

MODULE 3

UNDERSTANDING PERSONALITY TYPES

This is an both an individual and interactive exercise that explores personality types and how knowing your type can help you work more effectively in teams and in serving our customers.

THE FOUR PERSONALITY TYPES:



WHAT YOU NEED:

- 1 Print out an exercise sheet, summary sheet and takeaway sheet for each team member.
- 2 Have what the module looks at and the video on the screen ready to play.
- 3 Room for the team to be grouped together in the four personality types.

THE EXERCISE:

- Start the exercise by playing the video and explaining the purpose of the session.
- Hand each team member an exercise sheet.
- For each of the statements, ask them to read the four choices and circle the one that best describes them at WORK. Do this quickly and remind people to not overly think the statements. It's not a scientific tool, so we don't need to read too much into it and there are no right or wrong answers. Then count the number of circled items in each column and write the totals at the bottom.
- If **column 1** has a person's highest score, then they are a **Panther**, if its **column 2**, they are a **Peacock**, if its **column 3**, they are a **Dolphin** and finally, if its **column 4**, they are an **Owl**.

- Ask all the Panthers to sit together, the Peacocks, the Dolphins, and the Owls. Check if anyone is surprised at who they are sat with? Do they think people are as they have identified themselves?
- Hand each team member a summary sheet and get them to look at the section titled 'understanding your profiles type', Do they agree with the core value?
- Now get the team to look at their key traits section. Ask the team to circle two or three traits for their personality type that best describes them. **Are any of the team willing to share?**
- Ask how does this help when dealing with customers? In the same way that we all have different personalities, your customers will also naturally be one of the four different personality types... so how can you adjust your style in response to theirs? Think about a customer they find it hard to communicate with, what is their personality type? Are they a Panther when you are an owl?
- On the summary sheet is also several high wants that strongly motivate each personality type. Ask the team to look at theses. These are the wants that each type greatly values. Tell the team they may not make much sense or be important to you, but you need to recognise that they are very important to the other personalities. There is a checklist within the summary sheet on how to interact with each personality type for the team to review. Ask each of the personality groups which resonate with them?
- Finally, discuss with the team how our personality styles can come through under stressful or challenging situations. Ask each personality group to think about what behaviours they could demonstrate that could frustrate others? Cross reference these with those in the summary sheet. Repeat this same task for what indicators and signs each personality type will exhibit while under stress.
- The takeaway sheet is titled '**My Achilles Heel**'. Its aim is to identify how your team members need to adapt to relate to other people (team members or customers). If you think you have enough time you can ask everyone to take a few moments to reflect as an individual and complete the exercise, otherwise, allow them to take it away to complete (and you can always review this at the beginning of your next team meeting).

TIPS:

- Share the customer quote:

“The receptionists are so warm and friendly, very personable. To get this job I had three separate interviews in the building, I recognised them and I know they see a lot of people but it was so lovely that they recognised me. They said hello again and good luck, and on the last time, welcome back... we hope you get the job.”

Do you think this customer is a Dolphin?



- Share the story:

A customer enters the reception area at the Shoreditch offices of media agency Brainlabs. They need to check-in and have a pass issued. They now have a choice they can use the first-ever robot receptionist at a London office, named Pepper, who has a screen in on its chest. Pepper will greet guests on entry with personalised gestures and alert staff via an email when their visitor arrives. Or they can go to the human receptionist. The customer chooses the robot. When asked why they replied, “I want to get to my meeting as quickly as possible and don’t want to talk to anyone”.

- Ask the team:

Which personality style is this customer?
Which type of receptionist would you choose to go with your personality?

TO CONCLUDE:

- Always ask the team at the end of the session, is there anything that they will **Stop** doing, **Start** doing or more importantly **Keep** doing to improve the customer experience? Note down any ‘promises’ individuals make as you can use these in future conversations with team members to keep the momentum going between modules.



In summary, when we know our own personality type and can identify the types of others, we can adapt our actions and words to better work together as one team and serve our different customers better.