



**TTI Success Insights®**  
Team Behavioral Report



**Data Dome Team Behavioral Report**  
Data Dome, Inc.  
5-24-2010



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(404) 814-0739  
Maximizing Individual and Corporate Potential



## INTRODUCTION

Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

In this report we have adapted the individual information to reflect the behavioral styles of the team. The most effective teams have members who understand themselves as well as each other.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.

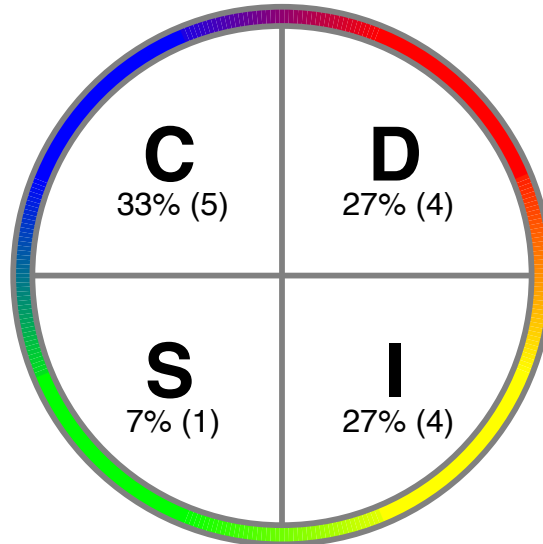


# PRIMARY BEHAVIORAL STYLE OVERVIEW

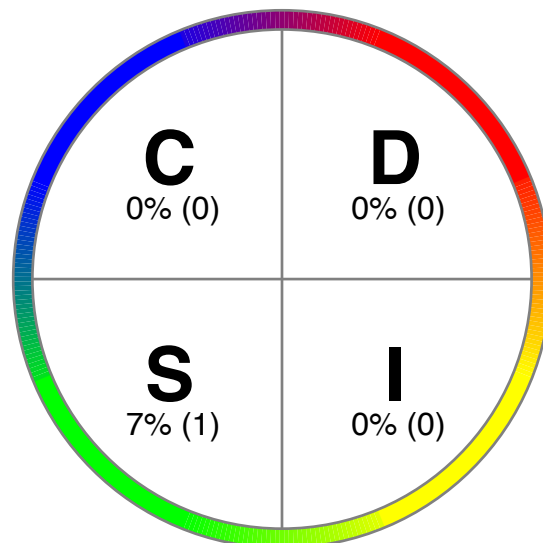
The following charts show the group's overall primary adapted behavioral styles by percentage. The primary behavioral style is determined for each individual by looking at the point that is furthest from the energy line, whether it is above or below. The primary behavioral style, whether above or below, is the individual's strongest behavioral style.

## ADAPTED STYLE

Highs



Lows



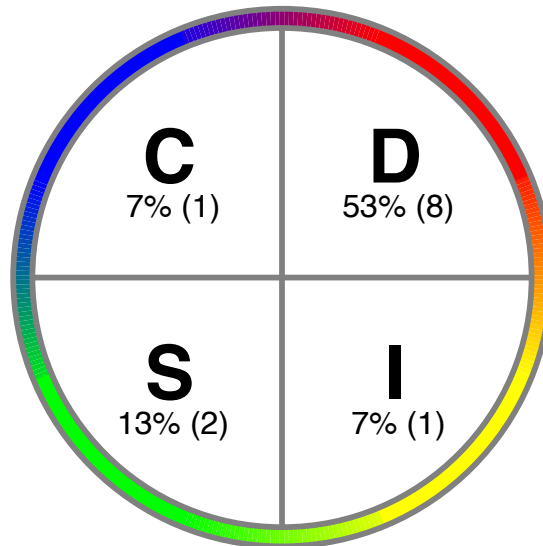


# PRIMARY BEHAVIORAL STYLE OVERVIEW

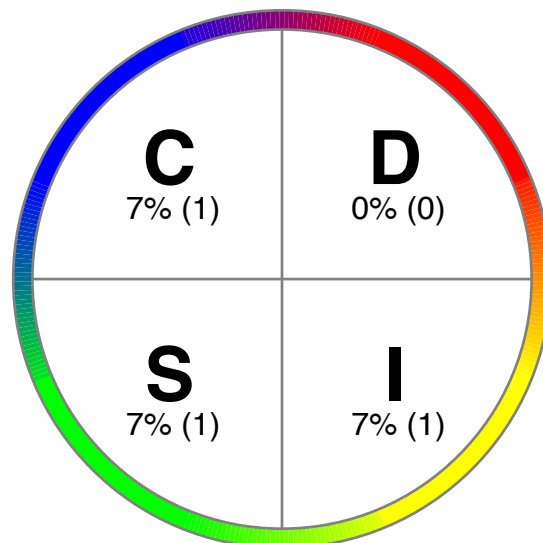
The following charts show the group's overall primary natural behavioral styles by percentage. The primary behavioral style is determined for each individual by looking at the point that is furthest from the energy line, whether it is above or below. The primary behavioral style, whether above or below, is the individual's strongest behavioral style.

## NATURAL STYLE

Highs



Lows





The Success Insights® Wheel provides a visual format for plotting the data obtained from the Style Insights® questionnaire. The Wheel demonstrates the similarities and differences in behavior amongst team members. The Wheel quickly gives a visual representation that allows you to explore behavioral styles based on eight specific identifiers:

- Conductor
- Persuader
- Promoter
- Relater
- Supporter
- Coordinator
- Analyzer
- Implementor

The following pages will detail the strengths, weaknesses, problem solving abilities, communication preferences and potential areas to avoid within each of the eight identifiers. As a team it is important to recognize, understand and appreciate the different behavioral styles represented. This will allow for increased productivity and overall team cohesiveness.



*The team selected has 27% Conductor natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Conductor style.*

### **27% of Team (4)**

#### **Strengths**

Conductors tend to:

- Be forward-looking and competitive.
- Look for problems to solve.
- Like challenging assignments.
- Like power and authority.
- Be motivated by direct answers.

#### **Weaknesses**

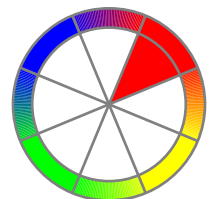
Conductors may:

- Overextend their ego.
- Be poor or selective listeners.
- Lack tact and diplomacy.
- Dislike routine work.
- Over delegate and under instruct.

#### **Communication Dos**

To influence and form a strong bond with a Conductor you need to include words or phrases such as:

- Keep getting the results you want
- Being involved in all the important decisions
- Lead the pack
- Right in line with the direction you are taking
- Get people to start listening





*The team selected has 27% Persuader natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Persuader style.*

### **27% of Team (4)**

#### **Strengths**

Persuaders tend to:

- Get results through team members.
- Promote and accept changes.
- Be independent.
- Be decisive and aggressive when presented with challenges.
- Initiate activity through other people.

#### **Weaknesses**

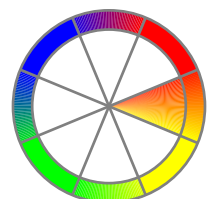
Persuaders may:

- Not manage time well.
- Not manage deadlines well.
- Take on too many responsibilities at once.
- Not follow up and follow through as needed.
- Overuse position within the team.

#### **Communication Dos**

To influence and form a strong bond with a Persuader you need to include words or phrases such as:

- Be able to take advantage of opportunities
- Rewards should be automatic
- You're important to your company's success
- Be accepted for who you are and what you do
- Make the business run your way





*The team selected has 20% Implementor natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Implementor style.*

### **20% of Team (3)**

#### **Strengths**

Implementors tend to:

- Have creative ideas.
- Have a slow start and a fast finish.
- Make tough decisions using insight and facts.
- Push hard to discover correct, acceptable solutions to problems.
- Expect and challenge the team to higher performance standards.

#### **Weaknesses**

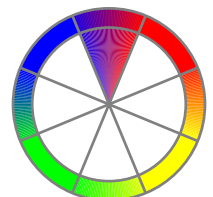
Implementors may:

- Be overly blunt and critical of team members.
- Overuse facts and figures.
- Take on too much within the team.
- Be insensitive to the feelings of team members.
- Come across as insincere.

#### **Communication Dos**

To influence and form a strong bond with an Implementor you need to include words or phrases such as:

- Be able to use your assets to your fullest potential
- Maintain control over what is really important to you
- Designed to be easily controlled
- Gives you control over outcome
- Designed with finances and operations in mind







*The team selected has 7% Promoter natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Promoter style.*

### **7% of Team (1)**

#### **Strengths**

Promoters tend to:

- Utilize social and verbal skills within the team.
- Be good at persuading people.
- Promote the team throughout the organization.
- Promote new ideas and products.
- Calm conflict situations within the team.

#### **Weaknesses**

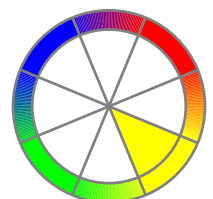
Promoters may:

- Act impulsively based on emotions.
- Be unrealistic in appraising people.
- Be inattentive to details and disorganized.
- Listen selectively to team members.
- Be overly optimistic about team abilities.

#### **Communication Dos**

To influence and form a strong bond with a Promoter you need to include words or phrases such as:

- Gain respect
- Builds on what you have already accomplished
- New
- Unique
- Get your point across





*The team selected has 7% Supporter natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Supporter style.*

### **7% of Team (1)**

#### **Strengths**

Supporters tend to:

- Be patient and comforting.
- Like to be in a team environment.
- Like an environment where long service is deemed important.
- Focus on team activities.
- Be motivated towards established procedures.

#### **Weaknesses**

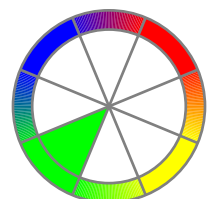
Supporters may:

- Get in "ruts" and maintain status quo.
- Resist team-initiated changes.
- Hold grudges within the team.
- Hesitate to move forward.
- Do the work themselves, rather than delegate.

#### **Communication Dos**

To influence and form a strong bond with a Supporter you need to include words or phrases such as:

- Fighting never resolved anything
- Staying in the mainstream
- No conflicts
- Free of controversy
- In line with the industry standard





*The team selected has 7% Coordinator natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Coordinator style.*

### **7% of Team (1)**

#### **Strengths**

Coordinators tend to:

- Follow projects through to completion.
- Work for a leader and a cause.
- Set and accomplish high standards of conduct and work.
- Be alert and sensitive to problems, rules, errors and procedures.
- Have the ability to make tough decisions without letting emotions interfere.

#### **Weaknesses**

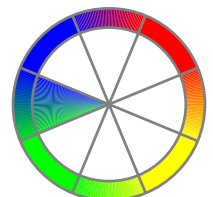
Coordinators may:

- Lack confidence in self and team.
- Become obstinate under stress.
- Overuse organizational procedures on the team.
- Not promote self or team enough.
- Not use a direct approach.

#### **Communication Dos**

To influence and form a strong bond with a Coordinator you need to include words or phrases such as:

- Change does not need to be unpredictable
- Not subject to wide swings
- Not be in a big hurry
- Know how things are supposed to be done
- Keep everything on a safe course





*The team selected has 7% Analyzer natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Analyzer style.*

### **7% of Team (1)**

#### **Strengths**

Analyzers tend to:

- Maintain high standards.
- Be motivated by the right way to proceed.
- Be accurate and precise.
- Problem solve through the use of facts and data.
- Utilize facts to support their opinion and cause.

#### **Weaknesses**

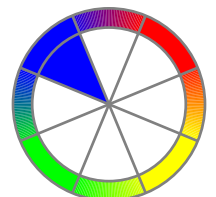
Analyzers may:

- Lean on team leader or supervisor.
- Be bound by organizational procedures and methods.
- Not risk stating new ideas without having qualifying statements.
- Not verbalize their feelings.
- Do the work themselves and not delegate.

#### **Communication Dos**

To influence and form a strong bond with an Analyzer you need to include words or phrases such as:

- Have everything running like clockwork
- Keep things on track
- Operates predictably
- You need your privacy
- Great accuracy



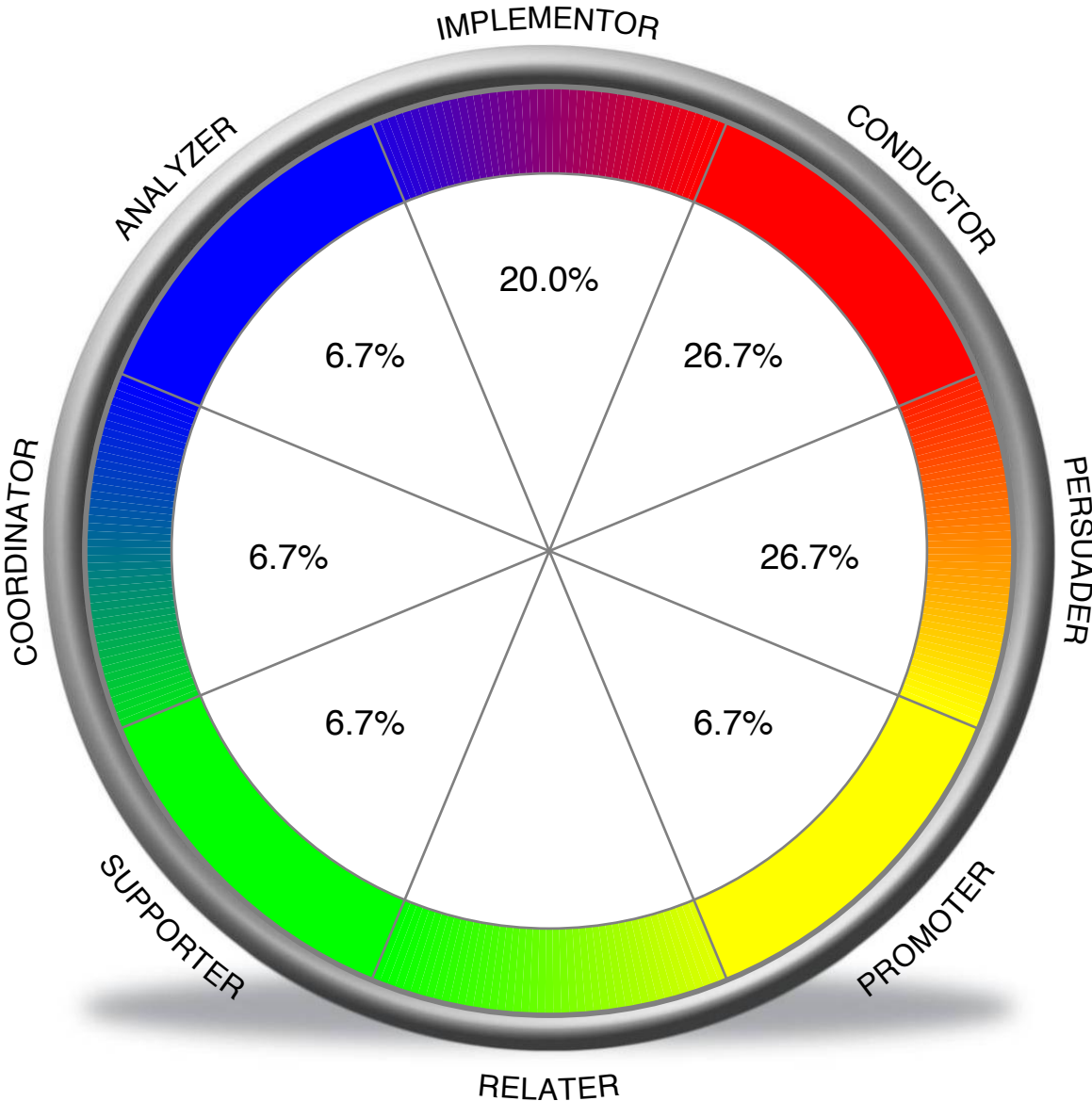


# POTENTIAL NEED FOR TEAM MEMBERS

This section is designed to provide information on behavioral styles that may be low or absent from the team dynamic. The following pages will explain what each of these behavioral styles brings to a team. In some cases not all behavioral styles are needed for a team, and in other cases some team members may be adapting to fill in the gaps as needed.

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*The team selected has 0% Relater natural behavioral styles within it. Based on this information the following statements have been provided to give the team members a clearer understanding and appreciation of the Relater style.*

### **0% of Team (0)**

#### **Strengths**

Relaters tend to:

- Help others using empathy and understanding.
- Protect and value both people and things.
- Be good listeners and communicators.
- Be a team player.
- Be sensitive to the feelings of others.

#### **Weaknesses**

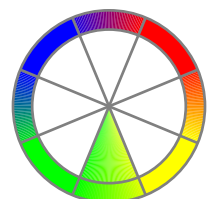
Relaters may:

- Avoid confrontation within the team.
- Lack initiative and a sense of urgency.
- Overuse compassion and kindness.
- Not challenge the status quo.
- Be too easy-going.

#### **Communication Dos**

To influence and form a strong bond with a Relater you need to include words or phrases such as:

- Achieve consensus
- Integrated without disrupting anything
- Create a solid foundation
- Have the security of knowing
- Widely accepted

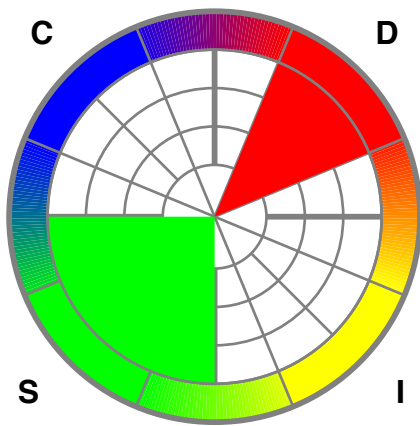




# TEAM STYLE BLENDING

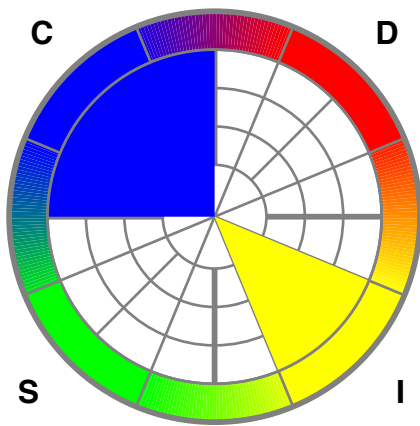
This section focuses on the common behavioral roadblocks among the different styles and indicates how well styles will initially blend and how much they must adapt in order to communicate effectively. It is important to note that this DISC report only interprets behavior and does not account for the influence of values. Even if styles blend well together problems may still arise based on conflicting values.

## Conductor ↔ Relater, Supporter or Coordinator



- Quick Pace to Slow Pace
- Extroverted to Introverted
- Impatient to Patient
- Enjoys Conflict to Avoids Conflict
- Quick to Anger to Slow to Anger
- High Sense of Urgency to Low Sense of Urgency
- High Risk to Low Risk
- Conductors tend to overpower
- Conductors must work hard to build up a trusting relationship before Relaters, Supporters and Coordinators feel comfortable verbalizing their concerns.
- Conductors may need to be mindful of their listening skills as well as their diplomacy.

## Promoter ↔ Coordinator, Analyzer or Implementor

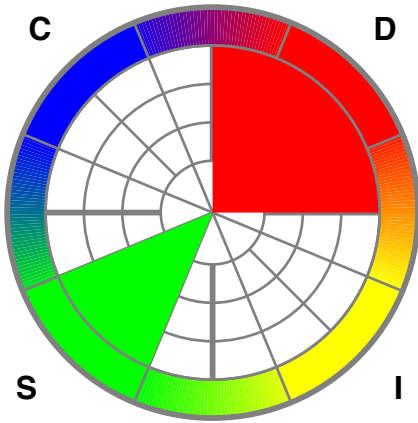


- Optimistic to Pessimistic
- Feelings to Facts
- Extroverted to Introverted
- High Risk to Low Risk
- People Oriented to Data Oriented
- Quick Decisions to Needs More Data
- Few behavioral commonalities
- Promoters will have to slow down and keep a tight reign on their emotions.
- Coordinators, Analyzers and Implementors will need to pick up the pace and be more stimulating.
- Promoters need to reduce gestures and not initiate physical contact.



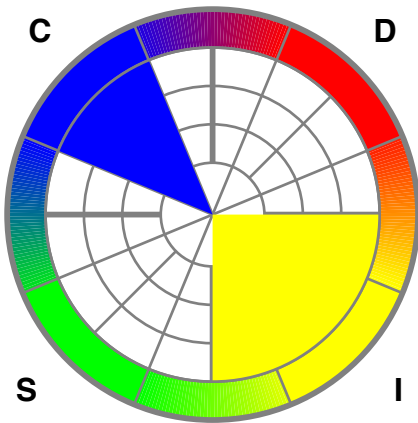
# TEAM STYLE BLENDING

## Supporter ↔ Implementor, Conductor or Persuader



- Slow Decision Maker to Quick Decision Makers
- Slow Pace to Quick Pace
- Indirect to Direct
- Slow to Anger to Quick to Anger
- Go with the flow to GO, GO, GO!
- Supporters will have to make sure not to be overpowered by these styles.
- Supporters need to stand up to these styles when not in agreement.
- Supporters will go along for the sake of harmony and peace.
- Supporters should utilize a questioning method to force the other styles to defend their position.

## Analyzer ↔ Persuader, Promoter or Relater



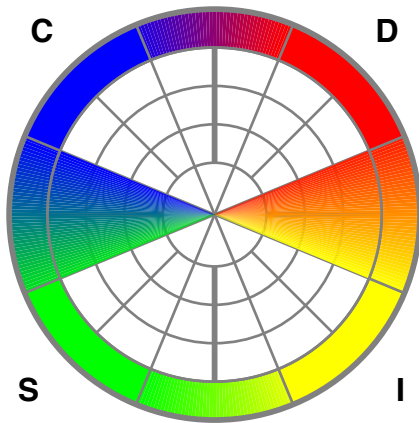
- Pessimistic to Optimistic
- Introverted to Extroverted
- Slow Decision Making to Quick Decision Making
- Low Risk to High Risk
- Slow Pace to Quick Pace
- Task Oriented to People Oriented
- Analyzers should try to loosen up and become more people focused.
- Analyzers should be more stimulating to better communicate with the Persuader, Promoter and Relater styles.
- Analyzers should use questions as a means to guide the Persuader, Promoter and Relater to the desired conclusion.





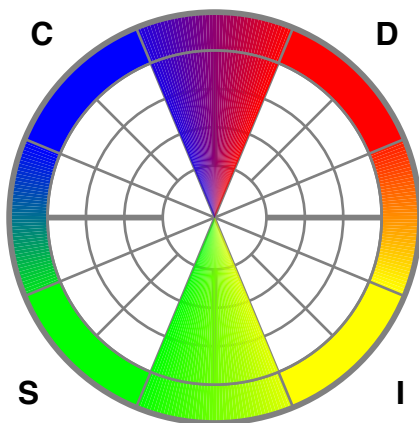
# TEAM STYLE BLENDING

## Persuader ↔ Coordinator



- Quick to Change to Slow to Change
- Enjoys Change to Avoids Change
- Extroverted to Introverted
- Animated to Reserved
- "We can do it" to "How do we do it?"
- Persuaders should spend time explaining project goals and expectations to the Coordinators.
- Persuaders should try to stick to the relevant facts.
- Coordinators will become frustrated with lack of instruction, follow up and follow through.
- Coordinators should make a conscious effort to be more direct and open with their feelings and concerns.

## Relater ↔ Implementor



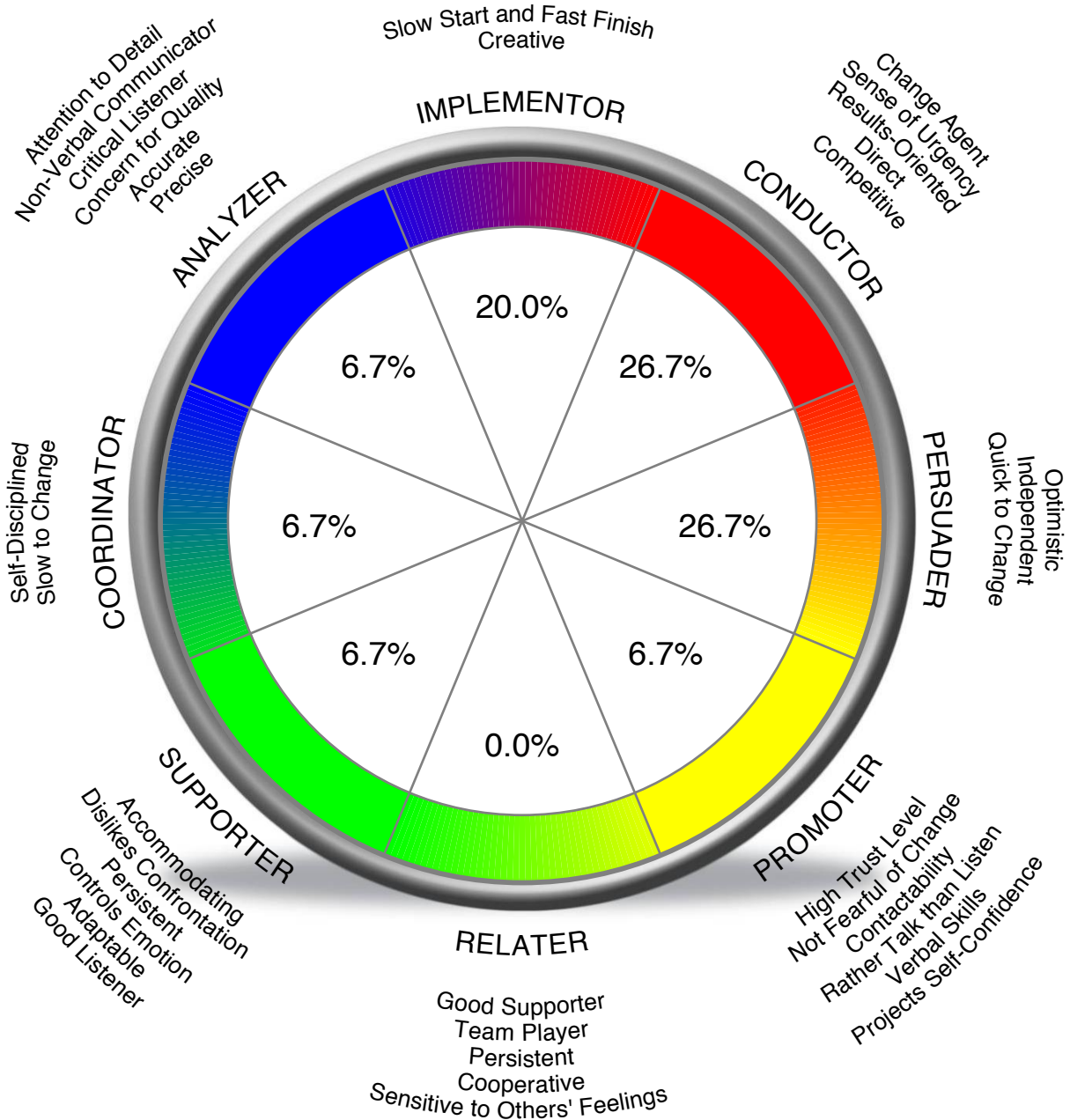
- People Oriented to Task Oriented
- Indirect to Direct
- Trusting to Untrusting
- Implementors need to be more vocal with their appreciation of the Relater and the Relater's work.
- Implementors should attempt to be more sensitive to the feelings of the Relater and other team members
- Implementors should be mindful of their sincerity.
- The more demanding the Implementor becomes, the more withdrawn the Relater will be.
- Relaters should focus on not becoming withdrawn or taking any confrontation personally.



# TEAM MEMBER CHARACTERISTICS

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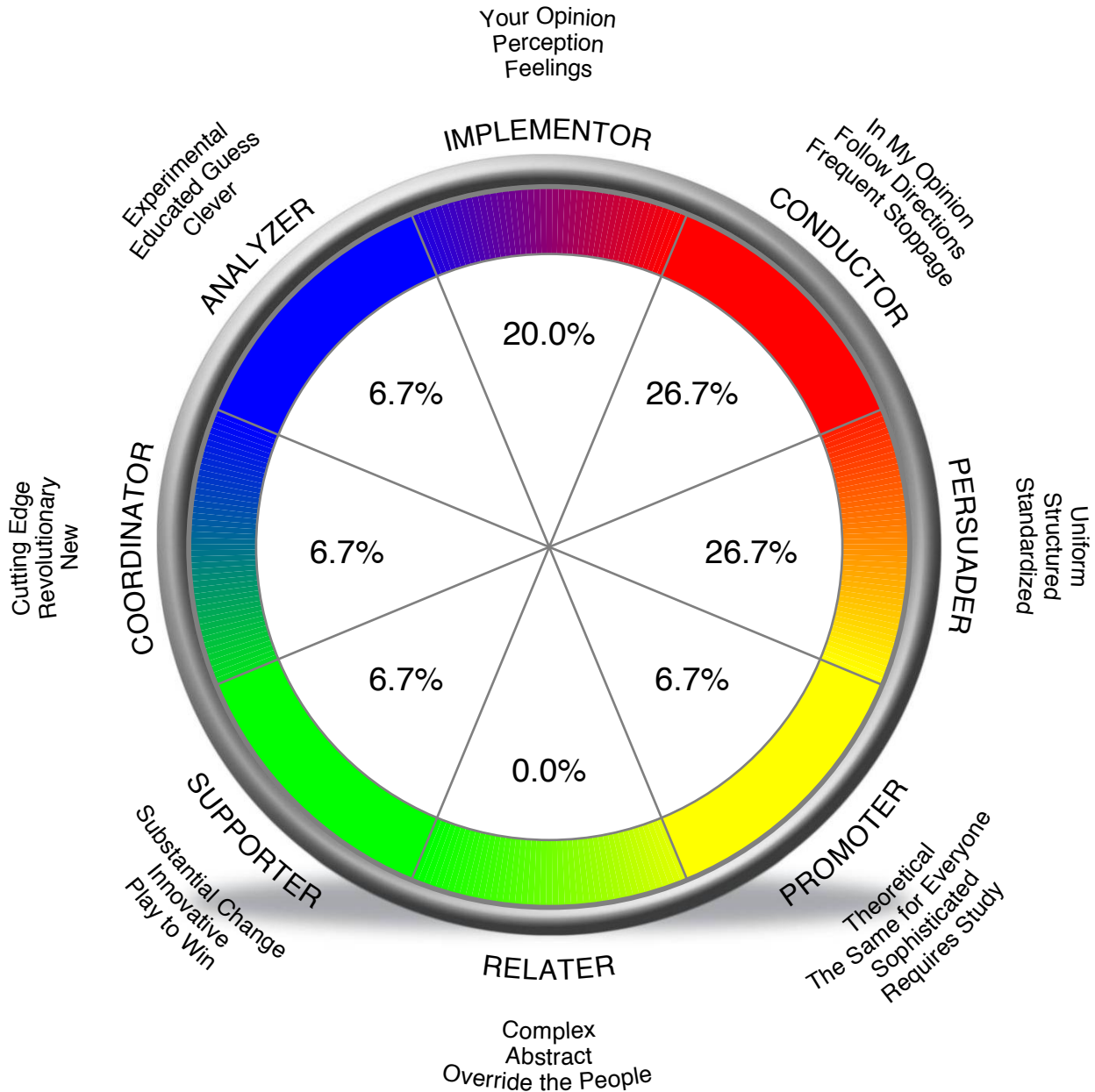
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# WORDS THAT DON'T WORK

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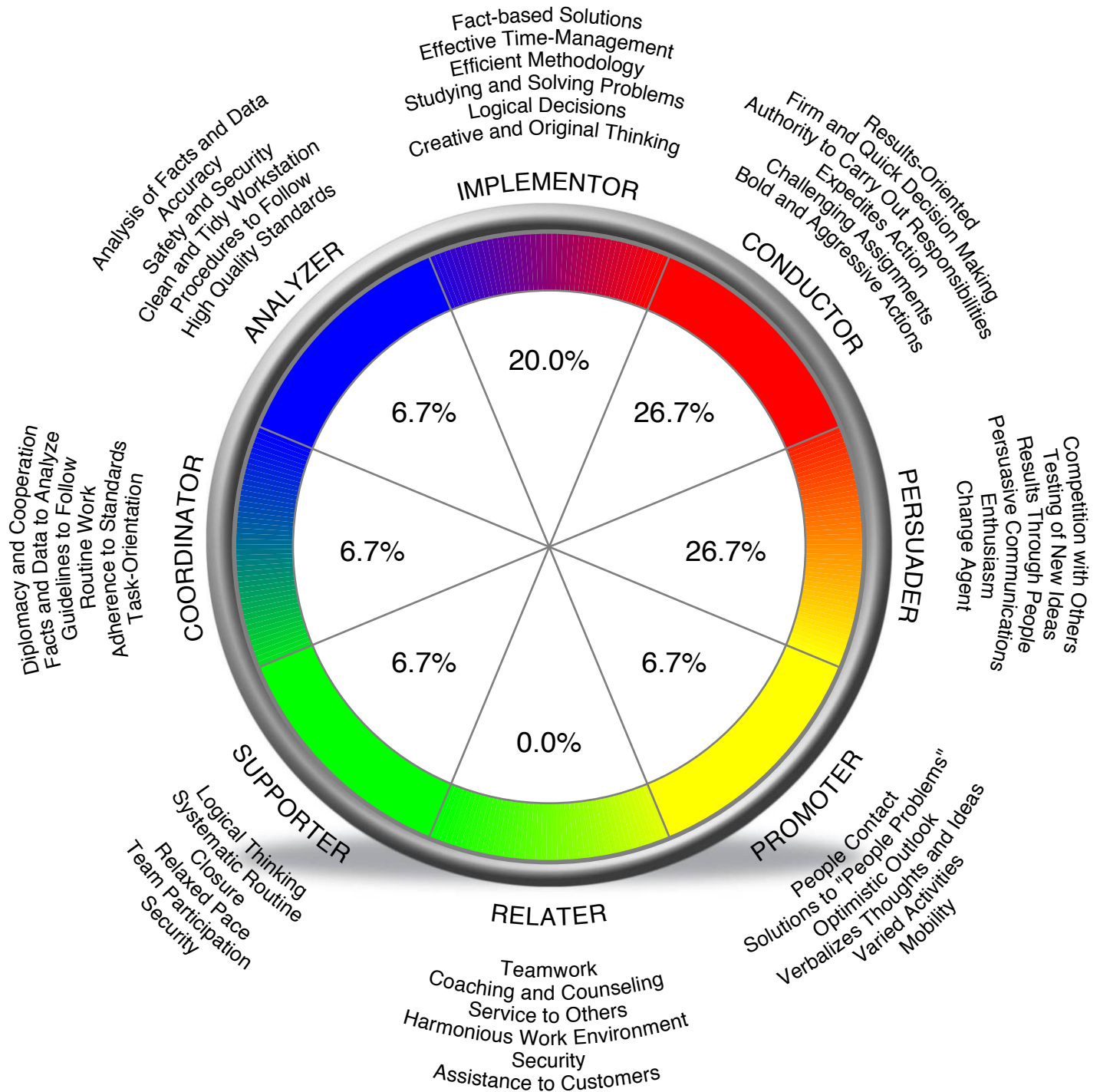


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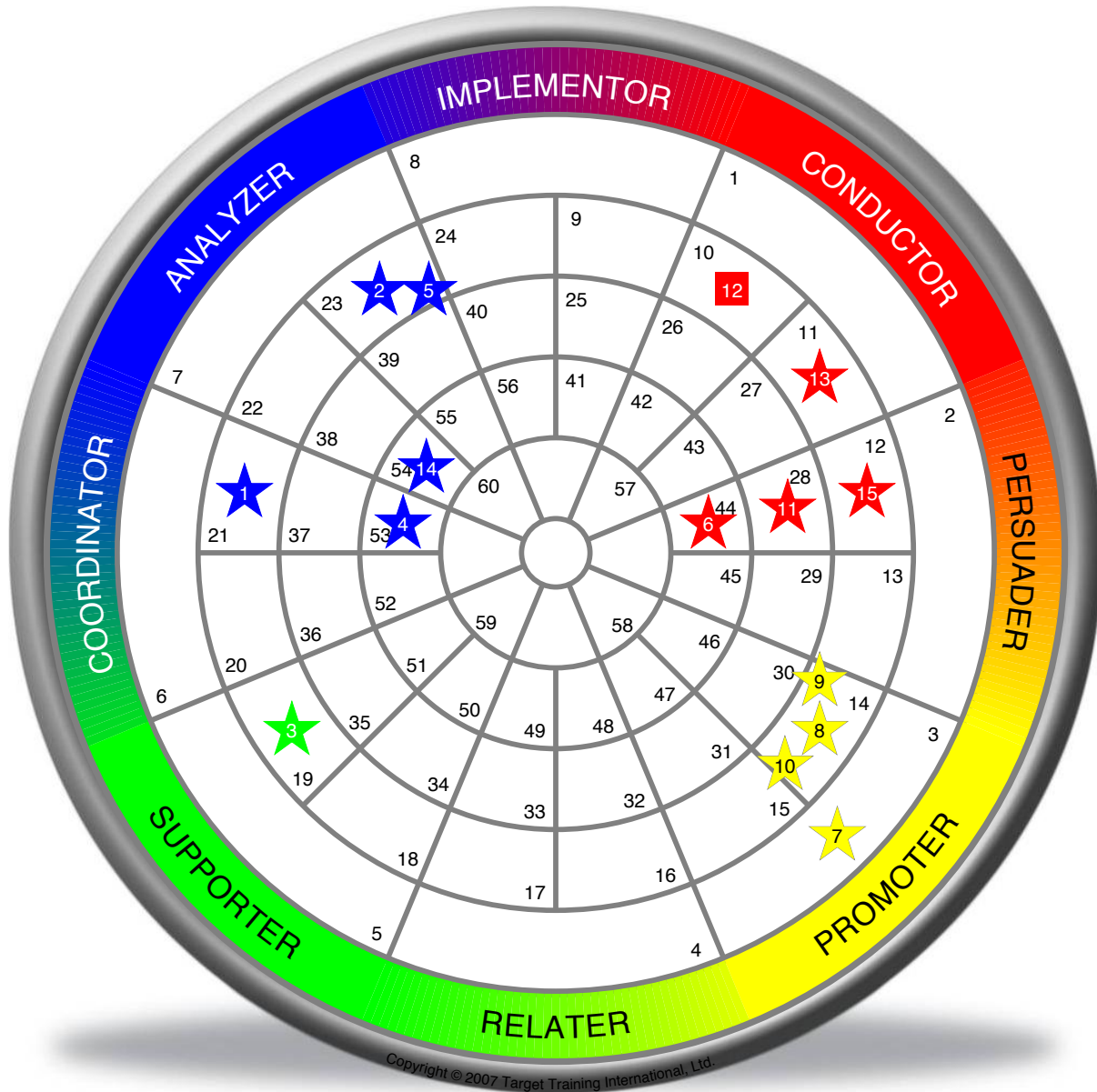


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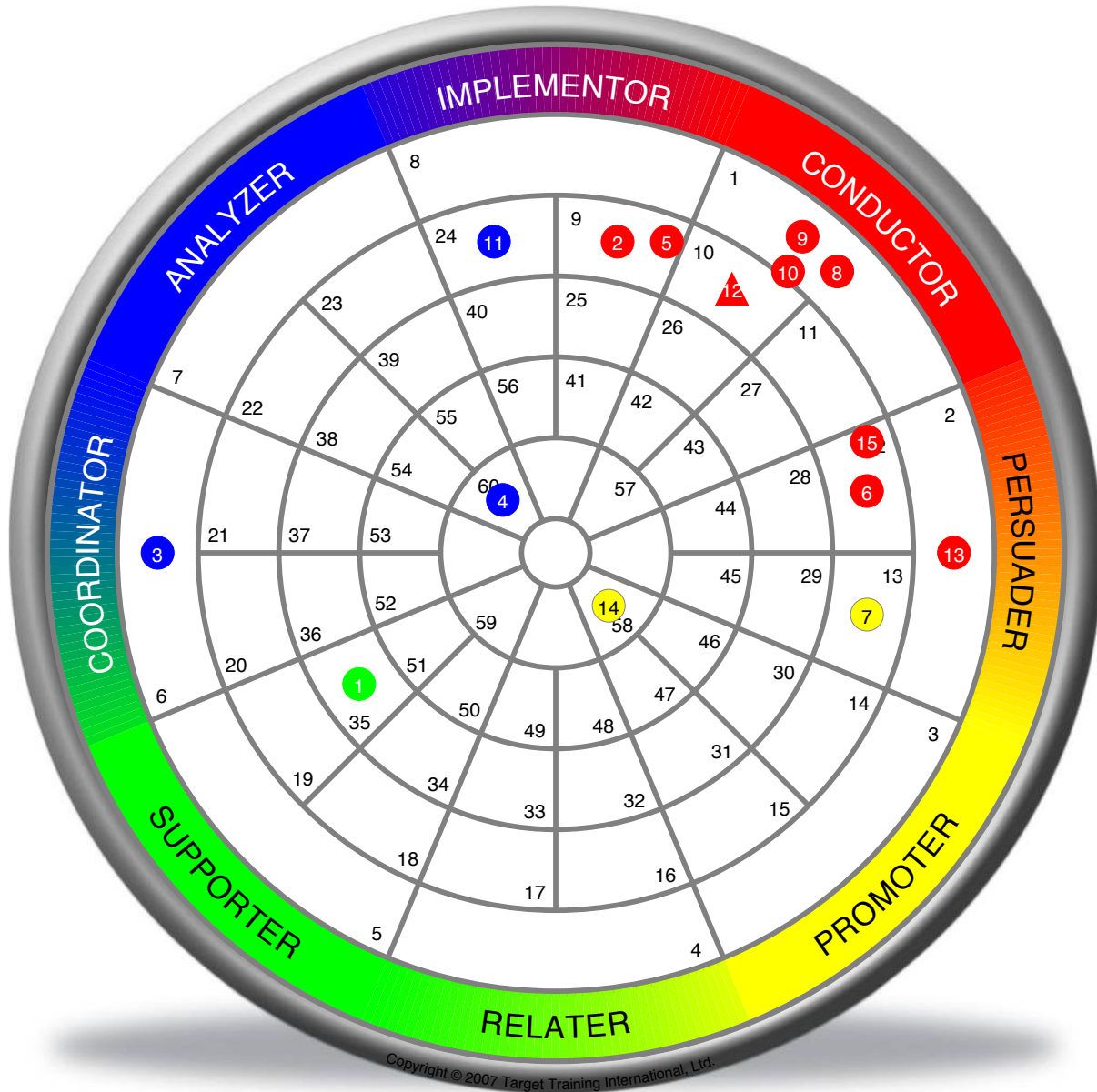


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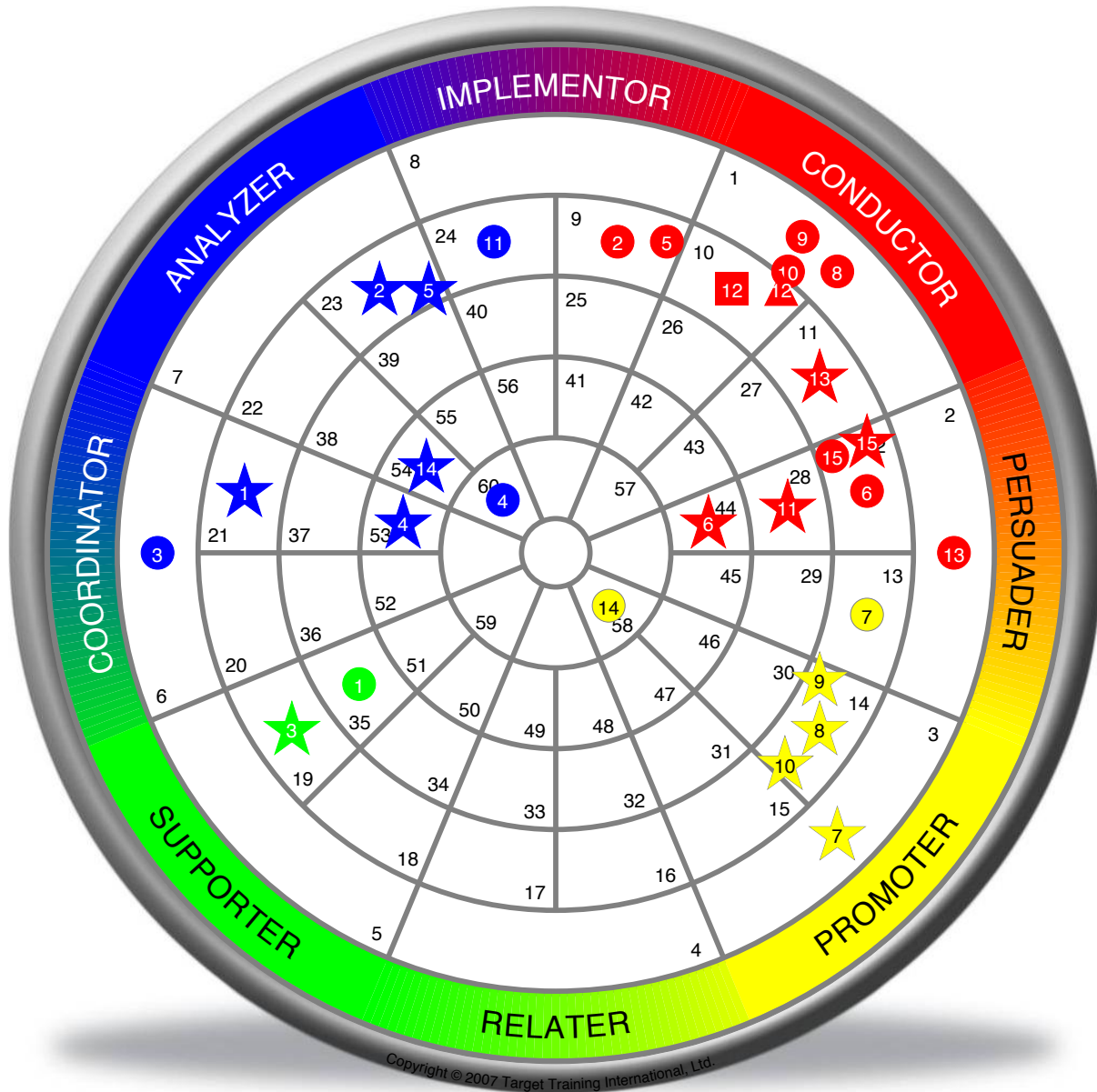
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# GROUP WHEEL MIGRATION



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