



INSPIRED TO CHANGE

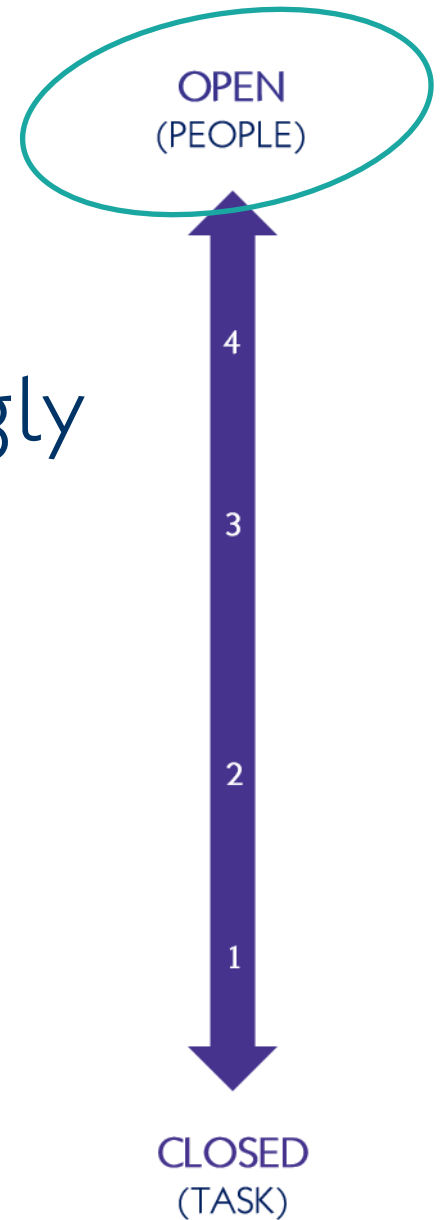
# UNDERSTANDING BEHAVIOUR STYLES

*and enhancing your success as a therapist!*

# ESTABLISHING RAPPORT

- Show thoughts and feelings readily/willingly
- Transparent body language
- Love chit chat
- Tactile

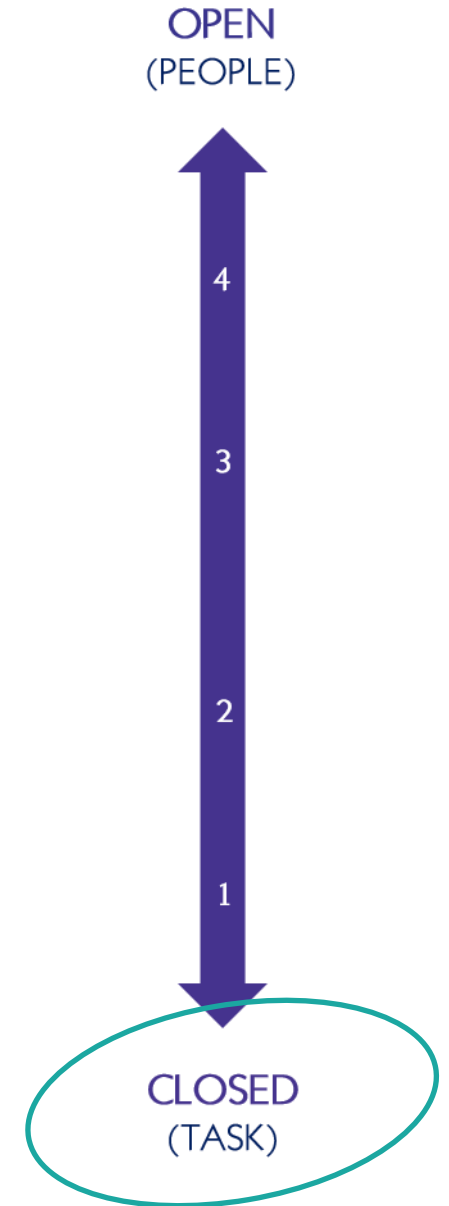
*Approach risk & change and they  
make decisions based on **feelings***



# ESTABLISHING RAPPORT

- Show thoughts and feelings on a 'need to know' basis
- Controlled body language
- Don't do small talk
- Won't touch you unnecessarily

*Approach risk & change and they make decisions based on **facts***



# ESTABLISHING RAPPORT

- Inner need to accomplish as much as possible as quickly as possible
- Assert themselves easily
- Impulsive
- Don't mind being wrong

*Approach risk  
& change and  
they make  
decisions  
spontaneously*

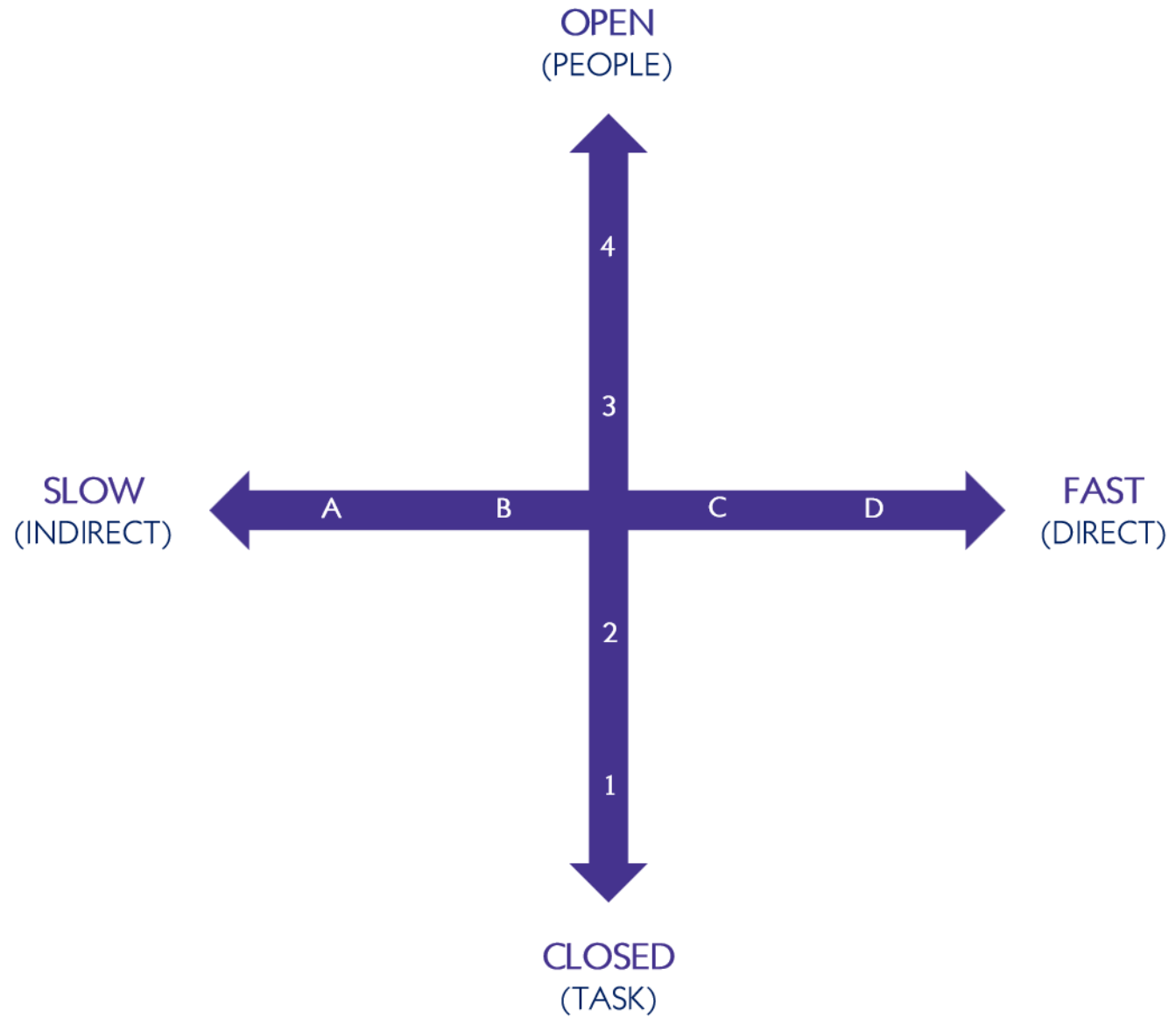


# ESTABLISHING RAPPORT

- Inner need to get things right
- Easy going – tend not to assert themselves
- Considered
- Cautious

*Approach risk  
& change and  
they make  
decisions  
methodically*





# INCLUDER

<b>LIKES</b> Harmony	<b>STRENGTH</b> Counselling	<b>NEEDS</b> Acceptance
<b>DISLIKES</b> Insensitivity	<b>WEAKNESS</b> Risk averse	<b>FOCUS</b> Trust

Empathetic, Considered, Helpful, Collaborative

**‘Notice how well-liked I am’**

SLOW  
(INDIRECT)

**‘Notice how efficient I am’**

Introverted, Analytical, Persistent, Cautious

<b>LIKES</b> Predictability	<b>STRENGTH</b> Analytical	<b>NEEDS</b> Process
<b>DISLIKES</b> Being wrong	<b>WEAKNESS</b> Critical	<b>FOCUS</b> Accuracy

# ANALYSER

# INFLUENCER

<b>LIKES</b> Positivity	<b>STRENGTH</b> Persuasive	<b>NEEDS</b> Recognition
<b>DISLIKES</b> Conflict	<b>WEAKNESS</b> Disorganised	<b>FOCUS</b> Enjoyment

Intuitive, Impulsive, Persuasive, Social

**‘Notice how influential I am’**

FAST  
(DIRECT)

**‘Notice how accomplished I am’**

Independent, Decisive, Directive, Competitive

<b>LIKES</b> Winning	<b>STRENGTH</b> Decisive	<b>NEEDS</b> Control
<b>DISLIKES</b> Time-wasting	<b>WEAKNESS</b> Impatient	<b>FOCUS</b> Results

# ACHIEVER



# THE 4 COMFORT ZONES

## The ACHIEVER

*“Notice my accomplishments”*

- Most comfortable when in charge of people & situations
- Confident in a crisis and throw themselves into challenges
- Accomplish as much as possible as quickly as possible
- Happiest when bending the rules

# THE 4 COMFORT ZONES

## The INFLUENCER

*“Notice how influential I am”*

- Most comfortable when where the action is!
- Confident, optimistic risk-takers and great ‘ideas’ people
- Use their charisma to get others to buy into their ideas
- Happiest when engaging with people socially

# THE 4 COMFORT ZONES

## The INCLUDER

*“Notice how well liked I am”*

- Most comfortable when they know where they stand
- Approachable, receptive, and make excellent listeners
- Establish rapport easily and build strong relationships
- Happiest when operating collaboratively

# THE 4 COMFORT ZONES

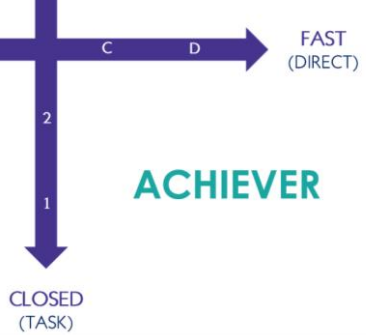
## The ANALYSER

*“Notice how efficient I am”*

- Most comfortable when working with detail and tangibles
- Deliberate, systematic and persistent problem solvers
- Think logically to achieve outcomes, handle many variables
- Happiest when following a proven process

# THE 4 RAPPORT STYLES

THEIR COMFORT ZONE	THEIR PREFERENCE	YOUR BEHAVIOUR	RAPPORT STYLE
<b>ACHIEVER</b> (closed & fast)	Control, facts, objectivity, results, directness, bottom line	Directive	<b>TELL</b>
<b>INFLUENCER</b> (open & fast)	Recognition, highlights, positivity, fun, enjoyment, big picture	Persuasive	<b>SELL</b>
<b>INCLUDER</b> (open & slow)	Acceptance, sensitivity, harmony, trust, cooperation, relationship	Inclusive	<b>SHARE</b>
<b>ANALYSER</b> (closed and slow)	Accuracy, evidence, objectivity, detail, process, tangibles	Demonstrative	<b>SHOW</b>



Independent, Decisive, Competitive, Bossy  
 'Notice my accomplishments'

# RAPPORT STYLE TELL

NEEDS Control	LIKES Winning	DISLIKE Timewasting	FOCUS Results	STRENGTH Decisive	WEAKNESS Impatient
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## Scenario

## DO

## DON'T

Generally

- Ensure they win
- Suggest the quickest way

- Try to control them
- Be emotional

In person

- Shake their hand firmly
- Sit across & look them in the eye

- Faff about
- Touch them unnecessarily

On the phone

- Get to the point
- State your reason for calling

- Do small talk
- Leave long voicemails

In writing

- Keep it short, use abbreviations
- Provide evidence

- Provide too much detail
- Use fluffy language

# Scenario

## DO

## DON'T

Generally

- Highlight what's in it for THEM
- Focus on the highlights

- Fail to give your full attention
- Be dismissive

In person

- Buy them a coffee
- Maintain eye contact & be animated

- Fail to give your full attention
- Be dismissive

On the phone

- Make time for chitchat
- Let them speak

- Cut to the chase
- Talk over them

In writing

- Use exclamation marks
- Use a p.s. at the end

- Provide too much detail
- Omit niceties

**NEEDS**

Recognition

**LIKES**

Positivity

**DISLIKES**

Conflict

**FOCUS**

Enjoyment

**STRENGTH**

Persuasive

**WEAKNESS**

Disorganised

OPEN  
(PEOPLE)

4  
3

**INFLUENCER**

**'Notice how influential I am'**

Social, Impulsive, Intuitive, Persuasive

FAST  
(DIRECT)

**RAPPORT STYLE SELL**

# Scenario

## DO

## DON'T

Generally

- Focus on 'relationship' aspects
- Allow them to help you

- Pressure or rush them
- Be confrontational

In person

- Smile & shake hand firmly
- Sit off-centre

- Drop in without invitation
- Maintain direct eye contact

On the phone

- Be available
- Ask how they are

- Fail to call back
- Cut to the chase

In writing

- Use warm language
- Use bullet points for clarity

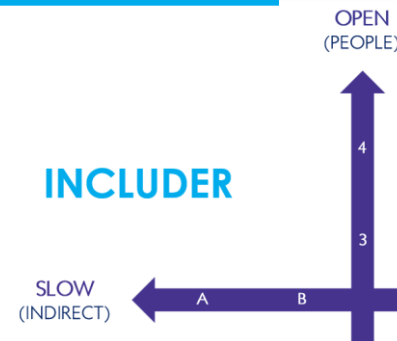
- Use formal language
- Omit niceties

NEEDS	LIKES	DISLIKES	FOCUS	STRENGTHS	WEAKNESS
Acceptance	Harmony	Insensitivity	Trust	Counselling	Risk Averse

# SHARE RAPPORT STYLE

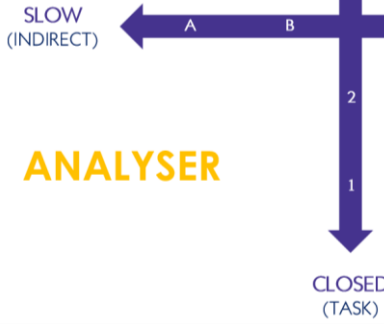
Collaborative, Considered, Helpful, Empathetic  
**'Notice how well-liked I am'**

**INCLUDER**



# SHOW RAPPORT STYLE

Solitary, Cautious, Analytical, Persistent  
'Notice my efficiency'



**ANALYSER**

NEEDS	LIKES	DISLIKES	FOCUS	STRENGTHS	WEAKNESS
Process	Predictability	Being Wrong	Accuracy	Analytical	Critical

## Scenario

### DO

### DON'T

Generally

- Focus on facts
- Describe the process

- Rush them
- Be irrational

In person

- Shake their hand at arms length
- Sit back a bit

- Crowd them
- Touch them unnecessarily

On the phone

- Ask if it's a good time
- Allow for pauses

- Do small talk
- Be unprepared

In writing

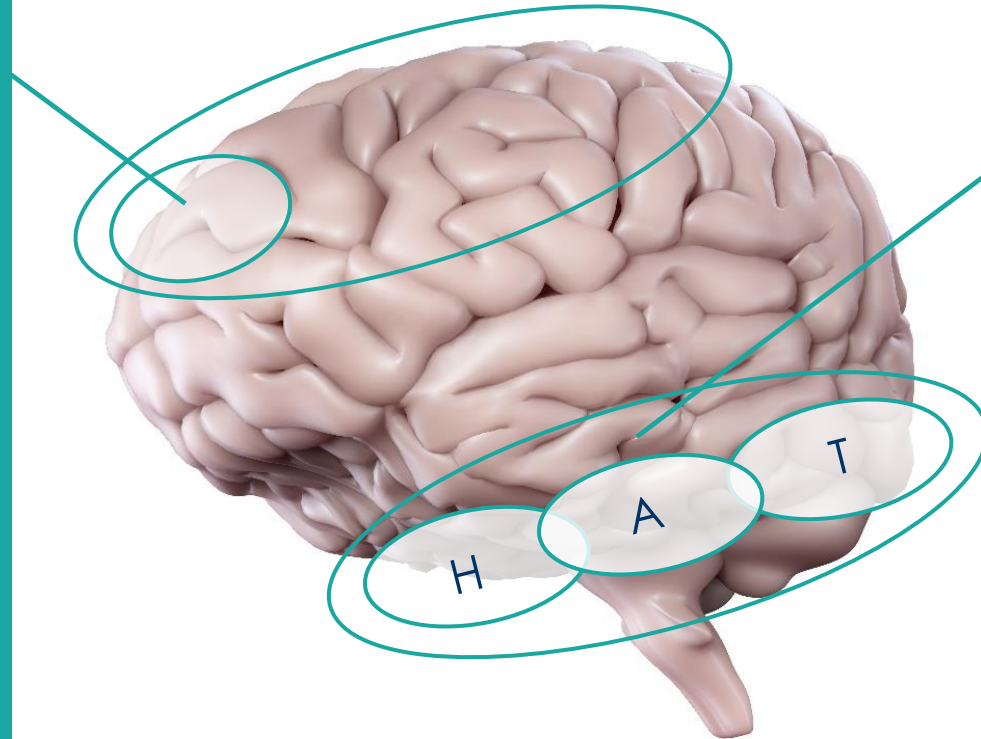
- Be formal
- Be factual and clear

- Forget the facts
- Use fluffy language

## INTELLECTUAL BRAIN

In control/charge  
Independent  
Logical/rational thinking  
Straight talking  
Rise to challenges  
Confident  
Directive/assertive  
Decisive action taking  
Focused & clinical  
Conscientious  
Achieves outcomes

# ACHIEVER



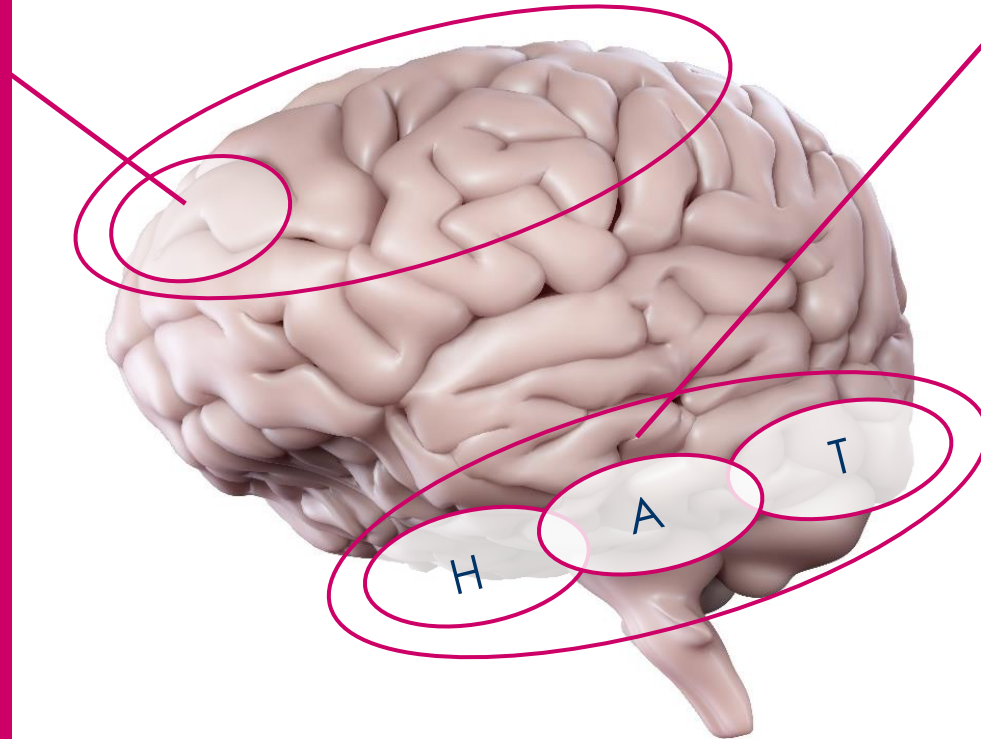
## PRIMITIVE BRAIN

Controlling  
Non-inclusive/isolation  
Black & white/inflexible thinking  
Insensitive & tactless  
Fixed/resistant to change  
Arrogant/Offensive  
Dictatorial/short-tempered  
Cavalier decisions & actions  
Aloof & uncaring  
Obsessive/workaholic  
Misfire

## INTELLECTUAL BRAIN

- Visionary/big picture
- Full of ideas
- Engaging
- Sociable & extroverted
- Multiple connections
- Motivated by recognition
- Enjoys the spotlight
- Enthusiastic & passionate
- Persuasive
- Expressive/  
story teller
- Fun seeker
- Influences outcomes

# INFLUENCER



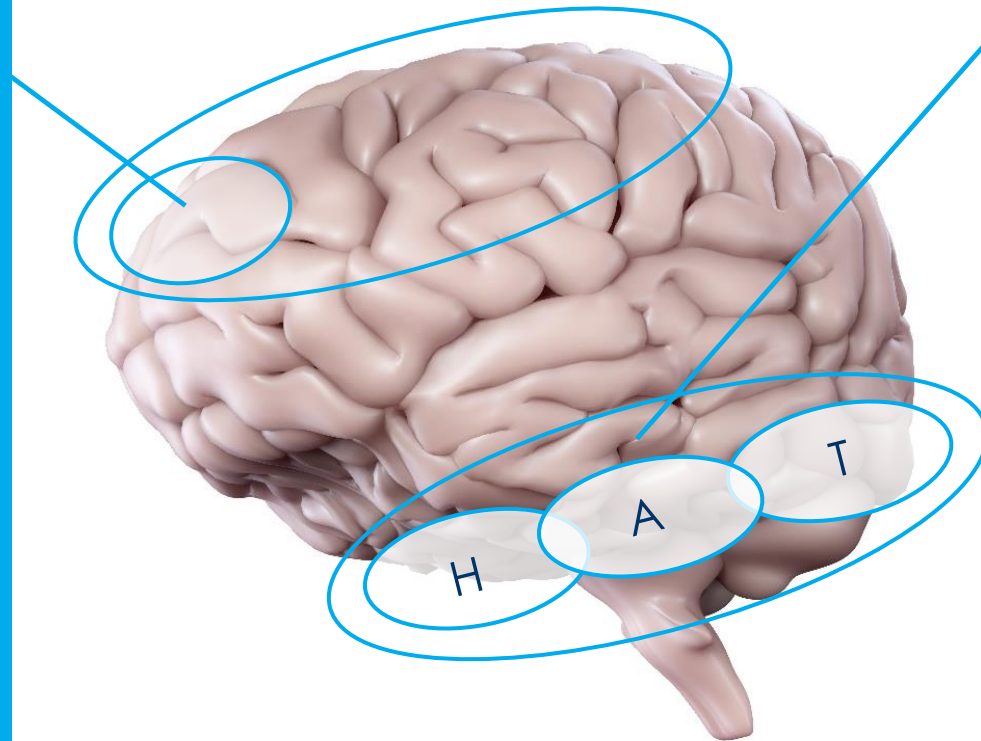
## PRIMITIVE BRAIN

- Short attention span
- Loses interest quickly
- Self-absorbed
- Struggle being alone
- Superficial relationships
- Attention seeking
- Hogs the spotlight
- Erratic & fanatical
- Dominant
- Overly talkative/  
dramatic
- Risk taking actions
- Manipulates outcomes

## INTELLECTUAL BRAIN

Empathetic & compassionate  
Builds trust easily  
Reliable and helpful  
Relaxed and create harmony  
Forgiving  
Composed  
Amiable/cooperative  
Quietly confident  
Considered  
Organised & capable  
Considers impact of change in detail

## INCLUDER



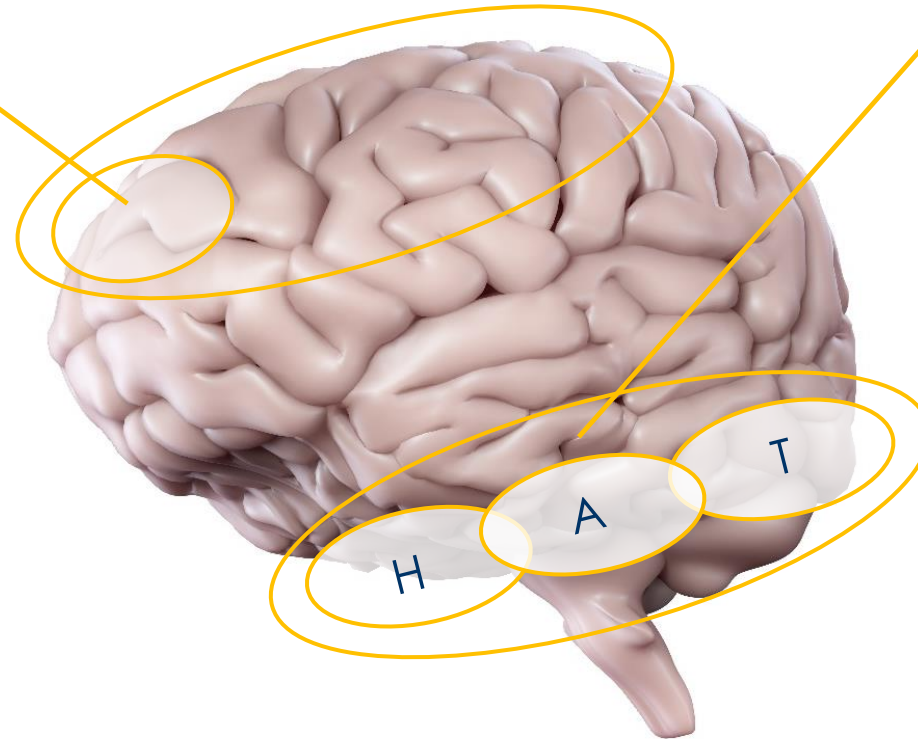
## PRIMITIVE BRAIN

Take on other peoples problems/pain  
Loses trust easily  
Feels obligated/put on  
Agitated and prone to mood swings  
Holds a grudge  
Guarded/cold  
Low assertiveness  
Low self-esteem  
Indecisive/slow to act  
Easily overwhelmed  
Avoids change

## INTELLECTUAL BRAIN

Logical thinking  
High attention to detail  
Identifies problems  
Task orientated  
Focused on accuracy  
Observational  
Planned & Methodical  
Objective & clinical  
Considered risk  
Works well in isolation  
Self-reliant

# ANALYSER



## PRIMITIVE BRAIN

Rigid thinking  
Obsesses about detail  
Looks for & focuses on problems  
Lacks empathy  
Over analysis/  
Perfectionist  
Disengages  
Procrastinates  
Critical & uncaring  
Risk averse  
Poor team player  
Anti social/withdraws

## INCLUDER

Cooperative by nature (they like to put others at ease), they lead with amiability, are responsive in conversation and expressive about their feelings.

### RAPPORT APPROACH

Kinaesthetic words and a lot of support and encouragement, delivered with warmth and sincerity and a smile.

## INFLUENCER

Social, fun loving and animated, they are expressive and passionate, focused on engagement and have short attention spans.

### RAPPORT APPROACH

Fast paced, visual language and a lot of encouragement delivered with expressive hand, head and facial gestures.

OPEN  
(PEOPLE)

4

3

SLOW  
(INDIRECT)

A

B

C

D

FAST  
(DIRECT)

2

1

CLOSED  
(TASK)

## ANALYSER

Fans of detail, they need good factual information, time to think and process and they tend to lack animation.

### RAPPORT APPROACH

Factual language delivered at a steady even tone and pace without too much smiling and minimum hand and head movements.

## ACHIEVER

Facts driven, rational and logical thinkers, with a dislike for detail, or emotiveness, they like to be in control.

### RAPPORT APPROACH

Factual language with an emphasis on outcomes, delivered confidently and with certainty.