



Engaging with **Promoters**



A guide for parents, teachers and counsellors

PROMOTER

Personality Profile

This report is to be read together with the child's
MyCareerMatch report

This report will help Parents, Teachers and Counsellors understand and improve relationships with your child or children. Each child has a unique personality that develops as an infant and stays with them for life.

This personality style is constant throughout their lives and determines how they learn, manage their time, tasks and relationships, communicate, respond to stress and form relationships.

Understanding and accepting their style will help you understand why they behave the way they do and to recognise how to motivate, communicate, improve their learning ability, minimize any conflict and enhance your overall relationship with them. When personality styles are not understood conflicts arise and create relationship problems.

This guide uses the four personality styles used in the MyCareerMatch report. Whilst people are a combination of styles the four dominant, **Driver**, **Promoter**, **Supporter** and **Analysers** influence the most.

To learn more, become a certified MyCareerMatch Practitioner. Visit [MyCareerMatch Academy](#) to find out more.

D **Drivers are Adventurers** and are always looking for excitement so can't sit still. They want to test their limits and enjoy anything that goes fast. They are natural born risk takers who act bold and are often hyperactive. They want to take control and be in charge. They may not follow the rules and are not interested in a tidy room or remembering schedules.

P **Promoters are Socialisers** and have a vivid imagination and sense of fantasy. As young children they love to have stories read to them. They live in a world of make believe. Promoters are emotional people and use their gut instinct. They talk a lot. They are enthusiastic and can be oversensitive. They like the limelight and enjoy being the centre of attention.

S **Supporters are Helpers** and are naturally concerned and responsible children. They follow the rules and are happy to please others. They respect their elders, parents and teachers. They are dependable. At home Supporters are busy kids. They enjoy being given responsibility for tasks. At school they do well and work hard. They worry about change and prefer routines.

A **Analysers are Thinkers** and are precise, neat, orderly and tidy. They enjoy figuring out how things work and ask lots of questions. They are non aggressive and avoid conflict. They excel at subjects that require thoughtful, logical and creative solutions. They hate taking risks and are not spontaneous or outwardly enthusiastic. Analysers are perfectionists and set high standards.

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Create a positive climate at home or school

- Promoters love being centre of attention, so allow this to happen.
- Encourage their performances, don't belittle them.
- Organise activities where they can interact with lots of other people. Quiet days at home don't work well for a Promoter, they need to interact with others.
- Involve them in other social groups, such as cadets, guides, team sports.
- Always be available to listen to what they have to say.
- Ask them how their friends are. Their relationships are important to them.
- Vary your family routines.
- Promoters love variety so even by changing how and where you eat will delight a Promoter eg picnics in the living room, fish and chips at the beach.
- Be prepared to dress up yourself and play games. Promoters love participative parents.
- Promoters love praise. Tell them they are wonderful, tell them their performance was great, tell them you love them and their work.
- Tell them publicly, it will make their day.
- Agree to the house rules. Explain to your Promoter simply "why" these rules are in place.
- Promoters are great at starting things then get easily distracted. Help them finish what they have started and praise them for their efforts.
- Keep instructions simple and break tasks and homework down for them so they can tackle them bit by bit.
- They are not great on details so help them plan things to do.
- Create incentives to help them follow through on tasks.
- Don't give Promoters too much to do, they can be overwhelmed. Keep it short.
- Be enthusiastic and optimistic, Promoters are!

Help your Promoter child develop

- Help them control their time better.
- Help them be more objective in decision-making.
- Help them stick to their priorities and deadlines.
- Help them be more firm with others.
- Help them become more organised.
- Teach them how to write things down as a way to become more organised.
- Help them set goals and break the goal down into manageable steps.
- Help them follow through to completion on the tasks they start.
- Show them the importance of attending to the detail.
- Help them be more tolerant when dealing with less favourable situations.
- Help them understand no matter what they do not everyone will like them and that's OK

Communicate in the following way

- Plan for fun times. Make the home a happy place to be. They measure things by how much fun they are having.
- Speed up your conversation, be animated and enthusiastic.
- Give constant encouragement.
- Be enthusiastic about them and their life and their achievements.
- Provide ideas for transferring talk into action.
- Promoters love reward and recognition. Give plenty.
- Give them lots of hugs and affection.
- Don't be too critical, Promoters are very sensitive to criticism and never put them down in public or in front of their friends.
- Allow them to dream and use their imagination.
- Give them opportunities to verbalize their ideas or thoughts.
- Because they are so enthusiastic they are easily disappointed if things don't happen, be there to support them.
- They are very creative and want to please, so don't ignore or criticize them.
- Share with them stories of others to help motivate them.
- Promoters can charm their parents and are "hard to resist" so be aware!
- They love to talk and aren't comfortable with silence, so allow them the opportunity to express themselves.
- Promoters can wander with their thoughts and conversations, help keep them on track. Avoid words like, "try, perhaps, possibly, maybe" use words like "you will, you must, you can". Be definite.
- Avoid doing all the talking yourself - they will get frustrated.
- Keep interruptions of their conversation to a minimum.
- If a problem arises deal with it immediately. To a Promoter there's no time like the present to solve things.
- Promoters dislike arguments and conflict. They can become over dramatic and exaggerate, avoid getting emotional, stick to the specific behaviours and facts.

To encourage Promoters use phrases like

- I love your enthusiasm, it's very contagious.
- You're a great natural leader.
- I love how well you get along with people.
- You communicate really well.
- You make people feel really good.
- What a brilliant idea, you have such a creative imagination.
- I like that you're eager to participate in everything that's going on.
- I like that you've a wonderful sense of humour.
- I like your energy and imagination.
- You are always full of surprises.
- You seem to look for the best in people.
- You don't seem to be bothered by the details and can see the big picture.
- I like the way you can bounce back when things don't go right.
- You're a great storyteller and a gift of expressing yourself.

This report is prepared based on general Promoter personality traits. As children are a blend of all four styles some of the comments contained in this report may not apply to every Promoter child.