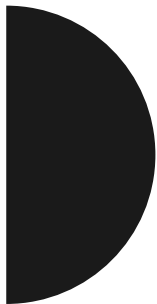


# CandidateProfile

## REPORT



Name: Sam Sample

Profile: Driver Promoter

Date: 29 September 2010, 17:49

Your logo and business details here

Profile Style

**Driver Promoter**

Prepared For

Sam Sample

Personal Graph

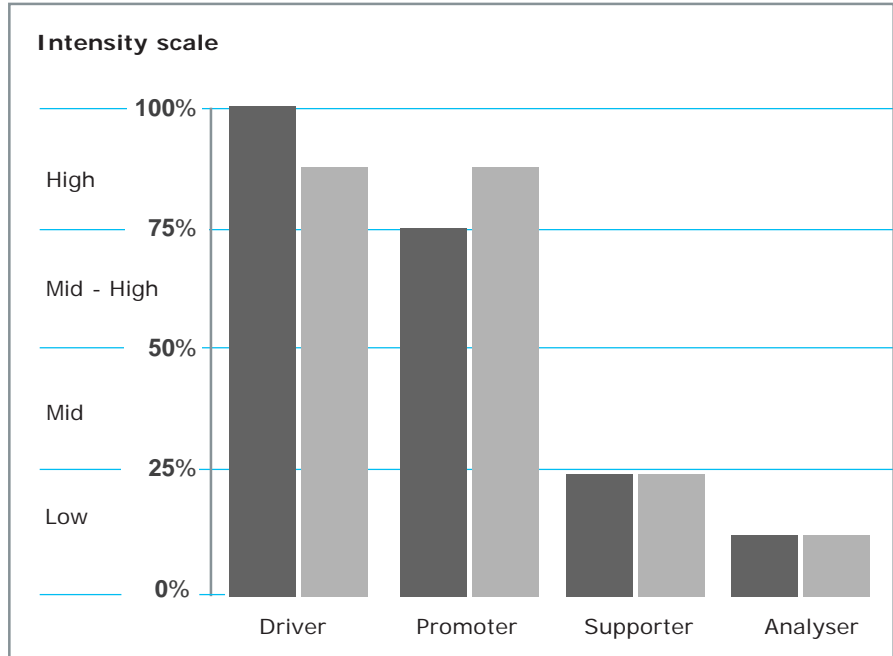
**Job Profile** identifies four basic personality (or behavioural) styles – **Driver, Promoter, Supporter and Analyser**. When blended together these four styles make us who we are. All people exhibit these four behavioural preferences in varying degrees of intensity.

**Graph Intensity**

The intensity percentages in this graph indicate how the four styles influence this person's behaviour. The highest percentage is the **dominant** style. People can have one, two or three styles of equal intensity; Jobprofile reports on the two most dominant styles.

**Ideal results**

Ideally the **Work Style** and **Natural Style** graphs should be identical; however variations are acceptable if they are on the line or within the same intensity band. Styles tend to be more intense 'at work' reflecting an environment for results and performance. The wider the difference, the more stressed this person is likely to be.



**Work Style** indicates how this person describes and perceives themselves to be at work.



**Natural Style** indicates this person's natural style away from work.

What Each Style Brings To The Job

**Drivers** bring: problem solving, vision, drive and ambition, confidence and natural leadership, high standards, strong work ethic, ability to create systems to achieve objectives, courage, drive to reach goals, ability to run many projects, energy, action and a strong motivation to excel.

**Promoters** bring: excellent communication and presentation skills, enthusiasm and ability to enlist cooperation with others, decisiveness and organisational skills, ability to see the big picture, drive to be productive, commitment to work they really believe in and adaptability to change direction.

**Supporters** bring: strong work ethic, responsible and hard-working, good cooperation skills, harmonious relationships with others, practical and realistic, accurate with facts and attention to detail, enjoy being of service to others, supportive of fellow workers and strong organisational skills.

**Analysers** bring: ability to see possibilities and implications, creative problem solving, determination, independence, high standards, strong work ethic, logical and analytical decision making, strong organisational skills, ability to absorb information, follow rules and a desire to be expert in field.

Profile Style

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Profile Summary

**Driver Promoters** are fast-paced, active people who enjoy taking control. They are friendly but act firmly and assertively to get their own way. They believe strongly in their ability to get things done and have the confidence to succeed. Activity excites and energises them. They are motivated by big opportunities and have a strong need for variety and challenge.

They are clear about the results they want to achieve and use their determination and personality to attain their objectives. They are often inspirational, coming up with creative ideas. Good leaders, they set a fast pace. They are strong in their resolve and people respect that. They like the limelight, and their independence. They enjoy authority and the control it gives them. Driver Promoters don't typically have good administrative skills and will often get frustrated by detailed and conservative types. They do have good balance between getting the job done and looking after people. They dislike time wasting. 'Short and sweet' describes them. Meetings slow them down.

Because their work style is fast-paced and they enjoy getting quick results they judge others by how quickly things get done. They accept each task as a challenge and a 'must win'.

Ideal careers for **Driver Promoters** are those that are varied, active and fast paced. They enjoy work that requires multi-tasking and decision making and find most rewarding the jobs that allow them to use their entrepreneurial skills and outgoing personality.

Work Style Review

At work they tend to use their	Determination & personality
They are motivated by	Goals, ambition, power, recognition and new enterprise challenges
They are de-motivated by	Failure, rejection and bureaucracy
Their value to the company is	Getting things done, building new enterprises and achieving results by taking charge
Their management style is	Assertive, communicative and entrepreneurial
They enjoy	Action, active participation in a variety of tasks
They dislike	Time wasting, administrative tasks and bureaucrats
They influence others by	Persistence and using their passion and drive

Profile Style

**Driver Promoter**

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Ideal Work Environment

**The ideal work environment for a Driver Promoter is where**

- There is freedom from control and supervision
- There are challenges and rewards
- Tasks involve motivating groups and establishing networks
- There is an opportunity to delegate and manage
- Activity moves at a rapid pace
- They can make decisions and be in charge
- Results and accomplishment are rewarded
- Relationships are important

Natural Talents They Bring To The Job

- Lots of energy and enjoyment of being active on-the-job
- Ability to adapt well to change and shift gears quickly
- Sensitivity to people's needs and a desire to help them in real ways
- Cooperative team player
- Ability to make work fun and exciting
- Practicality and commonsense
- Loyalty to the people and organisations you care about
- Process oriented approach, you create a lively and fun atmosphere at work
- Flexibility and willingness to take calculated risks and try new approaches
- Ability to assess resources and conditions to see what needs to be done

Values And Dislikes

**Driver Promoters value:** achievement, challenge, competition, control, creativity, determination, enthusiasm, freedom, goals, innovation, leadership, productivity, responsibility, speed and success

**They dislike:** boredom, details, excuses, indecisiveness, irresponsibility, over analysing, procrastination, slowness, stagnation, technical details and tedium.

Style Under Stress

**Under stress Driver Promoters become demanding**

When faced with pressure Driver Promoters become demanding and less tolerant. The need to win and keep things moving are important to them and when this doesn't happen they get frustrated and become more controlling. They make quick decisions and will take risks. Their autocratic leadership style demands results of themselves and others. In certain circumstances this is appropriate. The 'master and commander' role is what others look for to lead them out of a crisis. They communicate clearly and precisely expecting their orders to be followed. Their dominant and inspirational traits are 'in play' during stressful periods.

Making A Difference

**Driver Promoters make a difference by**

- Taking charge
- Taking up the challenge
- Being a creative thinker
- Catching on quickly
- Solving problems
- Looking at the big picture
- Motivating others
- Helping people understand
- Being positive

Profile Style

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Sales  
Strengths

If this person is being considered for a sales position, here are the key sales strengths of **Driver Promoters**.

**Driver Promoters** are results oriented and sell by presenting in a strong and direct manner. They expect buyers to decide quickly based upon key data and perceived benefits and results. Their quick pace and bottom-line orientation means that they are wired to do well selling products that can be quickly matched to a customer's needs.

Their impatience makes them less suited to products or services requiring a lengthy sales cycle. They prefer to sell on logic and fact but can also use charm and emotion establishing good relationships with customers. They enjoy selling new and innovative products.

**Driver Promoters sell best where they can**

- Get personally involved in the tasks at hand
  - Work directly with clients or customers
  - Work out in the field rather than away from the action
  - Work with people in an active social environment
  - Skilfully handle people and conflicts by gathering all the facts
  - Motivate others to excel
  - Juggle multiple projects or activities
- 

Leadership

**Driver Promoters** are enthusiastic leaders who want to be in charge, who communicate well and have a genuine interest in their team. They have a good balance between focusing on the task and managing people. Innovative and ambitious, they drive towards the goal. They are undaunted by difficulty and opposition and thrive on challenges.

If they find themselves in a static environment, watch out. They will pick up the pace, stir up the mix and get things moving. They seek an environment that includes new challenges and freedom from supervision. They live on the edge, anxious to get things done and move on.

Their underlying priority is achievement which they exercise when making decisions. They are able to bring to reality what others may think is impossible.

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Managing Change

**Driver Promoters** enjoy the challenge so change is not a problem provided they are moving into an environment that's up-beat and fast. They're ready to get on with it now; the 'sooner the better'.

**How to transition Driver Promoters**

Set them a goal, explain their responsibilities, tell them the overall objective and what results you expect. They'll want to do things their way so let them get on with it. Give them authority and let them take charge. As 'big picture' people they will help others to accept the value in change. To Driver Promoters change is just another challenge they must win.

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From : JP

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Career Options

Listed are careers and occupations that Driver Promoters may find satisfying.

**Matching talent with jobs**

In listing occupations and industries that are popular among **Driver Promoters** it's important to note that there are successful people of all styles in all occupations.

However some people are better suited to some jobs than others because their talent matches what the job requires, making them a natural fit.

As a result they are less likely to be stressed due to being in the 'wrong job' and more likely to perform better and stay in the job longer.

The key for **Driver Promoters** is to have a job that allows plenty of variety and doesn't involve much paper work, can be active and fast paced, requires multi-tasking, decision making and where they can use their outgoing personality to succeed.

- |                          |                        |                           |
|--------------------------|------------------------|---------------------------|
| Advertising              | Fire Investigator      | Preschool Teacher         |
| Ambulance Driver         | Fitness Instructor     | Production Manager        |
| Athletic Coach           | Flight Instructor      | Professional Athlete      |
| Auctioneer               | Fundraiser             | Public Relations          |
| Automotive Sales         | Industrial Relations   | Publisher                 |
| Bartender                | Insurance              | Radio Show Host           |
| Brokers                  | Interior Designer      | Real Estate               |
| Business Management      | Landscape Architect    | Receptionist              |
| Caterer                  | Marketing              | Recruitment Consultant    |
| Chef                     | Medical Assistant      | Retail                    |
| Chief Executive Officer  | Newsreader             | Sales / Marketing Manager |
| Child-Care Provider      | Occupational Therapist | Sales Representative      |
| Chiropractor             | Optician               | Self Employed             |
| Conflict Resolution      | Paediatrician          | Share Market Dealer       |
| Drama Teacher            | Paramedic              | Teacher                   |
| Emergency Care Worker    | Park Ranger            | Tour Operator             |
| Entrepreneur             | Pharmaceutical         | Veterinarian              |
| Environmental Protection | Photographer           | Waiter                    |
| Event Planner            | Physiotherapist        | Youth Worker              |
| Film Director            | Police Officer         |                           |

**Sales jobs that best suit Driver Promoters include but not limited to**

- |                     |                        |                   |
|---------------------|------------------------|-------------------|
| Art                 | Holidays & resorts     | Recruitment       |
| Cars & vehicles     | Home products          | Retail            |
| Clothing            | Insurance              | Sports events     |
| Computer hardware   | Investment opportunity | Sporting goods    |
| Consumable products | Mortgages              | Stationery        |
| Consumer goods      | Newspaper advertising  | Subscriptions     |
| Cosmetics           | Office equipment       | Time share        |
| Electrical goods    | Promotional items      | Telecommunication |
| Fashion             | Radio & TV             | Telemarketing     |
| Food products       | Real estate            | Telesales         |

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 From : JP