

# Bernie De Souza

SPEAKER | AUTHOR | TRAINER | EXECUTIVE PERFORMANCE COACH

## PERSONALITY PROFILE



Understanding yourself and others to build more meaningful relationships and deeper connections in business.

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## Personality Profile Report for

# Bernie De Souza

(D/I blend)

Congratulations on your amazing journey. This personality profile will help you discover the real you that you already know but will confirm!

This comprehensive report is unique to you and you only. After 20 years of studying this information I have been able to observe the light bulbs “switching on” in people’s minds when they realise why they like certain things and dislike others.

Your profile will help you in the following aspects of your life:

- Discover yourself
- Understand why you do things the way you do.
- Have a better understanding of team dynamics.
- Ensure better results when interacting with people
- Give you insights for better understanding of yourself and others
- Have more fun and excitement in your relationships.

Not only will you learn and re-learn things about yourself but you will have a greater understanding of others and the ability to change transactional-based relationships into deeper personal relationships which are authentic and more rewarding.

This information has changed my life, and the lives of many others.

Good luck in your journey,



Bernie De Souza

Online Access Code: ASBD-Bernie

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**This report will help you to learn ...**

How YOU come across to other people

and ...

How you can **connect** more quickly with others

When you are able to ...

- 1) Understand yourself
- 2) Understand others
- 3) Adapt your style to theirs

then you can experience:

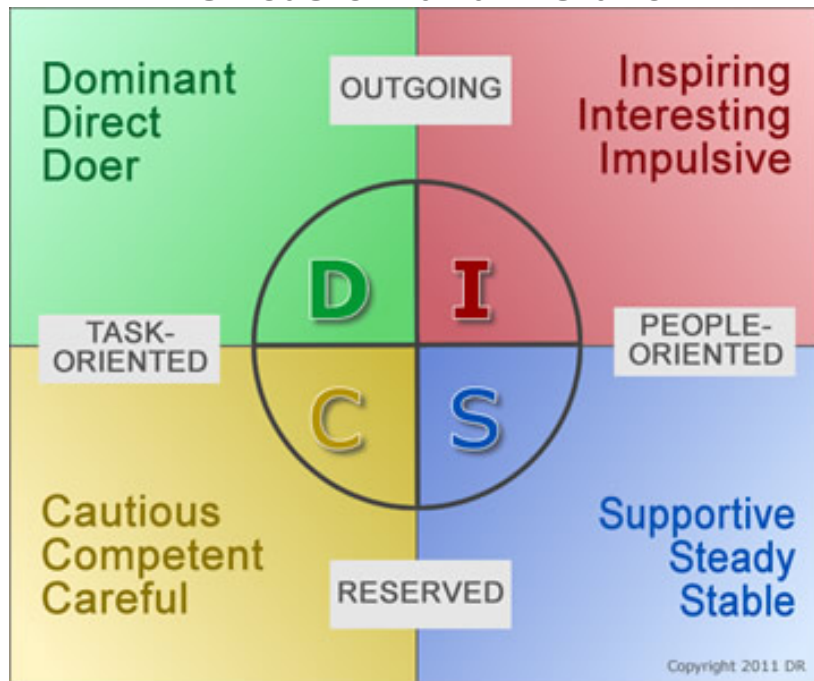
**Better RESULTS** and more success in what you do  
**More FUN** in life and better friendships with people  
**More PEACE** and harmony with those you care about  
**Better UNDERSTANDING** and less frustration when working with people

## What are "DISC" Traits?

Bernie, we will be using what we call "DISC" in this report to help you understand your personality style. We use the four letters, "D," "I," "S" and "C" to talk about 4 main types of personality styles. The results of your assessment show that your personality can be described by these letters: "D/I" , which is what we call your personality blend. You will learn more about your "D/I" blend and what that means in this Personality Report. To help you understand what we mean when we use the letters D, I, S and C in this report, we will quickly go over how our personality model works.

Most people have predictable patterns of behavior that go along with their specific personalities. There are four basic personality types. We refer to these personality types by the letters, "D," "I," "S" and "C." All 4 of these personality types blend together in you to determine your unique personality. In other words, everyone is a mixture of all 4 types of behaviors. Take a look at the picture of the DISC human behavior model below.

### The Model of Human Behavior



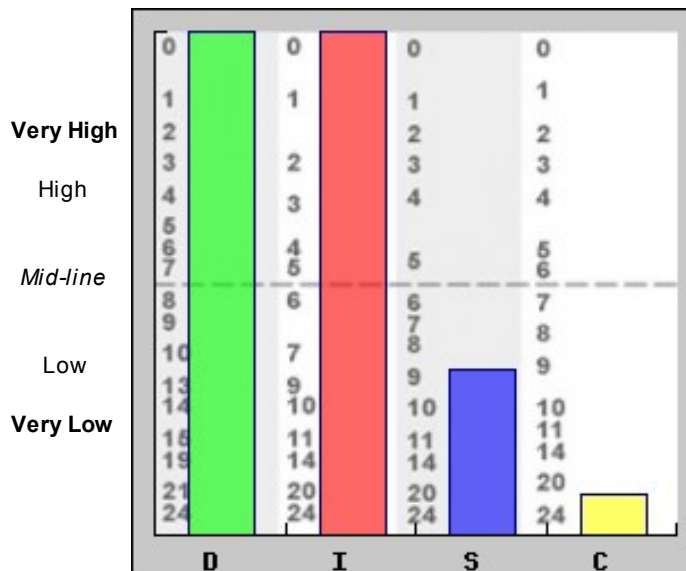
You will notice that there are words in bold letters around the circle that represent behavior patterns: **OUTGOING, RESERVED, TASK-ORIENTED and PEOPLE-ORIENTED**. Sometimes people are OUTGOING and sometimes they are RESERVED in their behavior. Sometimes people are TASK-ORIENTED, and sometimes they are PEOPLE-ORIENTED. The four personality types are like four parts of a pie, and you can see the letters "D", "I", "S" and "C" in each of the 4 sections of the pie. We can describe the basic behavior of the four personality types using words that begin with "D", "I", "S" and "C." Some of the words are listed in the diagram above.

## Introduction to your Personality Style Blend (personality blend D/I)

**Congratulations, Bernie! Your personality style blend is D/I.** By having a DOMINANT / INSPIRING personality style, you're a person who naturally seeks to lead...who likes to be in charge and get results quickly! You like producing tangible results. Your strengths are in generating high energy and action to get results.

A graph of your personality style is shown below:

**Personality Chart for Bernie**



Note: This graph represents your D/I Style Blend. Please look in the "Graphs" section of this report to see your detailed graphs along with an explanation on how to understand your graphs.

"D" is the highest on the chart. You are task-oriented and outgoing. The Exclamation Mark is your symbol. You are extremely gifted at getting tasks done quickly. By being a visionary, you achieve your goals through people. Next, notice that in your graph, the I area is above the midline. That means your I traits will support your primary type which is D. I traits are usually where you go under stress. Consider that some short-term solutions create long-term problems. The S and C areas in your graph are below the midline. These are blind spots in your life. Acting on these traits will accelerate your success and gain respect with others.

## Words That Best Describe Bernie (personality blend D/I)

- Imaginative
- Involved
- Verbal
- Domineering
- Demanding
- Deliberate
- Driving
- Persuasive
- Exaggerated
- Independent
- Emotional
- Spontaneous
- Determined
- Bold
- Enthusiastic
- Polished
- Direct
- Decisive
- Competitive
- Ambitious
- Impulsive

Please keep in mind that these words may describe you more or less depending on the situation you are in. If you feel that some of the words above describe you very well, then circle them. If you feel like some of the words do not describe you well, then you can just cross them out. This information is usually 85-95% accurate, but you are welcome to mark it up to match your unique personality style

**This report is NOT meant to label you! It is designed to HELP you UNDERSTAND and DISCover yourself. You can enjoy your unique personality and your strengths!**

## Bernie's Strengths (personality blend D/I)

The following section describes Bernie's strengths based on the D/I personality blend. These strengths represent qualities resulting from blending of the D, I, S and C personality traits. Remember, everyone is a unique blend of all four styles. In other words, everyone has some of each of the four major personality styles.

### **Determined, Energetic and Outgoing:**

Bernie looks for opportunities and is eager to get started on the next project. prefers to be on the go and prefers doing multiple tasks with people. Bernie enjoys getting results by working with people to achieve goals.

### **Enthusiastic Leader:**

Bernie can work with others in a fast-paced environment. Bernie knows how to get people moving toward a goal. Bernie works hard and inspires others to do their best.

## Bernie's Keys to Balance and Excellence

The following section describes Bernie's keys to maintain balance and excellence in life based on the dynamics of the D/I personality blend. These keys are important in adapting to the needs and perspective of others. Practicing these insights will cultivate teamwork, productivity, harmony and understanding with others.

### **Be Patient With People**

Your mindset is "let's go now!" Not everyone will want to move as fast as you do. Be patient with people who prefer to take their time.

### **Adjust Your Pace**

Adjust your pace and energy to those you interact with. Some people respond better to high energy and some people respond better in a calm environment.

### **Inspire Others to Grow as Leaders**

Inspire others to grow by encouraging them to take on leadership roles for future development.

### **Consider Your Words**

Be aware of your tone and intensity level when you communicate. Most people are sensitive to HOW things are said just much as they are to WHAT is being said.

## Bernie as a Team Member (personality blend D/I)

### **Main Motivation:**

Producing tangible results through influence with people

### **Individual Talents and Gifts:**

"Self-motivation, high energy to get results with people"

### **Value as a Team Member:**

"Initiates activities, motivates others to action"

### **Ideal Environment:**

Where quick decisions are required; varied activities and roles with people

### **Key to Motivate:**

Authority to take risks to achieve results; no close supervision; excitement and prestige; opportunity to work hard and play hard; a new challenge

### **Complimentary Personality Styles:**

"S/CD, S/C, S/I, C/S"

### **Bernie's Main Strength:**

You are great at working on projects that require a leader who will take charge, have intense drive and create enthusiastic energy.

## Suggestions for working with Bernie ! (personality blend D/I)

Based on your D/I, others can work more effectively with you by being aware of your basic style. This section is intended for others to be able to refer to in order to work more effectively with you.

**The EASIEST way to work with Bernie (or anyone with the D/I blend) is to:**

"Use their jargon; be open; provide probability of success and effectiveness of options; give ""strokes"" for involvement; understand their sporadic listening skills".

**The LEAST EFFECTIVE way to work with Bernie (or anyone with the D/I blend) is to:**

Be redundant; ask useless questions; ramble or waste time; direct or order; assume that they have heard what you said; distract their minds from business when accomplishing tasks.

## Bernie's Basic Style - General Observations

The following section describes your "Basic Style" which is how you behave most naturally. Everyone has areas that he or she is strong in and areas where there could be personal growth. The following section contains insights into your basic motivation and behavior.

It requires more self-control for you to remain calm at times, because you are a person who likes to take action. You are least comfortable when you perceive that you may face losing or being forced to conform. As a person having a D/I style blend, you naturally act assertive, persuasive and responsive with others, because you want control, variety and at times, approval. Remember: The keys to your success are being respected by others and staying under control. Adapt to others by BEING COOPERATIVE and choosing to be SUPPORTIVE at times.

## Bernie's Communication Style

The following section describes how you tend to communicate and interact with others. Naturally, you like to communicate in a way that is most comfortable to you. Others may or may not understand you or your motivation. This page is designed to shed light on how your personality flavors the way you communicate with others. Please note that the following statements include areas for growth.

Because you have a D/I style blend, you naturally want an environment that is results-oriented and people-oriented. You typically are motivated by challenges, positive feedback and new opportunities. Because you have a D/I style blend, you communicate forcefully and at times informally. Others can perceive you as being pushy, talkative, impatient and unorthodox - especially if they do not understand you. Remember: The key to your success is to be under-control in order to get the results you desire. Do this by LISTENING more and communicating in a friendly manner with SOFTER TONES.

Communication Tip: Communicate effectively and act intelligently by adapting your words and actions to the personality style of others.

## Priorities and Decision-making Style for Bernie

The following section describes your decision-making style and what tends to be important to you. Your personality style influences how you make decisions based on your priorities. These insights reflect your most natural behavior when faced with choices.

In making decisions, your focus will be on the goal. At times, you want to win the approval of others. You make decisions to be innovative and promote change. You will usually decide quickly. You tend to interact with others while exploring your feelings in order to solve problems and persuade others. Because you have a D/I style blend, your basic priorities in decision-making are power, control and people. Remember: The key to you accomplishing your goals and being respected is to base more of your decisions on **FACTS, CONSISTENCY and LOGIC.**

Understanding your decision-making style can help you become more successful in balancing the issues involved in a situation while interacting with the people who are affected by your decisions.

## Insights for Professional Growth for Bernie

The following section offers insights about how your personality style blend may influence your professional life. In order to be the best YOU possible, it is important to maximize your strengths while, at the same time, minimizing your weaknesses.

This feedback is primarily based on your strongest traits. Consider this section with a mindset of leveraging your strengths in order to bring about the best results possible.

- Your vision will inspire others, so keep your sense of direction. Others will want to go with you on the journey to success.
- The best way to keep things moving and challenging is to create momentum. You'll have the most fun when you get results.
- Remember to enjoy each goal accomplished. This will help reduce the potential for burnout.
- Remember to be patient. Anything worth developing does take time. Stay focused, receive guidance from those who have been successful in your profession.
- You will do your best when you are able to be creative, but be careful not to "re-invent the wheel." Learn what techniques work, and then adapt those techniques to make them your own.
- Learn what qualifications are needed to advance your leadership abilities. This will position you for greater authority and influence.
- It is important to utilize the best method for you. Use your strength in being flexible to achieve your goals.
- You'll work best with people you respect. Find someone on your team that you respect and get his or her guidance. Good counsel and guidance can save you time and effort.
- It is important to stay focused and not get distracted from accomplishing your goals. Seek accountability from trusted team members in order to reach your goals more quickly.
- The way you develop is by gaining knowledge by reading books and learning from the experience of others.

## Insights for Long-Term Development for Bernie

The following section offers insights about how your personality style blend may influence your professional life in a long-term manner. The focus here is to provide input to you which will not only help you be more successful now, but may also help you to compensate in areas that might otherwise hold you back from achieving your full potential. This feedback is designed to make you more aware of areas that are related to your less-predominant traits. Consider this section with the mindset that learning to adapt your behavior in these areas will result in maximizing your success.

- When you are tempted to lose your temper or get into a fight, realize that you can win the battle and still lose the war! Keep your cool. **STAY UNDER CONTROL!**
- Not every problem can be solved. Understand that some things are out of our control.
- New goals will keep you energized, but make them realistic. Achieving goals is exciting, so figure out how to accomplish your goals.
- Let yourself enjoy the journey. Force yourself to relax. Be the type of person that others want to be around!
- Try to force yourself to consider the **FEELINGS** of others. Remember, 85% of success is based on **PEOPLE SKILLS**.
- Keep your personal life a high priority. **REMEMBER TO SPEND QUALITY AND QUANTITY TIME WITH LOVED ONES.**
- For future success, begin working on understanding others to build your team and have better relationships.
- Understand that others are responsible for their own decisions. Give others the freedom to make their own choices and decisions. Provide caring leadership.
- Build relationships as you develop your success. People are important. Relationships are the key to building anything, and it is the glue that holds any team together.
- Take the time to plan your work and analyze your results. Increase your effectiveness by planning and thinking things through more completely.

## Communication and Presentation Tips:

### The Main Thing to Remember:

Bernie, because your primary style is **D**  
Please remember to:

**pace your presentation to their style.**

### Your Keys to Success:

Bernie, when you are communicating with others, it is important to remember the other person may have a different personality style than you do. Consider your possible blind spots, and remember the following when you present:

- 1) **Don't push.**
- 2) **Give him or her time to process and think.**
- 3) **Use softer tones.**

Next, let's see how to relate to the 4 basic personality styles ...

## Communication with a D-Style Person: with someone who is primarily D (dominant)

Bernie, because your primary style is **D** ,

Please remember the following when communicating with a **D-style** person:

- 1) "Emphasize opportunities, results or solutions."
- 2) Look at the bottom line.
- 3) Be businesslike and direct.

**INSIGHT: Be confident and sure of yourself. Your friend may be forceful. Show strength. Be direct. Emphasize results.**

## Communication with an I-Style Person: with someone who is primarily I (inspirational)

Bernie, because your primary style is **D** ,

Please remember the following when communicating with an **I-style** person:

- 1) **Emphasize enjoyment and people's success with your service.**
- 2) **Look at the recognition that he or she can receive with your information.**
- 3) **Be more friendly and upbeat.**

**INSIGHT: Be enthusiastic and complimentary. Your friend will talk and exaggerate a lot. Listen and don't try to control the conversation or prove your point.**

## Communication with an S-Style Person: with someone who is primarily S (supportive)

Bernie, because your primary style is **D** ,

Please remember the following when communicating with an **S-style** person:

- 1) **Emphasize team support.**
- 2) **Look at reliability and minimize challenges.**
- 3) **Be personable.**

**INSIGHT: Be sensitive. Let your friend share his or her feelings. Don't interrupt. Let your friend finish talking before your talk.**

## Communication with a C-Style Person: with someone who is primarily C (cautious)

Bernie, because your primary style is **D** ,

Please remember the following when communicating with a **C-style** person:

- 1) **Emphasize validating materials.**
- 2) **Look at and give time to analyze hard data.**
- 3) **Be patient and logical.**

**INSIGHT: Be factual and make sure of your facts. Ask for suggestions. Be open and respectful. Give details concerning problems. Be precise and methodical.**

## Leadership Insights to the D-style

How to relate best to someone who is primarily dominant:

<b>They want to know:</b>	<b>WHAT</b>
<b>If they are interested, they will:</b>	<b>CHALLENGE YOU</b>
<b>They want you to:</b>	<b>BE DIRECT</b>
<b>Because they will:</b>	<b>DECIDE QUICKLY</b>

They want to be in control, and they will only decide about a matter if they can see how it relates to their goals. Their main motivation will probably be to solve some sort of problem or achieve something. Leadership with this personality style is primarily about presenting solutions that are relevant to them.

**Phrases to use:** (encourage their eagerness to lead)

You are in charge.

I have confidence in you.

You have complete authority to make it happen.

I'll give you whatever resources you need to meet the goal.

I know that, if anyone can handle this situation, it's you.

What do you need to move ahead?

What would you like to do next?

Your leadership in this matter is critical. Are you up to the challenge?

See what solutions you can come up with, and go with whatever you think is best.

**In Summary:**

**Their issue is POWER. They will DECIDE in order to SOLVE PROBLEMS, because their focus is THE GOAL.**

Note:

Also review the page on Communication with a D-Style to know how to say things in a way that they will be receptive to. Adapt your style to their personality needs.

## Leadership Insights to the I-style

How to relate best to someone who is primarily inspirational:

<b>They want to know:</b>	<b>WHO</b>
<b>If they are interested, they will:</b>	<b>TELL YOU HOW THEY FEEL</b>
<b>They want you to:</b>	<b>BE EXCITED</b>
<b>Because they will:</b>	<b>DECIDE EMOTIONALLY</b>

Their priority of people means that they want to feel good about you and the people you are associated with. Be excited with them. Talk energetically with them about other people, interesting stories and fun things to do. Leadership of this personality style is primarily about moving enthusiastically with them toward short-term goals that involve dynamic interaction with people.

**Phrases to use:** (encourage their energy with people)

Who can we get together to work on this project?

Who would you like to have on your team?

We are looking for someone with energy and enthusiasm like you!

How soon can you pull together a meeting with everyone?

Can you help me with some ideas to get this started?

I'm so excited that we get to work together!

You add so much fun to everything!

What would be a good way to reward ourselves when we reach our first goal?

Thank you for your positive attitude and outlook!

**In Summary:**

**Their issue is PEOPLE. They will INTERACT in order to PERSUADE OTHERS, because their focus is THE POPULAR.**

Note:

Also review the page on Communication with an I-Style to know how to say things in a way that they will be receptive to. Adapt your style to their personality needs.

## Leadership Insights to the S-style

How to relate best to someone who is primarily supportive:

<b>They want to know:</b>	<b>HOW</b>
<b>If they are interested, they will:</b>	<b>TAKE THEIR TIME</b>
<b>They want you to:</b>	<b>BE SINCERE</b>
<b>Because they will:</b>	<b>DECIDE SLOWLY</b>

They want predictability, and they will need a friendly, comfortable environment to be in. Give them reassurance that what you are suggesting will be a good experience for them and others. They do not want to venture out of their comfort zone, so don't push or force anything. Leadership of this style is about being sincere and giving gentle encouragement to take small steps in a safe direction.

**Phrases to use:** (remember to be sincere, patient and supportive)

Thank you so much for helping me on this.  
How about if we just take a small step and try this approach to see how it works?  
Your contribution is so important. Everyone appreciates your input.  
It's ok to make a choice; we can always change our approach later on if we need to.  
Let's work on this together, and we can help each other.  
Someone will be there to personally guide you through the process.  
You can handle this - I have confidence in you. You can do it.  
That seems to be a very safe and sensible approach.  
Do you mind if we try it out?

**In Summary:**

**Their issue is PREDICTABILITY. They will SEEK A STABLE ROUTINE in order to MAINTAIN STATUS QUO, because their focus is THE ACCEPTED.**

Note:

Also review the page on Communication with an S-Style to know how to say things in a way that they will be receptive to. Adapt your style to their personality needs.

## Leadership Insights to the C-style

How to relate best to someone who is primarily cautious:

<b>They want to know:</b>	<b>WHY</b>
<b>If they are interested, they will:</b>	<b>ASK QUESTIONS</b>
<b>They want you to:</b>	<b>BE CREDIBLE</b>
<b>Because they will:</b>	<b>DECIDE CAREFULLY</b>

Their priority for procedure and logic means that they will need good reasons why going in a particular direction makes sense. This personality style naturally asks questions as a way of thinking things through. They tend to "think out loud." Their areas of interest or focus may be very specific, so be patient as you answer questions. Leadership of this personality style is about being logical and providing enough time and information for them to think through options.

**Phrases to use:** (provide information, build credibility, be patient)

Our research shows that this is a good option.  
What is the best option in your opinion?  
What other information can I provide to help you?  
What factors are most important to you right now?  
You have done excellent work so far.  
How can we apply what you have learned?  
What do you see as the next step that needs to be taken?  
How much time do you think you will need to think this over?  
Based on your research so far, which option would you chose?  
What are you most concerned about at this point?

**In Summary:**

**Their issue is PROCEDURE. They will SEEK FACTS in order to UPHOLD PRINCIPLES, because their focus is THE RULES.**

Note:

Also review the page on Communication with a C-Style to know how to say things in a way that they will be receptive to. Adapt your style to their personality needs.

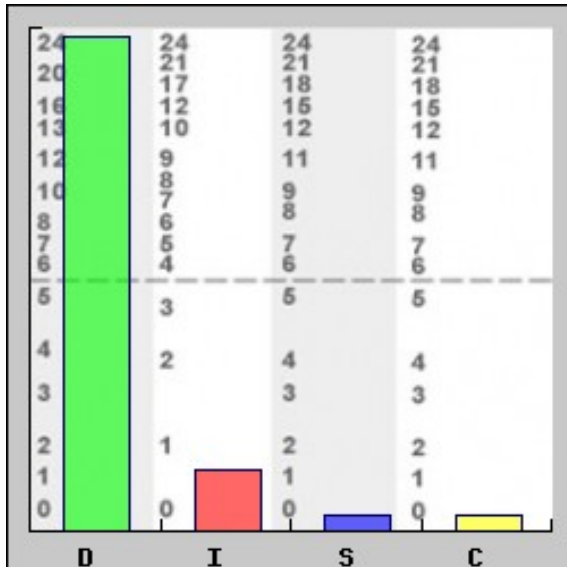
## What to emphasize with each style

<p><b>With DOMINANT (D) Style People Emphasize:</b></p>	<p><b>With INSPIRING (I) Style People Emphasize:</b></p>
<ul style="list-style-type: none"> <li>• Results</li> <li>• Opportunities</li> <li>• Solutions</li> <li>• Goals</li> <li>• Plans</li> <li>• Wise use of time</li> <li>• Leadership role</li> <li>• Authority</li> <li>• Their bold nature</li> <li>• Bottom line</li> <li>• Ownership</li> <li>• Efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Fun</li> <li>• Enjoyment</li> <li>• Recognition</li> <li>• Dreams</li> <li>• People</li> <li>• Lifestyle</li> <li>• Energy</li> <li>• Enthusiasm</li> <li>• Their outgoing nature</li> <li>• Expectations</li> <li>• Stories</li> <li>• Success</li> </ul>
<p><b>With CAUTIOUS (C) Style People Emphasize:</b></p>	<p><b>With SUPPORTIVE (S) Style People Emphasize:</b></p>
<ul style="list-style-type: none"> <li>• Quality</li> <li>• Value</li> <li>• Logic</li> <li>• Principles</li> <li>• Honesty</li> <li>• Integrity</li> <li>• Consistency</li> <li>• Validation</li> <li>• Their inquisitive nature</li> <li>• Details</li> <li>• Loyalty</li> <li>• Correctness</li> </ul>	<ul style="list-style-type: none"> <li>• Support</li> <li>• Reliability</li> <li>• Teamwork</li> <li>• Service</li> <li>• Peace</li> <li>• Family</li> <li>• Steadiness</li> <li>• Relationships</li> <li>• Their co-operative nature</li> <li>• Understanding</li> <li>• Security</li> <li>• Friendships</li> </ul>

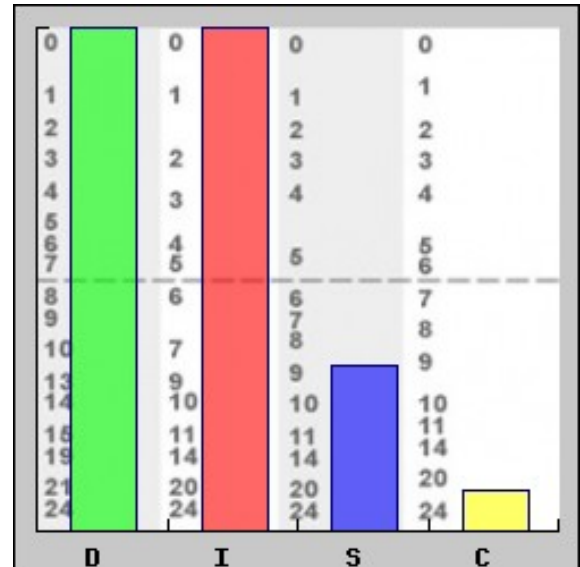
**Remember: Emphasize what is important to others. That is what they are interested in!**

## Graphs for Bernie De Souza - Blend D/I

**Your Environment Graph**  
(How People See You)



**Your Real Personality Graph**  
(How You See Yourself)



Very High  
High  
-- Mid-line --  
Low  
Very Low

## Understanding Your Graphs

The graphs above show levels for your D, I, S and C personality traits. The higher the level of the trait, the stronger it is. The graph on the left is called **Your Environment Graph - How People See You**. This is how you tend to act with other people (in the environment). The graph on the right is called **Your Real Personality Graph - How You See Yourself**. This graph shows how you are most comfortable acting when feeling free to be yourself. This is the graph that was used to determine your personality blend as being **D/I**.

### Graph Scores for Bernie

Environment Graph scores were as follows: D = 23, I = 1, S = 0, C = 0

Personality Graph scores were as follows: D = 0, I = 0, S = 9, C = 15

**Keep in mind that behavior in your environment is often different than your real personality preferences.** This report can give you insights into the dynamics of your personality style. You may observe that you exhibit very different personality traits in different situations. That is normal. **As you learn to see the patterns in your behavior, you will be able to interact more effectively with others.** We hope that you have enjoyed reading your Personality Profile Report and that this will be a useful tool to help you learn and grow in your relationships.

Bernie De Souza is shown from the chest up, wearing a dark blue pinstriped suit jacket, a white shirt, and an orange tie. He is holding a silver microphone in his right hand and gesturing with his left hand. The background is black.

# Bernie De Souza

[www.BernieDeSouza.com](http://www.BernieDeSouza.com)

Bernie Desouza is a family man with 4 children - 3 boys and 1 girl; he is a cricket lover and a playing member of the Marylebone Cricket Club.

A leading authority in human behaviour with 20 years of experience and various TV and BBC 5 Live interviews have made him a sought after international motivational keynote speaker. he has spoken in over 40 different countries and is credited with helping professionals at the top of their profession to build trust and rapport amongst colleagues and clients, improve their presentation skills, increase sales and harmonise their teams.

His bestselling book "Your Succes is Hidden in your Dailly Routine" and various training products have helped thousands of people around the world to improve their results, increase their confidence and increase their income.

For more growth resources, please visit [www.BernieDeSouza.com](http://www.BernieDeSouza.com)

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