

The Four Personality Types & Your Business

Kelly McCausey

I want to welcome you. We've been having a blast with this seminar series. This week we are going to talk about finding the best work at home job for you. And we are going to talk about the four basic personality types. I am so excited about this; it's one of my favorite topics in the whole world. Anytime I get going on it, you can just talk about it for hours and people are usually just so fascinated by the whole thing.

There are two resources I want to recommend to you on the subject of personality types. The first one is a book called Personality Plus by Florence Littauer. That book is awesome. You can pick it up used on amazon.com for pennies and it is so worth it. It has within it a test you can take to determine/learn what your personality type is. But I think as we talk about it, you are going to peg yourself right away.

I can usually peg a personality type within a half hour or so of meeting them and most people can peg mine pretty quickly to. The whole subject of personality types was first spawned by Hippocrates and he named four personality types. The first one is Sanguine, the second is Choleric, the third is melancholy and the fourth is phlegmatic.

When he developed his theory of the four basic personality types, he said that what makes people different is varying amounts of bodily substances. Now I know that, sounds silly today, and it is pretty silly. But basically he said an abundance of blood caused somebody to be sanguine, black bile lead to choleric, yellow bile to melancholy and those with lots of phlegm were phlegmatic. Interesting huh?

I want to describe real quickly to you what the personality types are. Choleric, Sanguine, Phlegmatic and Melancholy. These are words that you probably don't even recognize. I use them because that is how I use the personality types but they're other ways to describe the personality type and I want to tell you just about a couple of them.

If you have ever taken a personality test that uses the disc personality profile that's very common in business environments, they'll give you the disc personality profile. It is based on D I S C

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D means dominant and that's the choleric personality.

I is influencing and that's the sanguine personality.

S is steady and that's the phlegmatic.

C is conscientious which is the melancholy.

So when you think about dominant, influencing, steady and conscientious you start to get a little better picture what these personalities might be like but there's actually even a better way to identify them and that is what Florence Littauer did with her book. She just added an extra word to each of the personality types.

For the sanguine she calls them the Popular Sanguine. for the melancholy she calls them the Perfect Melancholy. The choleric is the Powerful Choleric and the phlegmatic is the Peaceful Phlegmatic.

So then you see four personality types. There is the powerful, peaceful, popular and the perfect. Now all these words are just descriptions so don't immediately say "well I can't be melancholy because I'm not perfect." Its not that you are perfect, it's more a description of what motivates you.

Once you understand the four different ones, you begin to understand what motivates people. First of all you learn what motivates you and then you learn what motivates others and you learn how to have better relationships with those people. Let's dig in and talk in about the four different personality types. Let's talk about the first personality type. I'm going to start with my personality type. I am the powerful choleric.

The choleric is the dominant in the DISC profile. It is the type a personality, very driven. The choleric likes to be in charge, can be a little bossy. I'm going to read to you some of what they identify as strengths of a choleric person. A choleric person is a born leader, dynamic and active, has a compulsive need for change, must correct wrongs. Is strong willed and decisive. Is unemotional, not easily discouraged independent and self-sufficient. Can run anything.

Now, a powerful choleric at work is very goal-oriented, is able to see the whole picture well, organizes well, seeks practical solutions, moves quickly to action, delegates work, insists on production, makes

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the goal, thrives on opposition. Now if any of you know me very well, this paints a very good picture of me-very good! I am very choleric.

If you pick up the personality plus book and you take the personality test, there's a possibility of 40 points. There are 40 questions, 40 points and then they get distributed between the personality types and obviously the personality where you score the highest points is your primary personality. I scored 32 out of 40 for choleric. That's huge. Not many people score that high in a particular personality.

That means not only am I very choleric, it means I'm not very sanguine, phlegmatic or melancholy. I've always said if you score 30 or more on choleric, the other word for that starts with a B. Of course I'm not like that. But in my flesh, I can be.

Now the choleric likes to be in charge, likes to boss people around. I'll tell you what; I used to view my personality as being very negative. I looked at myself and thought why everything so black and white with me? Why is it that I can't just ever leave something alone? If something isn't done right I always have to say that wasn't done right, we need to fix it. I tend to be very critical. I tend to be a little judgmental. All those characteristics of the choleric personality run so high that I thought you know this isn't a very fun personality. I feel like I'm mean and I don't like it.

But once you begin to understand the personalities, you begin to understand that each personality has strengths and weaknesses. Now being bossy or judgmental and hypercritical, those are weaknesses of the choleric personality type. I don't have to move in those things all the time, I can recognize that those are weaknesses and choose to be more positive. I can make a decision to be more positive even though the bases of my personality draws me towards a little bit of negativity. Do you follow me? There are strengths to being choleric and there are weaknesses to being choleric. I need to pursue and embrace my strengths as a leader, as someone who delegates work easily. You know in my daytime job I have to be able to delegate, I'm managing an office; I'm organizing the events and activities and people of a large church.

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I need to be able to delegate even though I like to be in control. Being in control doesn't mean you do everything. Being in control in a large organization means you train people and you equip them and then you release them. That's something easy for a choleric to do. Now what kind of home based businesses do you think a choleric is going to be good at? I can tell you immediately what kind of things a choleric would be bad at. Even though I can do a party plan business, because I'm driven, I'm not really super well suited for a party plan business because I'm not that much of a people person.

Doing party plans means you have to be able to make small talk and really enjoy the social side of things. I'm never going to love the social side of things; I'm never going to love small talk. I'm very task oriented, give me a job to do, I'll get it done faster than anybody. Give me a bunch of people to talk to and I'm just not that well suited to it.

I'm also not well suited to a situation where I have to do what other people tell me to do all day long. Remember, the choleric wants to be in charge! So being in a position of serving others constantly, like being a V.A., it's not going to be something that is real well suited for me. On the other hand, what am I good at? Internet marketing, affiliate marketing, I'm great at. It doesn't involve a whole lot of people skills. It is a skill you learn, it is something you can just take charge of and get it done. I can go from idea to finished website that is making money within 3 or 4 days. I'm very task oriented, I'm great at that. We'll come back and talk about the personality types more as we talk about how they interact with one another. After the choleric personality type let's talk about the popular sanguine personality.

The popular sanguine personality. She is the extrovert, the talker, the optimist. The popular sanguine has a very appealing personality. She is talkative, she is a story teller, and she is the life of the party. She has a good sense of humor; she's got a memory for color-she'll always remember what color you were wearing and when. She likes to touch people when she is talking to people. She'll reach out and touch your shoulder, arm or your hand. She might even want to hold on to you while she is talking. She is emotional, she's demonstrative, enthusiastic, and expressive, cheerful, curious, and she's great on

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stage. She's wide eyed and innocent. That doesn't mean she's innocent, but she looks like she is.

She lives in the present. She's very now, now, now-she's in the now. She has a very tangible disposition. The sanguine can move quickly through a lot of emotions. The sanguine at work volunteers for everything. Everything sounds like fun. Everything sounds great. She hears you talk about something and she says I can do that; I would like to do that.

If you've ever heard me talk about the Naughty WAHM. The Naughty WAHM was sanguine. She thought that everything sounded fun. She signs up for every business that comes along because it often sounds so good. But their follow through isn't so great. The sanguine signs up for everything but then when it comes time to do, she's moved on. There's something else fun down the road that has attracted her attention. The sanguine is great at thinking up activities. She is creative and colorful. She has lots of energy and enthusiasm. She starts in a flashy ways and she is very inspiring. She inspires other people to join her in the things that she does. She is charming.

If you've got a tough job to get done and I've seen this happen a bunch of times with the people at my church, if I've got a tough job to get done, I'll recruit a sanguine to be in charge because she will get excited and she will tell everybody about it and make it sound like fun. The sanguine makes friends easily, she loves people and she thrives on compliments. She loves to be told that she did a great job. She tends to be envied by others.

People just love the sanguine. They love everything about her. The sanguine doesn't hold grudges, she forgives very easily and she apologizes quickly. She just loves to be spontaneous. Now the sanguine personality, remember I said I used to not like my choleric personality; I used to look at the sanguine personality and think that is the good personality, that's the best personality. They're fun and everybody likes them. Now I don't want you to think that I've been going through my whole life without any friends, obviously I have friends and people who love me. But the sanguine has like a million friends. The sanguine has all these people that thinking she is their best friend.

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I used to look at that and think they make friends so easily and I don't make friends that easily. I'm a little more cautious. I'm a little more critical, little more judgmental so I tend to judge things quickly about people where the sanguine just accepts people right where they're at. I used to look at the sanguine and say they're the good personality but you know what? The sanguine has weaknesses too!

The sanguine can be a little flakey. The sanguine can move quickly from one thing to another, like the Naughty WAHM moving from one direct sales business to another direct sales business. It isn't all that unusual for a sanguine mom to have been in five different businesses in a year's time. Have you ever met the mom who says, "I found the perfect business, it's so awesome selling this, it's so great, it's the best product, so have a party." and you run into her two months later and she grabs you and says, "I have the greatest business, it's so awesome and the best products." and you say "oh yeah I know, I had a party for you." and she says oh no this is a new business, this one is even better, this is so awesome. Well aren't you doing what you used to do? Well no, oh no not anymore.

And she can do that again and again and again and never feel like she is doing anything wrong because she is having so much fun. So while the sanguine is excellent at the party plan business, I mean she is absolutely super well suited for the party plan business. She has to work way hard to stay focused. The sanguine has to work on being focused and being stable. Your personality is going to want to draw you to all these other exciting things and you're going to have to literally put blinders on to keep yourself from getting drawn all over the place.

Because you are so well suited for the party plan, you love people. You are going to do so well. You are going to be able to recruit hostesses easily. You're going to be able to grow your business and recruit new people into your business in a way that all the other personality types are never going to be quit as natural at. The sanguine I believe is just perfect for the party plan business. Now not just the party plan business, the sanguine is going to be great at network marketing. The sanguine is going to be great at anything that involves recruiting and talking because the sanguine loves to tell

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stories. Let's jump from that and go to the melancholy personality. Tara says she knows she is one.

Perfect Melancholy. Melancholy makes you think of someone who is sad and that's not what it means at all. The melancholy is an introvert. A thinker and a bit of a pessimist. The perfect melancholy tends to be deep and thoughtful, very analytical, serious, purposeful, genius-prone, talented and creative, artistic or musical, philosophical, poetic, appreciative of beauty, very sensitive to others, very self sacrificing, conscientious and idealistic.

The perfect melancholy at work is very schedule oriented. She is a perfectionist and sets high standards. She is very detailed conscious, persistent and thorough. She is orderly and organized, neat and tidy, economical. She sees the problems and finds creative solutions, needs to finish what is started. She likes charts, graphs, figures, and lists. Now, let me tell you, as an office manager I've had many volunteers. Right now my primary volunteer is a sanguine-Barb, she is a sweetheart, and she works 2 days a week for free. She is just a blessing. She will do whatever I put in front of her. She smiles, laughs, she is a joy on the telephone but I used to have another Barb.

The other Barb was a melancholy. Barb would also do anything that was put in front of her but she would do it perfectly! Where my sanguine tends to be a little rough around the edges with the things she is doing. A melancholy makes the PERFECT virtual assistant, perfect! The melancholy is so well suited to provide services like web design, copy writing, any kind of virtual assistant administrative services. The melancholy is just so well suited for this because they will not turn out bad work! If a melancholy turns out bad work, it is because they got bad instructions.

I'm serious because the melancholy is so devoted. They set such high standards for themselves that they just would never dream of turning in something sloppy. You might say well the melancholy is so perfect, they have all these strengths how could they have any weaknesses? Well the melancholy can be too detailed oriented; the melancholy can take a little bit longer to do things than someone else might because they are so perfectionist oriented.

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It can drive me as the choleric-I'm a get it done person, I don't want to turn out bad work, but I'm not going to get hung up on one misspelled word but I'm going to get it done and get it out there where the melancholy would have to proofread, and double check and recheck and all those wonderful things that we want out of our accountants and our proofreaders.

The melancholy can get hung up on those things. The melancholy can be really rough on them selves. The melancholy can be very sensitive. Now, I'll come back to that when we talk about how the personalities get along. The choleric is not easily offended, the sanguine is not easily offended, and the melancholy IS easily offended. IF you question their work or make a comment or joke that teases them a little bit about something because there so perfectionist oriented, they take that very personally!

What is said lightly that most people could let roll off their backs, the melancholy will stop and say "I wonder what she meant by that, I bet she doesn't like me, she probably wanted me to get from that that she doesn't like me, she was probably trying to send a message." The melancholy gets very introverted about those things. Alright and the last personality type, the peaceful phlegmatic.

The phlegmatic is also an introvert, a watcher and a pessimist. The peaceful phlegmatic has a very low key personality. They're very easy going and relaxed, calm, cool and collected. Patient, well balanced, leads a very consistent life. They're quiet but witty, sympathetic and kind. They tend to keep their emotions hidden. They are pretty happy about their life no matter what's going on. Now the peaceful phlegmatic at work is very competent and very steady, peaceful and agreeable. They do have administrative ability. They can mediate excellently. They'll avoid conflicts and they are very good under pressure. But they'll find the easy way through things.

I think most people can think of a peaceful phlegmatic person right away. IT seems that there are more guys that are phlegmatic than girls but there are girls. The phlegmatic person just doesn't let anything bother them. If you say where do you want to go out to eat, they'll just say I don't care whatever sounds good to you honey. They're not going to push their agenda, they are very willing to serve

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and follow. The peaceful phlegmatic is a great person to have on your team to do work, to do the simple work. A peaceful phlegmatic is probably NOT ever going to be well suited to party plan or network market because they just aren't motivated to push their agenda. They may feel strongly about something but they're just not going to go out of their way to convince a lot of people the way a sanguine would.

The phlegmatic can have a bit of a problem with procrastination. The phlegmatic is just not driven. The phlegmatic wouldn't tell you they love lists, but they need lists. They just need a list. Once they understand that about themselves if they could embrace a list, their life would get much easier.

Now my dad was as phlegmatic as the day is long. The poor guy had a choleric wife and choleric daughter. You know, we had opinions and we weren't afraid to share them at anytime and the funny thing is that my dad was so phlegmatic. My dad passed away when I was only 19 years old but I realized many years later when I understood the personality types that my dad just agreed with me about everything because I would talk to him about what I felt and he would just nod his head and I thought oh my dad agrees with me. And I realized all these years later that he was just being nice, he was just not rocking the boat. He probably didn't agree with what I was saying but the phlegmatic will say yeah just live and let live.

My friend's husband is extremely phlegmatic and he just has this saying "make like a duck and let it roll off your back" and that is just how he lives. There are things he does feel strongly about and when really pressed he will speak it but he is not the type of person to go around telling everybody what he thinks. Usually everybody around the phlegmatic will think that the phlegmatic agrees with them but in truth you probably don't know what they think!

The tendency towards procrastination can really be helped by lists. IF you are phlegmatic, I hope you have a planner and I hope you use it because you need to work real hard at keeping yourself on a schedule. What's a phlegmatic really well suited to as far as the home business? I think a phlegmatic can do great at internet marketing. You probably won't get things done as fast as the choleric will but

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you will get it done eventually. You are willing to plod along and do the work.

Learning internet marketing and becoming successful at like affiliate marketing once you learn the principles for internet marketing you can apply it to anything. A lot of people know what it takes to make money doing internet marketing but they won't do the work, they won't work through the steps. You can know how to do something and not do it. I know it because I see a lot of people not doing it! Even though they've learned. The phlegmatic will learn and will very steadily do it.

Like I said, they might not do it as fast as someone else, but they will do it. The whole story of the tortoise and the hare, the hare was a choleric yaw know-run run run, do do do; the tortoise was the phlegmatic-that's ok, I'll relax, we'll get it done, in my own time, lets take a nap, alright lets do a little more work. You know they'll do it slower but they will do it steadily. IN the end, they will be making really good money. Alright, now let's talk about how the personality types interact.

I'm going to tell you just a little bit about the motivation of each of the personality types. Another book that I'm using as a resource for tonight is *A Woman's Guide to Personality Types* by Donna Partell. It's specifically related to women.

Going back to the choleric, when you understand the personality types I want you to think about it as not as defining you because no personality can really define you, you are a unique person and there are a whole lot of things that go into what makes you, you. But your personality type helps to motivate you.

When you understand your personality type you can understand how you are motivated. The choleric is motivated by a desire for power and control. Power and control, and that is so true! I do, I want to be in control of my day, I want to be in control of the things I'm responsible for. I don't want to be in control of everything. I can be very selectively phlegmatic in something that is not my job or not my business. I don't feel any need whatsoever in knowing about it and

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being in control of it. But if it is in my circle of influence, I want to be in charge, I just do.

The sanguines primary motivation in life is to have fun and be popular. Plain and simple, girls just want to have fun and just want people to like her. The melancholy is on a mission to bring perfection to an imperfect world. She just wants everything to be done right! And the phlegmatic person just wants peace. Does that make sense about how the different people are motivated?

The peaceful type wants to take life easy and live in peace. The powerful type wants to control as much of her world as possible. The perfect type wants to bring perfection to an imperfect world. The popular type wants to have fun and be loved. How do these personality types interact with each other?

You probably don't need to think about it real hard that the choleric and the sanguine could end up at odds. The choleric is very serious. The sanguine is very fun, the sanguine doesn't like to be serious so we can be frustrated with each other. IF you take a choleric and a sanguine and ask them to cooperate with one another and they don't know anything about the personality types, they can end up so frustrated with each other that the choleric type will be telling people that she is not serious or she is lazy and doesn't want to do any of the hard work, she wants me to do all the hard work while she has fun. The sanguine might be saying that she is just too serious, she doesn't care about people, all she cares about is getting it done. They can be frustrated with each other.

Once I understood the personality types I began to understand the sanguine. I don't ask a sanguine to take charge of a long term project. I'm learned through experience that they will end up disappointing me long term because they are often running onto something else. But if I have an event to put together, if I have some people to make phone calls to, they are the perfect one for the job. I embrace what is positive about their personalities.

The melancholy is fantastic for putting on long term projects. But you know the choleric and the melancholy can have some problems interacting to because the choleric tends to be very blunt, we say

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things like they are and so the melancholy can get very easily offended by the choleric. The melancholy can tend to think that the choleric is a big ole meanie, when she's not, she is just very blunt.

The choleric can get frustrated always feeling like they have to always watch what they say around the melancholy but you know what we should watch what we say around the melancholy. We should identify one another's personality types and ask ourselves how can I best get along with this person that has this personality type? If I know someone that is melancholy I know that they are going to take things a little more sensitively than others so I need to take responsibility for my words and speak in a more gently way to them.

It's interesting to see how the personality types flow together once you understand them everything gets so much easier. But when you don't understand them, can you see why there are marital problems? If a choleric man marries a sanguine woman, he thinks she is a ditz, he thinks she is a ding bat of the highest order, why can't she ever be serious, why can't she ever get the housework done, how come I come home every day and dinner isn't done but oh boy she sure had fun with the kids today.

Do you see how understanding the personality types and how people are motivated can really help you really understand one another and accept each others strengths and weaknesses? And can you see how it applies to the different home businesses that are out there? What a tragedy it would be to put a phlegmatic into network marketing. They're going to struggle because they don't like to talk and they don't like convincing people.

What a tragedy it would be to force a choleric into a party plan where they have to be people oriented all the time. What a tragedy it would be to put a sanguine in the position of a virtual assistant, they would never get to see anybody face to face, they are working 8 hours a day in their home office doing stuff, they are going to wither from lack of social contact.

Alright, I want to open this up for some discussion. Is there anyone that would like to make a comment or ask a question? I am recording this so if you are having trouble with it, you will be able to

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listen to mp3 later. Rachael asked are these set in stone or are they traits that can change over time? Let me address that real quickly. An awesome teacher on the personality types whose name is Lance Walnau, if you ever get an opportunity to hear him speak-he is phenomenal.

The way he describes the personality types is that in our lives - think about a rubber band.....now I'm choleric, I've always been choleric, I'm always going to be choleric. I am not sanguine at all, I have to really work hard to let my hair down and have the good ole fashioned fun, because I just like work. I know its crazy but I like work! I can be selectively phlegmatic. I'm not very melancholy, you have to work pretty hard to offend me. I would say that I'm a deep thinker but I'm not deep thinking about you, you know what I mean? I'm not thinking that hard about what you said or about what you are doing.

The choleric, type A personality is pretty egocentric, meaning I'm pretty self obsessed. I do care about other people, of course I do but I'm not worrying about what you are doing or saying about me or anything like that. I'm very choleric all the time but that's not super common. What is more common, is of all the people I have seen take the personality test, very rarely does someone score 30, 32 in one personality type. They may score 20 in sanguine and 8, 6, 7 in the others. So they're a little, I don't want to say balanced because there is no such thing as balance, because everybody is unique. Someone who is sanguine that is a 20 sanguine is pretty sanguine. She is a pretty fun loving gal but she has enough melancholy in her that it keeps her from being too flakey. There is enough phlegmatic in her that she doesn't have to be in charge. Everybody has their own unique set up. Now I have known just a few people to take the test and end up with like 10, 10, 10, 10 across the board meaning that no one personality seems to stick out and what Lance says about that is that that person is under pressure to be a certain way for a certain reason because he believes everyone will have one predominant personality type.

Now you might ask what do you mean by under pressure? Imagine if you took me, this high choleric woman and from the get go what if I had been raised in a huge family? I wasn't, I was raised with 2 brothers, one six years older than me, I didn't have to be highly social

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as a child. But what if I had been raised in a huge family where I had to be very social and learn how to be that way? What if I went straight from that and went straight into college and was living in a dorm? What if I went straight from that and went to working in a school as a kindergarten teacher? What if by the choices of my life I was always social all the time and had to develop some sanguine?

I could if that was my life, if I was pushed into high social behavior all the time, if I took the personality type I might show up as a lot more sanguine than I really am. So if you think of me as a rubber band, if I was born a choleric child in a huge family and all those situations, life would be pulling at my rubber band, pulling to shape me into something that is not quite natural for me. That doesn't mean that its bad, but it is a way of explanation.

Some people have jobs that require to pull out the choleric in them. If they're an administrator, if they are a manger, they have to lead people. They may be melancholy, sanguine, fun as can be kind of people but for 8 hours a day they have got to pull out the choleric in them but at the end of that 8 hour day when they leave the job and loosen their tie and get home into their sweats, they relax-the rubber band relaxes back into its natural relaxed state and more of the sanguine comes out of them.

So when you are taking the personality test when they ask you to, think about what you were like as a child. Think about what you are like in your relaxed state. Don't think about what you are like at work, what you are like in your family because you have to be. Think about, if nothing else is pushing and prodding at me what I would do, what would I be like? They ask the question, if you were a millionaire what would you do for a living? IF you didn't have to make money what would you do for a living?

Sometimes that is hard for us to answer that because you know we are always making decisions on how we can make money. I hope this has given you all a bunch to think about and to identify yourself. You can get the book, you can take the test, and you can take the test online. I'd love to hear from you once you identify your personality types. It's really fun if you're married to have your husband take the

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test to. You can find things about yourself and your spouse through this. Especially pick up that book.

They do have personality plus for couples, they do have personality plus for kids. If you can understand your children's personality types you'll understand. I'm a choleric mom, my son is choleric. I'm telling you he is as choleric as I am and he is turning 15 next week. Can you tell me that you know that we butt some heads around here? But because I understand his choleric I understand he has the need to feel in control. So it's my job as a mom to within reason give him opportunity to be in control, within reason! He is only 15 and I'm the mom so he has got to submit to my authority awhile longer ;).

Alright, I want to thank everyone for coming.