FOUR CATEGORIES OF BEHAVIOR STYLES

COMMUNICATION STYLES

CHARACTERISTICS	Scale 1 DRIVER	Scale 2 EXPRESSIVE	Scale 3 AMIABLE	Scale 4 ANALYTICAL
Behavioral Patterns	Direct/Controlling	Direct/Supporting	Indirect/Supporting	Indirect/Controlling
Pace	Faster/Decisive	Faster/Spontaneous	Slower/Relaxed	Slower/Systematic
Priority	Task/Result	Relationship/Interaction	Relationship/ Communication	Task/Process
Fears	Being Taken Advantage of	Loss of Social Recognition	Sudden Change, Instability	Personal Criticism of their work
Gains Security Through	Control Leadership	Playfulness Others' Approval	Friendship, Cooperation	Preparation, Thoroughness
Measures Person's Worth By	Quality or impact of Results, tracks records and process	Acknowledgements Applause Compliments	Compatibility with others, depth of contribution	Precision, Accuracy Quality of Results
Internal Motivator	"Win"	"Show"	"Participation"	"Process"
Appearance	Businesslike, Functional	Fashionable, stylish	Casual, conforming	Formal, conservative
Workplace	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured

Adapted from Dr. Michael E. Frisina "Four Categories of Behavior Styles" – The Frisina Group (www.http://www.thefrisinagroup.com)