



## The Four Personality Types

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### ABSTRACT

*This article, in part, is an interpretation of the well known Myers-Briggs Type Indicator. This and similar tests are now used by many organizations in hiring, professional development, and performance evaluation. While the dominant personality type of most individuals tends to be fairly easy to observe, the secondary personality type (or types) tends to take some knowing of a person to deduce.*

*The Four Personality Types*

*Relater-Supporters*

*Challenges*

*Relationship with Other Types*

*Communication Success with Relater-Supporters*

*In Problem Solving and Relationship Challenges:*

### Introduction

What is human behavior? In what ways are we similar and different? How can we successfully communicate with one another?

This article, in part, is an interpretation of the well known Myers-Briggs Type Indicator. This and similar tests are now used by many organizations in hiring, professional development, and performance evaluation. The tests are available on the web as well as in print (see references). The purpose of this article is to present an overview of four major personality types, identify their strengths and challenges, and provide information on how to communicate more effectively with each type as family, friends, colleagues, and customers.

### Please keep these two cautions in mind as you read this article:

First, this information is for reference only. There's always a risk with personality tests of sorting people into boxes. Even when a person clearly matches one personality type, not everything written about that type may match the person. We're far too complicated to fit neatly into broad categories.

Second, most of us have a dominant personality type, with one or two secondary types.

### These traits can change and evolve over time.

As Buddha once said, "A finger pointing at the moon is not the moon itself. An intelligent person makes use of the finger to see the moon." There are many ways to help achieve greater human understanding and communication success. The information presented in this article may point to one.

### The Four Personality Types

The four personality types are: Relater-Supporter, Initiator-Cheerleader, Analyzer- Investigator, and Driver-Leader.

It's generally not too difficult to identify the primary personality type of an individual, based on his or her persona, communication style, and to some extent profession.

### Here are some of the most dominant traits of each type:

Relater-Supporters tend to be "nice", supportive, nurturing, and friendly.

Initiator-Cheerleaders tend to be energetic, motivating, per-

suasive, and fun.

Analyzer-Investigators tend to be detail oriented, task driven, analytical, and matter off act.

Driver-Leaders tend to be powerful, achievement conscious, control oriented, and productive.

While the dominant personality type of most individuals tends to be fairly easy to observe, the secondary personality type (or types) tends to take some knowing of a person to deduce. Most people have one dominant, one or two secondary, and one weakest type. The following pages describe each personality type in detail, including strengths and challenges, relationships with other types, and communication strategies with each type as family, friends, co-workers, and customers.

### Relater-Supporters

Common Professions: People-oriented and service professions, such as nursing, counseling, executive assistant, and customer service.

### Traits

Nurturer, sociable, value interpersonal relationships and are more subjective in decision making. Their conduct is often based on values and intuition. They are emotion oriented, persuasive, take care of others and are romantic introverts.

### Challenges

Personal feelings can get in the way of objectivity. They can be too passive, can't say

"No" and are conflict avoidant. They take care of the self last and make sacrifices for others at the expense of the self.

### Relationship with Other Types

- Initiator positive: Admire Initiators, want their energy to rub-off and want to be part of the fun.
- Initiator negative: Overwhelmed by the high energy of the Initiator.
- Analyzer positive: Glad capable Analyzer can handle details of the task.
- Analyzer negative: Think of the Analyzer as cerebral, cold, impersonal and lacking human sensitivity and consideration.
- Driver positive: Feel supported by the "people person"

Driver.

- Driver negative: Find the Driver intimidating and domineering.

Core Needs: Relater-Supporters want to be liked, accepted, and loved.

Validating Core Needs: As genuine and appropriate, remind Relater-Supporters on a regular basis how much you appreciate who they are, what they do, and the quality of the relationship.

In Summary: For a Relater-Supporter, a day without a smile, kind words, and friendliness from others is like a flower without air, sunshine, and water. The flower will wilt, just as the Relater's heart will grieve. Love and appreciate a Relater-Supporter, and the Relater-Supporter will love and appreciate you back ten-fold.

#### Communication Success with Relater-Supporters

Key: Validate Relater-Supporters' Core Needs - To be liked, accepted, and loved.

In daily interactions, stress acceptance of the person and quality of the relationship.

#### Consider applying the following if you're genuine in your intentions:

##### With Relater-Supporter Family Members or Friends:

- Remind them often how much you value them in your life, and how important the relationship is to you.
- Don't wait for Relater-Supporters to ask for help, as they rarely will. When appropriate, see what they need, and

help them without asking. Relaters can be very touched by this, for they feel they have found that rare individual who understands at least some of their often unspoken needs.

- Do or give something special to pamper them. For they tend not to pamper themselves, and will really appreciate the gesture when someone thinks of them.

#### As Co-Workers:

- Show appreciation for all that they do for others.
- Mention how much you appreciate them as colleagues.
- Ask if they feel okay about their role in a group or task.

#### As Customers:

- Let them know you value your relationship with them as customers.
- Stress how your products or service can help the ones they love, and contribute to their happiness and/or well-being.
- Emphasize personal, one-on-one service. Mention how they'll be taken good care of as your special customers.

#### In Problem Solving and Relationship Challenges:

- When challenges arise, stress that the issue does not affect the quality of the relationship. Let them know that you value the relationship, and at the same time the issue needs to be resolved.
- Let them know how much you appreciate their willingness to problem-solve with you.
- Thank them warmly and show appreciation when they show support, compromise, or sacrifice. Be sure to let them know that you notice their efforts.

## REFERENCES

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