

Low Profiler

Personality profiling with a difference



The 4 Personality Types



The Supporter

In common parlance the Supporter could be described as a 'people person'. They are good judges of character and have a strong ability to empathise with others. In terms of the corporate environment the Supporter likes to display the following characteristics:

- Enjoys helping people and gaining recognition for doing so.
- Engages with colleagues on a meaningful and personal basis.
- Will support weaker members of a team and help them to develop.
- Empathetic and sensitive to others – strong aptitude for customer care and client services.
- Dislikes confrontation and does not voluntarily interact with truculent, domineering types.
- A tendency to be over concerned regarding the sensitivities of colleagues and to lose focus in terms of commercial objectives.

The strong people aspect of their personality will mean that their judgements and comments will be from the people perspective. Their descriptions will focus on the players rather than the game, the actors rather than the film, the personnel rather than the project.

trainer	caring	intuitive	good communicator
instructor	good listener	adaptable	compliant
coach	co-operative	compassionate	collaborative
mentor	patient	team player	conformist
sympathetic	tolerant	trustworthy	positive
friendly	honest	reliable	unselfish
empathetic	sensitive	thoughtful	sincere
flexible	stable		

Management Style

The Supporter will encourage the collaborative approach and would prefer everybody to be in agreement and willingly conform. They will have difficulty managing the aggressive non-co-operative type who endeavours to undermine their credibility and authority. They will need to 'step out' of character and depersonalise the situation by exclusively focusing on the task in order to manage the non-conformist type successfully.

They are a popular leader and their non-confrontational style means people feel included. Ensuring that everyone is happy and motivated is the Supporter's goal. Achieving power or boosting their own ego is not their driver, and their modest management approach can be an effective recipe for successful leadership.

The Supporter and their Interactions

The Supporter views situations from the people perspective. They are good judges of character and will understand and empathise with people's strengths, weaknesses, concerns and problems. They will be influenced by people's mood. If their friends are happy, they will want to join them and share their joy or good news.

Supporters are good team builders. They can choose different types to complement a working environment. They 'get on well' together. They 'like' each other. Their comments about people will be emotionally based. Supporters are sensitive and do not like truculent, aggressive types whom they will avoid, interacting only when necessary.

The Supporter will remember the office birthdays. They will buy the card and ensure colleagues sign it; when staff are leaving they will organise the collection and buy the present.

At work and as a manager, they will be predominately people oriented and will adopt a style that believes strongly in the premise that a happy team is a productive team and a work/life balance is a positive career goal.

In the commercial environment, Supporters need to constantly modify and reaffirm their focus to see their duties and responsibilities in a task and goal oriented form, rather than based predominately on 'people interactions' with obscurely defined commercial objectives.

Supporters are moody and enjoy sharing their feelings with others. They are loyal, reliable and honest and will not voluntarily interact with people who are unreliable, dishonest and, in their mind, lacking the most fundamental characteristic if they are to be their friend – integrity.

It is important that the Supporter feels valued by their employer. Recognition for good effort will ensure that the Supporter is highly motivated and committed. Trust is one of the Supporter's highest values. If you are a friend, they will expect that trust to be reciprocated. If you break that trust, the Supporter may ostracise you as a friend and you will have difficulty regaining that confidence.

Supporter > Supporter

This results in a really happy conversational 'marriage'. Both natures are kindly, unselfish and generous. You can imagine them swapping presents when they meet. Their conversations will be people focused, especially with friends and colleagues at work. They enjoy office politics and their kindly nature will manifest itself particularly when they are discussing members of staff. Supporters enjoy each other's company. Those whom they might dislike will be given the 'benefit of the doubt' for selfish actions and the Supporter is apologetic if they feel they have or may have caused any offence. They will worry until the situation is rectified.

Supporter > Influencer

The Supporter enjoys the company of an Influencer who also has a predominately people orientation. The Supporter enjoys the fact that the Influencer is open, talkative and emotionally transparent. The Influencer is more self-centred than the Supporter would like but their openness compensates and the Supporter will keep the Influencer in their phone book and invite them to a party because they will liven up the event.

Supporter > Creative

Mindful that the Supporter's primary focus is people, the Supporter will judge a new logo or marketing strap line from the originator's perspective. If they know and like the artist, the logo design will be appreciated sympathetically. If they do not know the originator, they are inclined to ask questions about context, objective and circumstances of the work before making an opinion. Supporters are not naturally critical and this sympathetic and empathetic attitude is positively appreciated by Creatives.

Supporter > Analyst

This makes for a difficult relationship. 'They are too quiet.' 'I don't know what they're thinking.' The verbally reclusive nature of the Analyst is a real challenge for the Supporter as this person does not enter the emotional, talkative arena where the Supporter can engage with them. 'Let your hair down.' 'You are very uptight.' 'Show your emotions, for goodness sake!' This is what the Supporter would like to tell the Analyst.

Supporter – Career Skills

The Supporter is highly adaptable and can relate well to colleagues and technologies. When you are endeavouring to search job advertisements, you may find you have a wide choice. To refine your choice, follow these recommendations. The people contact should be in the context of training, helping, instructing or leading. Avoid roles that involve overt selling skills – this is ideally the Influencer's domain.

Whilst the duties and responsibilities of a role are important to all of us, you will find that a friendly collaborative working atmosphere will be most motivational. You will benefit from the team environment and perform better within this structure. Avoid roles that are isolationist and do not require people engagement. Doctors, nurses, lawyers and accountants can be Supporters and the majority of functional roles in most organisations will have Supporters as the most popular personality characteristic. So your choice is comprehensive.

Your major challenge will be following the advice above regarding the atmosphere criteria. To find out how well you might fit into the team, you can only really decide after your interview or when you have worked in the environment for some weeks. Do therefore pay particular attention to the detail of the advertisement and whilst on interview ask searching questions in terms of the people interaction aspect of the role. Refer to your descriptive lexicon and look for advertisements that emphasise these skills: good communicator, team player, flexible, reliable, trainer, instructor, etc.

The Influencer

The Influencer is articulate and outgoing and may be described as being 'a good talker'. They are likely to display the following qualities:

- Outgoing and verbose with an answer for everything.
- Enjoys the social aspect of the work environment. Has a wide circle of friends and dislikes 'sitting in'.
- Always shares their opinions and experiences with others.
- A good leader whom others find inspirational.
- A strong negotiator and sales person.
- Likely to dominate group meetings.
- Highly political in a work environment.

An Influencer has good commercial acumen and can be motivated by the prospect of earning commission or a bonus based on performance. They will endeavour to take up promotion opportunities and consequently can move up the career ladder faster. A higher income also gives them the option to indulge in 'good taste' for expensive purchases.

Descriptive Lexicon

lively	resourceful	positive	commercially aware
engaging	motivational	decisive	strong communicator
articulate	competitive	poor listener	target driven
fun	vigorous	witty	results orientated
challenging	energetic	convincing	sociable
inspiring	spontaneous	adventurous	believable

Management Style

The Influencer's style best suits sales teams where inspirational and positive encouragement is needed. They may have difficulty leading technical teams whereby they may need to adopt a more consensual approach, concentrating on rationale and task goals rather than emotive transient argument.

The Influencer enjoys the 'limelight' and being the focus of attention. They enjoy compliments and positive feedback. 'Great speech!' 'Best presentation I have heard for years!' These reputation-enhancing comments will delight the Influencer who has the unique skill to adapt their management style to suit the audience. The Influencer is a purveyor of good news and a natural leader with a very positive disposition.

The Influencer and their Interactions

The Influencer like the Supporter has a predominant people orientation. They enjoy people interaction but will have less people empathy than a Supporter. They most often manifest an extrovert personality. They have a propensity to adjust their behaviour to suit the situation.

The Influencer is extremely flexible and adaptable and will endeavour to establish a positive rapport with their manager. They recognise corporate hierarchy and can be relied upon to get a job done. Their positive mindset/ego is their driver.

If they produce a great performance, the Influencer expects a great response: 'You were great.' 'That's the best!' 'Congratulations!' 'How did you do that?' 'Oh, it was nothing,' is their polite response as they gloat in the adulation. The Influencer has a positive disposition and is a good talker. The natural flipside to being a good talker is being a poor listener.

Let me tell you about the bargain I got on eBay. Can anyone guess how much I paid for these?' Whether anyone is interested in the items, their value or how much the Influencer paid are not factors that would be remotely considered by the Influencer. If challenged conversationally, they will sternly defend their position.

The Influencer's large ego does not allow much room for modesty. Their predominant work pattern is to perform and manage through verbal influence. If colleagues are reluctant to co-operate, the Influencer will engage verbally and 'sell' the idea.

Influencers are strong time managers but poor at assimilating detail. 'It's the big picture that counts,' will be their energetic philosophy. Identifying the core facts can be a challenge to the Influencer, as the premise of 'how I say it' can be more persuasive than 'what I say'.

A striking presentation may have to sacrifice content and detail and therefore the Influencer may apply embellishment and exaggeration to persuade the audience. This is acceptable behaviour from their perspective, providing the audience is not misled and the substance is true.

They are self-centred and enjoy sharing their ideas. They enjoy lively debate and challenging other opinions, raising the tempo by expressing controversial and non-conformist viewpoints. Influencers are likeable, positive, active, have a good sense of humour and a 'can do' mentality.

The Influencer may become lazy if their work does not motivate them. They are easily bored and will move jobs more often than most. Money, variety and challenge are their drivers and they will aim to achieve targets and receive commission. Their vocabulary is often supercharged with emotive terms.

'Life and soul of the party' is a good description and whether at a party or at work the Influencer will be very interested in what people do. Status is important to the Influencer.

Influencer > Supporter

The Supporter is the Influencer's favourite type who also understands and likes people. The Influencer can persuade the Supporter to conform to their way of thinking. The Supporter is considered to be great company, a good friend and provide a good listening platform, without challenge or interruption.

Influencer > Influencer

This is an interesting interaction. Basically, we have two talkative, poor listening types who will vie for the dominant position on the verbal stage. 'You are not listening to a word I am saying,' might be a fair reflection of both their reactions. They are both competitive with large egos and their interactions tend to have lots of boastful content. A lively mix; talking at rather than to each other best describes this engagement.

Influencer > Creative

The Influencer does not empathise with the Creative as the Creative is not a predominately people person. Discussing the intricacies of people's personalities for its own sake is a meaningless exercise to the Creative. They need common ground, such as Picasso's personality and behaviour and how this influenced his artistic work. Expressing unsubstantiated and spontaneous remarks about a revered artwork will not match the Creative's deeper sense of appreciation.

Influencer > Analyst

We might refer to this as a clash of personalities. The Influencer's conversation will most often be people or personality centric, which will not have much appeal to the Analyst who engages mostly on the basis of facts and information. The Influencer will consider the Analyst to be too quiet and difficult to engage with in conversation, as the Influencer will not obtain any feedback in terms of emotional reaction.

Influencer – Career Skills

Look for a role with a high level of people interaction whereby you have the opportunity to persuade, sell and influence. There should be scope to earn fees or bonuses based on your own success. The product or service you are promoting should not be too technical, as you will only be happy presenting the 'big picture' rather than the minutiae. The selling cycle should not be too protracted. Long-term negotiations normally involve complicated product or service specification and will not offer a productive platform for the Influencer to apply their strong persuasive skills. You will be capable of selling on a one-to-one basis, to groups and to senior Boards. The greater the audience, the more you will rise to the challenge. You enjoy variety in terms of dealing with different clients and also in terms of location. You should not just be office bound.

Look for jobs with the following components:

- People contact – to persuade, to influence.
- Service/product – not too technical – which can be effectively introduced and described via a presentation or on an individual basis.
- Variety – different clients, different location.
- Financial reward based on performance. Service/product – not too technical – which can be effectively introduced and pay particular attention to advertisements where the following skills are highlighted: strong communicator, results orientated, commission/bonus paid on results, target driven, challenging, motivator, decisive.

The Creative

The Creative is a lateral Analyst with the ability to think 'outside the square' and bring a fresh, original perspective to workplace challenges.

The following characteristics are typical of the Creative:

- A creative aptitude which can manifest as a special design talent or a strong appreciation of the arts.
- Takes nothing for granted.
- Enjoys new ideas and non-traditional routes to problem solving.
- Confidently states opinions on advertising campaigns, market trends and future product and lifestyle developments.
- Can be over protective and sensitive to own designs and output.
- Has difficulties with time management and works on the philosophy of 'Give me more time and I can do an even better job.'
- Has 3D visualisation.

Descriptive Lexicon

interesting	adventurous	expressive	pioneering
unconventional	visualiser	industrious	creative
conscientious	demanding	analytical	designer
optimistic	efficient	a 'can do' attitude	conceptual
talented	deliberate	organised	judgemental
good listener			

Management Style

The Creative adopts a fast-forward 'follow me' style of management. They strive to achieve optimum standards and will expect the same aspirant attitude from their team. The nuances of office politics will present a particular challenge to the Creative who should ignore such distracting permutations and retain their strong focus on the commercial goals. The Creative is a strong, non-political, no-nonsense leader whose natural enthusiasm creates a positive effective management style. They dislike criticism and can appear opinionated and autocratic in their approach, but the corollary to this style is the fact that they know where they are going and how they are going to get there.

The Creative and their Interactions

The Creative has an amazing ability to visualise conceptually from many perspectives. They create designs relating to architecture, products, fashion and packaging; write books, plays, lyrics, advertising jingles; paint, illustrate; compose, perform, etc. – creations that have underpinned the worldwide success of some of our best-known products, art, architecture, music, advertising and fashion.

The Creative can be opinionated and stubborn and will generally defend any criticism of their work.

The Creative has a talent that they must have the scope to manifest or apply. The architect must design. The artist must paint. The Creative has a strong talent for design and they are motivated when they are positively developing and applying that talent within a practical application.

The Creative is open and transparent in their views and will enjoy intellectualising discussions.

Creative > Supporter

These types will interact well due to the profile of the Supporter who will always demonstrate an interest in other people and their work.

Creative > Influencer

This is not an ideal 'marriage'. Mindful that the Creative is purposeful in their thoughts and practical in their application, these are restrictions that the Influencer does not enjoy. The Creative is essentially not a people person and hence may not be on the same 'wavelength' as the talkative, ebullient Influencer.

Creative > Creative

The Creative type, like the Analyst, is task focused and interacts well as they can normally identify a topic for discussion. Being highly imaginative and creative, they are interested in each other's opinion and perspective on design topics. They are active, conversational participants and enjoy each other's company – a good match.

Creative > Analyst

The Creative will engage well with the Analyst. Both types are predominately task driven rather than people orientated. They both focus on the detail and facts of situations rather than hyperbole.

Creative – Career Skills

The Creative should seek only roles where there is scope to apply their talent. This can be in many forms. You may be designing, composing, writing, painting, commissioning or briefing designers, studio managing or you may be project managing the creative processes ensuring brand integrity and brief compliance. You may seek roles to apply your own creative specialism or as a manager, to brief the creative team.

You may enjoy manifesting your creative skills in the field of literature, music or the fine arts, or you may apply your unique talent to the more functional attributes of daily life. Design skills are latent or overt in all products we use – cars, furniture, houses, interiors, offices, mobiles, computers and packaging. Creativity is a unique skill and whatever your experience and seniority, whether you are seeking a junior, middleweight or director level role, you should always ensure that there is a design or creative component compatible with your ideal career aspiration and talent. Otherwise you will feel frustrated and bored and compelled to seek a new opportunity.

The nature of the work should have strong, challenging and varied components. Creatives tend to change jobs more than average. Creative design assignments have definitive time spans and 'treading water' or waiting for the next challenge is not the Creative's normal or comfortable remit. Hence working freelance on an assignment-by-assignment basis can suit well in terms of optimum application of skills.

When you are job hunting you must decide whether you are seeking a role to demonstrate and apply your particular skills or whether you are seeking a role whereby you are facilitating third-party ideas and recommendations. Look for advertisements describing the role as challenging, requiring a strong creative/design component and a positive proactive mentality. Look for roles with new unique challenges that do not contain repetitive boring elements.

The Analyst

The prevailing quality of the Analyst is the ability to approach and solve problems in a highly rational, structured manner. In terms of personality characteristics, the following are likely to apply:

- Enjoys the challenge of working things out independently.
- Enjoys problem solving – the greater the problem, the greater the challenge and the greater the intellectual satisfaction.
- Happier expressing facts over feelings.
- Lacks motivation if the task in hand is perceived to be pointless.
- Enjoys their own company.
- A good listener.
- Lacking in verbal spontaneity.

Descriptive Lexicon

reliable	consistent	sceptical	tolerant
technical	independent	patient	analytical
thorough	stable	meticulous	adaptable
good listener	deliberate	thoughtful	determined
logical	accurate	problem solver	resilient
industrious			

Management Style

The Analyst has a consensual rather than dictatorial style. They only ever follow reasoned debate and would therefore only expect to proffer the same respect to others. They are purposeful and not emotive whilst leading a group and, although the journey may not be the most inspirational or exciting experience for colleagues, Analysts have the reputation for achieving goals within the specified targets and will therefore drive their team hard if need be – they are tough task masters.

Their style is a no-nonsense, philosophical approach, incorporating profundity in argument and never profuse. If people decide not to follow or co-operate, the Analyst will interpret their reaction in the context of being their prerogative and choice and not endeavour to influence it. This approach is unlike the Supporter or Influencer who will spend much time encouraging their colleagues to be always on-side.

The Analyst is a successful leader who will brief their team members thoroughly in terms of subject content and role.

The Analyst and their Interactions

The Analyst is clinical in their judgements. They are not predominately people oriented and have a clear focus on the task in hand. Interestingly, during past recessions, more Analysts have been seen to be new business starters though they are not natural entrepreneurs. Historically this was the Influencer's home territory.

For example technology not people present scope for the Analyst to develop a new software tool and launch it via the internet. There is no face-to-face people sales contact. Their clever technology may identify and satisfy a market gap and need. The technology is also a non-people platform on which to market and launch. They can be today's new entrepreneurs. Think of the founders of the world's largest and most successful IT companies.

The Analyst can be considered introverted. They are thoughtful in response, rarely circumlocutory and only comment on what they know. The Analyst does not hold grudges and, if offended, reviews the situation circumspectly rather than personally, commenting something along the lines of 'They would say that wouldn't they?'

Analysts are not good time managers. They can be too fastidious in their work mentality and when applying themselves to a task can supply a level of detail that was neither prescribed nor required.

Analyst > Supporter

The Analyst and Supporter can relate well and due to their personality dispositions they would rarely be at loggerheads. The Analyst is neither verbally aggressive nor pontifical and the Supporter is accommodating and kindly. So whilst they may not have too much in common they also have little 'out of common'.

Analyst > Influencer

The Analyst may ignore a lot of the content of the 'spontaneously articulate' Influencer. They consider the Influencer as talkative and technologically lightweight. They are basically two opposites. The Analyst thinks in terms of job/task and the Influencer thinks people first then task. Conversation based on highly speculative content does not interest the Analyst.

Analyst > Creative

These two types get on well. They are both task oriented and share an appreciation for numeracy, technology and science. The Analyst and Creative have much in common in their work ethic. They are conscientious, reliable and good at technical detail and they are both primarily task focused.

Analyst > Analyst

You can envisage two scientists avidly discussing Stephen Hawking's A Brief History of Time. Conversely, if they do not identify a subject for common debate, the meeting will be conversationally laborious. Small talk at dinner parties is a rather torturous experience for the Analyst.

Analyst – Career Skills

The work environment is daily becoming more process-driven whereby technology takes over the role of people. This development means there will be a growth in technology-related roles and it is important that you keep up to date with new emerging processes. You should continually look for courses or roles that will not just match but positively challenge and enhance your skills.

The dominant role of the Analyst is to offer a specialist technical skill to their employer whereby soft skills are a secondary consideration. Your expertise is in what you know and your ability to apply your knowledge. A heart surgeon, a mathematical modeller, a jumbo jet pilot and a software engineer are employed predominantly for their technical expertise and not for their amazingly friendly disposition or taciturnity. These behaviours are less consequential. Clinically scan the job boards for roles capitalising on your technical abilities.

You should avoid roles with a high content of people dependent interaction such as sales or training. Analysts do not enjoy pressure selling and do not have the patience to be successful instructors. When the role has a people persuasive element or your work is supportive of sales presentations, you will have to be careful that you are not drawn into a sales type role that will not suit your personality. A salary where a large component is bonus or commission may be an indication that there is an obligation to perform and achieve i.e. to sell. Avoid these advertisements.

The Analyst enjoys getting involved in technical work. You should therefore search for roles that will capitalise on your aptitude for engaging with complicated data, technical or scientific-based issues. The Analyst has strong management skills where projects involve a high degree of analysis and problem solving.

As an Analyst you may have a tendency to understate your abilities and be over cautious in the roles for which you apply. Remember new technologies are new to all candidates and you will have the aptitude and propensity to absorb new developments – be ambitious in your applications.