

BIPC National Start Up Day Reloaded

What's your business personality?

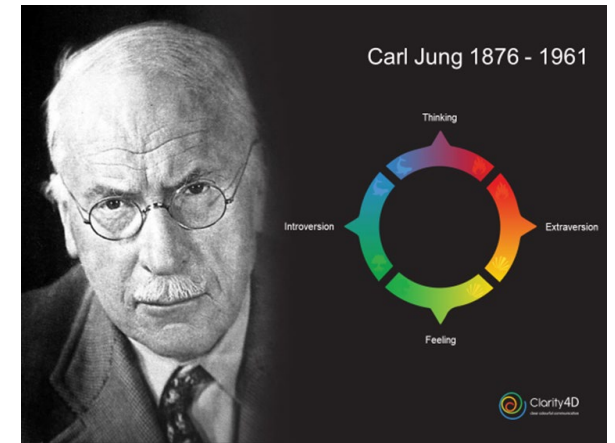
How understanding your personality can help you communicate better



Tim Cooke

4 'Dichotomies' (scales) :

- Where do we get our energy from / where do we prefer to focus our energy
- How do we prefer to take in information
- How do we make our decisions
- How do we deal with the outside world and go about living our life




The colour mode.

So what does flexing look like?

THINKING

INTROVERTED

Reflective
Observing
Analytical
Cautious
Formal
Exacting



SENSING INTUITION SENSING

THINKING

EXTRAVERTED

Focused
Decisive
Direct
Challenging
Assertive
Action-oriented



INTUITION SENSING INTUITION

INTROVERTED

Empathetic
Concerned
Informal
Supportive
Patient
Easy-going



FEELING

EXTRAVERTED

Talkative
Expressive
Light-hearted
Sociable
Flamboyant
Enthusiastic



FEELING

Next Steps and support we can give :

- 1) **Personal insight** – complete a very simple questionnaire which will give you **a detailed personal profile** of your preferences based on the answers you give and support you on how to flex your approach with others to gain **the edge**. A hugely helpful insight.
- 2) For those who want more, we offer highly engaging, fun and thought-provoking **workshop sessions** to help you understand your own preferences, those of others (colleagues, customers, suppliers, friends!). Most vitally we help you on how to use this to achieve greater success and impact for ourselves and those we engage with.

Thank you and Goodbye

Useful links...

To enquire about, or book yourself on our (Zoom) workshop 'How to be a better business communicator', contact me for details:

Mob: 07508 515690

Email: tim@menta.org.uk

To order your own personal profile (select 'personal profile' in the dropdown box):

<https://store.menta.org.uk/products/clarity-4d-personality-profiling>

To access our Menta website:

<https://www.menta.org.uk>



Business **ADVICE**
TRAINING **EVENTS**
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