give them more space to develop friendships.

**Make Use of Good Testimonials:** When you are talking to an analyzer/supporter, they can easily take the things you said about another person to their hearts. So when the next time an analyzer/supporter meets the person you mentioned to him in the past, he will have a brief idea of how good or bad the person can be. He may either be defensive or open to the friendship, based on the testimonials you said. So you must be careful with the words you use to talk about other people in front of the analyzers/supporters.

**Give Them More Space to Develop Friendship:** Certain things in life just can't be forced. For the analyzers/supporters, even though they may long for sincere friendships, you need to give them more space to develop this kind of relationships.

Analyzers/Supporters can be understood easily when you know what is going on around them. Always remember, they are a bit slow when it comes to develop friendships so you just need to go with their pace.

# Chapter 9:

## *Understanding The Centric Personality*

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### Synopsis

Do you believe there are people who have all of the personalities discussed in this e-book? These people have what we call the centric personality.

This chapter talks about:

- The Attributes of the Centric Personality
- A Centric's Strengths
- A Centric's Weaknesses
- How to Deal With a Centric?

What does it take to have a centric personality? Find out more about the centric personality from the next few pages right now.

## **The Attributes of the Centric Personality**

Now, I would say the people with the centric personality are almost perfect. They use the right approach to communicate, depending on who they are talking to. When they are talking to controllers, they switch their mode to relate to the controllers. When people come to them for support, they become compassionate with the feelings of the broken-hearted.

Isn't it amazing if we have the centric personality?

Even they are strong-willed, they do not appear to be manipulative. Even when they are supporting, they do not try to withhold unpleasant information from the intended person. In fact, they choose the correct way to deliver the bad news to the person.

In the working environment, they can probably get along well with both superiors and also subordinates. Bosses love them and staffs are happy to work under them.

Seriously, they appear to be flawless and people with centric personality are usually the most charismatic leaders you could possibly find on earth.

## **A Centric's Strength**

**Flexible:** They are flexible. They have no problems with changes and can adapt to the new environments very quickly. When building relationships, they do not need to take long to gather useful information.

In fact, they can get along with each of the personality group pretty well. Not even the controller/analyzer can stop them from giving their best performance.

**A Charismatic Leader:** The moment a centric speaks, the entire world will listen to him. He simply knows what he is talking about and doing. He celebrates when he does things right and admits his mistakes when he makes wrong decisions. They are usually transparent and it is almost impossible to find character flaws in them.

**Able to Relate to Different Types of People:** You may be talking to a centric about the liquor you had in the party last night and he feels excited about it. On the next day, you will be surprised to see him being able to impress his stuffy boss to implement the plan he suggested for the company. No matter where the centrics are, they are able to relate to different types of people.

## A Centric's Weaknesses

**Hard to Predict:** I am not sure if this is the weakness but it is often hard to predict the behavior of a centric. You wouldn't be able to read his mind normally. In one side, they are smart. However, if they are placed in the wrong hands or exist for the purpose of ill-wills, the centric may become a tricky wolf who will eat you up.



## How to Deal With a Centric?

Seriously, you just need to be yourself. Let the centric read your mind and do his wonders while talking to you. Of course, there are also certain things you can do to make them feel better. Here are some of them...

**Honesty:** Have you ever heard of the saying that goes, “Honesty is the best policy”? If you have been thinking to use the right approach and words to impress the centric, let me suggest that there will be no such need for it. They know exactly what you are thinking the moment they start talking to you. So just be honest to them.

**Understand They Are Different at Times:** Don't be surprised if you see the different sides of the centric. It is just in them. They can be expressive this hour, and they can be very controlling and analytic during meetings.

**Learn from Them:** If you are able to, please learn from them because the world need more people like them to help make the world an awesome place to be. If you are able to adapt some of their ways of handling things, you are going to be different!

Centric appears to have no character flaws but this is not true. Nobody is born perfect under the sun. The trick about centric is that, they just know how to play the game. So if you want to have a centric personality, this chapter is definitely here to help.

# Wrapping Up

Congratulations on making it to the end of the e-book! You have just learned 9 different types of personalities and you will be amazed with how people with different personalities will respond to your ability to communicate with them.

We all belong to at least one of these groups, although we are all unique. There is nothing wrong with any of the personalities discussed in here, just the beauty of differences and diversities.

Differences are powerful, if you notice. If you put the right people with the right personalities to work together, they will produce amazing results.

On the other hand, if you put the wrong people with the wrong personalities to work together, they are going to have nightmares.