Time & Team
Maximizing Business & Human Potential

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The "I" Behavior Type - Influence

"I" behavior types are focused on communication and people

"I" types are naturally talented for, and tend to gravitate toward, positions where they can maximize their influence with people and to careers where they can socialize, mingle and gain positive feedback

Public Relations	Entertainer	Professional Host or Hostess
Reporter	Public Speaker	Talk Show Host
Recreation Director	Salesperson	Beautician
Auctioneer	Coach	Evangelist

"I" types, at their best, are catalysts, visionaries and motivators, but, at their worst, they can be braggarts, gossips, and insignificant bores

"I" types are likely to:
- be "popular" and "likable"
- feel they can exercise a great degree of influence over their environment
- enjoy telling stories (and have no problem with exaggerating a bit)
- be extremely outgoing and the "life of the party"
- be "people persons" much more than task oriented
- have an ability to see the "big picture" and help their team understand their role in the "mission"
- be somewhat disorganized
- trust other people (probably more than they should)
- energize, inspire and motivate others
- be the consummate salesperson and communicator
- like meeting new people and networking
- dislike details
- prefer working within a team
- break the rules (they feel the rules don't really apply to them)
- charming and persuasive
- be impulsive

"I" types excel at:
- communication and personal interaction
- finding and extracting the best from others
- helping people believe in themselves
- creating passion for a vision, mission, or goal
- being inspirational, enthusiastic and creative

"I" types are motivated by:
- social recognition
- being the "center of attention"
- exercising their creative abilities
- friendly relationships
- new ideas, new projects and new experiences
- learning something different
- working in a fast-paced, diverse environment
- setting new trends and initiating change

"I" types are discouraged by:
- forcing them to work on long, drawn-out projects
- being connected with unfriendly people
- holding them accountable for rigid schedules and tight timelines

- being required to work alone
- forcing them to perform routine or detailed tasks
- being around negative or pessimistic people
- criticizing them in front of other people
- being ignored or feeling left out

Under stress "I" types may:
- become impulsive
- regularly overpromise and under deliver
- skip important details to get something "out of their hair"
- lack commitment and follow-through
- try to talk their way out of uncomfortable situations
- become excessively shallow and trite

To achieve their greatest potential "I" types should:
- resist the urge to be so impulsive (think it through first)
- learn how to assess people and situations more realistically
- develop much better control over their use of time
- cultivate a sense of perseverance and follow through
- become more reflective and thoughtful
- listen more intently to what others are saying
- become more discriminating

Recognizing the "I" behavior type
- they love to have fun (every day should be a party)
- they are highly animated when they speak
- they love to tell stories and make people laugh
- they truly enjoy people
- they like working within teams and on group projects
- they tend to be extroverted, persuasive, and charming
- they like to make meetings, sales presentations and business gatherings "fun"

The best ways to interact with an "I" behavior type
- allow them to leverage their superior communication skills
- be friendly and personable (take time to chat before getting down to business)
- help them set realistic goals and objectives
- establish an open door policy and encourage them to connect with you regularly
- take an interest in them personally
- develop strict time lines and check their progress frequently
- make them feel included and valued

What to avoid when interacting with an "I" behavior type
- don't allow them too much independence - without accountability
- don't expect them to handle "red-tape," bureaucracy or rigid standards very well
- don't expect them to follow through without management oversight
- don't ignore their input or ideas
- don't try to restrain their emotions or enthusiasm
- don't subject them to lots of boring details
- don't isolate them, exclude them or make them feel rejected