

# THE TYPECOACH INFLUENCE PROGRAM



<p style="text-align: center;"><b>EXTRAVERTS (E)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Energetic, talkative &amp; expressive</li> <li>• Talk &gt; listen</li> <li>• Quick response &amp; speech</li> <li>• Easy to “read” &amp; get to know</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Meet in person or over phone</li> <li>• Let them talk it through</li> <li>• Show enthusiasm; keep pace lively</li> <li>• Signal when you need to reflect</li> </ul>	<p style="text-align: center;"><b>INTROVERTS (I)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Quiet; calm, centered energy</li> <li>• Listen &gt; talk</li> <li>• Pause . . . then respond</li> <li>• Hard to “read” &amp; get to know</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Respect the 2-48 hour rule</li> <li>• Send discussion Qs and agenda in advance</li> <li>• Dial down your pace</li> <li>• Ask . . . see how long you can wait</li> </ul>
<p style="text-align: center;"><b>SENSORS (S)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Provide lots of specifics &amp; facts</li> <li>• Enjoy executing clear tasks</li> <li>• Short, clear sentences (w/concrete specifics)</li> <li>• Focused on past/present experience</li> <li>• Clear language; may repeat</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Focus on past experience; short-term goals</li> <li>• Be transparent- clear &amp; step-by-step</li> <li>• Ask specific questions</li> <li>• Respond to each concern (one at a time)</li> </ul>	<p style="text-align: center;"><b>INTUITIVES (N)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Share ideas/thoughts (minimal details)</li> <li>• Enjoy “big picture” vision setting</li> <li>• Longer sentences (w/ their thought process)</li> <li>• Focused on future possibilities</li> <li>• Complex language; big vocabulary</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Focus on what could be (future vision)</li> <li>• Clarify end goal (minimal verbal specifics)</li> <li>• Ask open-ended questions</li> <li>• Use “bread-crumbs” to engage dialogue</li> </ul>
<p style="text-align: center;"><b>THINKERS (T)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Assertive; sometimes overly direct</li> <li>• Logic-driven; objective</li> <li>• Thick skinned; edgy humor</li> <li>• Often start decision-making with head</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Lay out the pros &amp; cons</li> <li>• Logic! Logic! Logic!</li> <li>• Be assertive; avoid getting emotional</li> <li>• Walk through logical reasoning</li> </ul>	<p style="text-align: center;"><b>FEELERS (F)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Diplomatic &amp; empathetic</li> <li>• People-focused &amp; values driven</li> <li>• Passionate; emotionally attuned</li> <li>• Often start decision-making with heart</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Build authentic personal connection</li> <li>• Be sympathetic (before diving into solution)</li> <li>• Genuine positive feedback</li> <li>• Highlight benefits to people</li> </ul>
<p style="text-align: center;"><b>JUDGERS (J)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Highly time conscious &amp; planful</li> <li>• Push for closure</li> <li>• Prepare way ahead; visibly stressed</li> <li>• Seem intense &amp; “on task” more than P’s</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Respect every minute of their time</li> <li>• Say “I’m on it!” (when they are urgent)</li> <li>• Follow through on commitments</li> <li>• Let them know of changes ASAP</li> </ul>	<p style="text-align: center;"><b>PERCEIVERS (P)</b></p> <p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Casual with time &amp; plans</li> <li>• Prefer to leave options open</li> <li>• Often work best last minute; “wing it”</li> <li>• Seem relaxed &amp; casual more often than J’s</li> </ul> <p><b>INFLUENCE</b></p> <ul style="list-style-type: none"> <li>• Budget time to explore options</li> <li>• Say “You can change your mind later.”</li> <li>• Provide 3 options; help eliminate</li> <li>• Stay relaxed &amp; casual</li> </ul>

# THE FOUR TEMPERAMENTS



<p><b>TRADITIONALISTS (SJ)</b> ESTJ, ESFJ, ISTJ, ISFJ (40% of population)</p>	<p><b>EXPERIENCERS (SP)</b> ESTP, ISTP, ESFP, ISFP (30% of population)</p>
<p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Attentive, responsible, &amp; execution focused</li> <li>• Focused, precise and formal when on task</li> <li>• Transparent; very detailed, step-by-step speech</li> <li>• Productive &amp; quick (walkers, talkers, deciders, etc.)</li> </ul> <p><b>INFLUENCE</b></p> <ol style="list-style-type: none"> <li>1. Clarity &amp; transparency</li> <li>2. Respond to each concern</li> <li>3. Give specifics up front</li> <li>4. Never say the “R” word</li> </ol> <p><b>GETTING SJs ON BOARD WITH CHANGE</b></p> <ul style="list-style-type: none"> <li>• Ask for &amp; write down their concerns w/out challenging</li> <li>• Cite facts, stats, &amp; past success</li> <li>• Be as transparent, &amp; clear as possible; discuss details</li> <li>• Emphasize concrete benefits &amp; and improved efficiency</li> </ul>	<p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Fun, playful, casual &amp; easy going</li> <li>• Calm, cool and collected (don’t show stress visibly)</li> <li>• Lots of facts in their informal, clear speech style</li> <li>• Observant, focused on the “here and now”</li> </ul> <p><b>INFLUENCE</b></p> <ol style="list-style-type: none"> <li>1. Use humor; keep it casual, fun &amp; easygoing</li> <li>2. Short-term deadlines</li> <li>3. Simple, concrete &amp; practical</li> <li>4. Follow up regularly in casual way</li> </ol> <p><b>GETTING SPs ON BOARD WITH CHANGE</b></p> <ul style="list-style-type: none"> <li>• Emphasize any short term benefit (esp. in efficiency)</li> <li>• Be very specific – <u>what</u> is changing?</li> <li>• Skip the theory behind it &amp; the long term vision</li> <li>• Make it fun and easy, not formal and intense</li> </ul>
<p><b>CONCEPTUALIZERS (NT)</b> ENTJ, INTJ, ENTP, INTP (15% of population)</p>	<p><b>IDEALISTS (NF)</b> ENFJ, INFJ, ENFP, INFP (15% of population)</p>
<p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Future driven, idea generating, strategic thinkers</li> <li>• Debate and challenge in order to understand</li> <li>• Complex language; unusual words and analogies (puns)</li> <li>• Speak in general terms, providing overview (not details)</li> </ul> <p><b>INFLUENCE</b></p> <ol style="list-style-type: none"> <li>1. Autonomy!</li> <li>2. Focus on future possibilities</li> <li>3. A conversation (not a presentation)</li> <li>4. Minimal details verbally</li> </ol> <p><b>GETTING NTs ON BOARD WITH CHANGE</b></p> <ul style="list-style-type: none"> <li>• Start with 2-3 sentence overview – “executive summary”</li> <li>• Focus on the logical Pros and Cons &amp; long term benefits</li> <li>• Emphasize the long term benefits</li> <li>• Let them run the conversation w/Q&amp;A; Breadcrumbs</li> </ul>	<p><b>IDENTIFY</b></p> <ul style="list-style-type: none"> <li>• Collaborative, creative, outside-the-box innovators</li> <li>• Empathetic; relationship-focused</li> <li>• Passionate; lots of energy for new ideas and visions</li> <li>• Diplomatic; often excel at mentoring others</li> </ul> <p><b>INFLUENCE</b></p> <ol style="list-style-type: none"> <li>1. Talk “vision” or goal (not details)</li> <li>2. Foster a friendship (“R before T”)</li> <li>3. Positive feedback often &amp; first</li> <li>4. “Big picture” before specifics</li> </ol> <p><b>GETTING NFs ON BOARD WITH CHANGE</b></p> <ul style="list-style-type: none"> <li>• Emphasize benefit to the people and the teams</li> <li>• Be helpful to them and ask for their help (like a friend)</li> <li>• Have a “we’re in this together” attitude</li> <li>• Engage them in setting vision &amp; generating ideas</li> </ul>