

YOU HAVE CHOSEN THE DIRECTIVE INFLUENCING STYLE

Explanation of the Four Influencing Styles

The Directive Style, sometimes known as The Commander

- In past ages The Commander was the path of the warrior.
- Clear about the goals of engagement, an expert strategist, monitoring the information concerning progress, and evaluating and learning so as to build on lessons and maintain success.
- Leaders of this type are passionate about a cause, and therefore often assertive and outspoken. They are natural leaders who are not necessarily tuned into people's feelings, but are excellent at organising and implementing campaigns. They tend to be hard on themselves, and hard on those who make mistakes, and sometimes assume that their ideas are the only right ones.
- They can therefore also bring the ship down with them!



We have to understand that the world can only be grasped by action, not by contemplation.

Jacob Bronowski

The Driving Style, sometimes known as The Entrepreneur



- The Entrepreneur sets the tone of the age, from Edison to Branson.
 - Visionary, and able to orchestrate the people and resources to realise the vision.
 - Experts and problem-solvers, and wanting to move into action to get things done.
- Again relentless in pursuit of their vision, overcoming self-doubt with the inner picture of what will make them feel complete.

- Excellent at seeing new concepts and patterns. Creative, resourceful, and intellectually quick. Always endeavouring to integrate disparate things into an overall picture. Perhaps dismissive of some as being too slow.

Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world!

Joel Arthur Barker

The Energising Style, sometimes called The Innovator

- The Innovator helps us break out of conventional thinking, and energises all those involved to help move change forward.
- They are driven to understand the basic purpose of things, and in challenging why things are as you are, discover new ways of thinking and doing things differently.
- While Entrepreneurs are often great adaptors, Innovators are truly the discoverers of new paradigms, and those who excite our enthusiasm without which their great discoveries would not see the light of day.
- Perhaps that's why the British, so great at discovery, need another culture like the American one to provide the energy and momentum to actually put the ideas into practice.



To raise new questions, new possibilities, to regard old problems from a new angle requires creative imagination and marks real advances in science.

Albert Einstein

The Enabling Influencing Style, sometimes known as the Helper.



- The key concern of the Enabler is firstly to understand themselves, and in doing to be in a position to help others.
- Enablers feel an inner drive to be of service, and that their

greatest gift is that they are empowered to empower others.

- This can show as giving authority to others, in providing the resources, in coaching and developing, and in organising others in a way that will help further their accomplishment.
- Society and business fall apart without the presence of /enablers, to bring out the relationships required for us to pursue the common good in harmony.
- Their primary interest is to support and enable others in the pursuit of a common interest. They are very focused on the needs of others, sometimes taking on too many responsibilities, and are very in tune with feelings, interpersonal relationship, and a sense of accomplishment.

“Treat people as if they were what they ought to be and you help them to become what they are capable of being.”

Goethe

So What Next?

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depends on the impact you make on
others.**

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