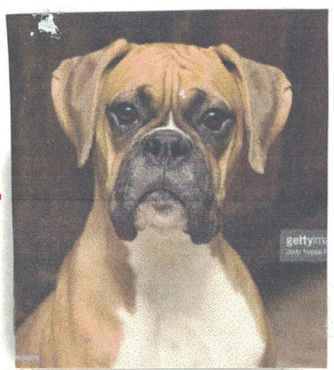


## "PAWSONALITY" Style Descriptions

### The Expressive

BOXER  
IDIOSYNCRATIC



The Expressive, a verbally adept personality, is engaging, accommodating, supportive of others, persuasive, socially adept, and relationship- rather than task-oriented. He or she loves to be one of the gang, and is usually found somewhere close to the center of attention. They're always ready for something new and exciting, especially if the gang is ready to participate. Additional strengths include enthusiasm, diplomatic skills, and the ability to inspire others.

Weaknesses involve impatience, not completing tasks, and sometimes erratic, irrational behavior. The Expressive can be viewed as manipulative, undisciplined, reactive, and unorganized. Don't be fooled, it's just a product of what makes them tick – fun and activities. Today's great idea can quickly become tomorrow's stack of undone work when something more exciting comes along. They are great idea generators, but may not remain focused long enough to see an idea through to completion.

The Expressive readily exchanges information and life experiences. Team members and clients gravitate towards these lively people. The Expressive's pleasure is recognition and acceptance while their pain is isolation and lack of attention.

#### Portrait of an Expressive Team Member's Workspace

In short, their workspace is usually messy. The Expressive loves favorite sayings and may have them plastered on the wall or on a desk. Their files are not in a filing cabinet. Rather, they're piled into stacks. But don't be misled. The Expressive knows exactly where everything is and can find virtually anything by its location. Just like a squirrel who's buried a nut.

Color choices will probably be lively. If there are flowers or plants, they're likely dead – either talked to death or lacking water, the expressive is very busy! The Expressive's greatest reward is personal acknowledgment from others, and examples of this will be displayed. The Expressive is an excitable dreamer, with lots of ideas and projects, but without the time to follow them up.

#### Portrait of an Expressive Pet Owner

They are usually slow to reach a decision while taking the conversation off-topic. Often thought of as a talker, overly dramatic, impulsive, and manipulative, these pet owners are anything but predictable. With their high-energy level, they are usually found talking with their hands and using adjectives to describe one noun.

They enjoy helping others and are particularly fond of socializing, so you'll find them socializing with other pet owners, giving advice, etc. while left waiting in the reception area. Be cautious though, as comfortable as they appear to be while waiting, they have a limit. When the conversations dry up and the fun stops so does their patience.

When educating an expressive, use personal experience, use adjectives, and pay attention to their signals. They will want time for questions, socialization, but still expect results. Keeping them waiting in an exam room alone for more than a few minutes can feel like torture. When left in the room, they are usually walking in and out looking for some stimulation or someone to engage with. They would do better waiting at the front desk where they can interact.

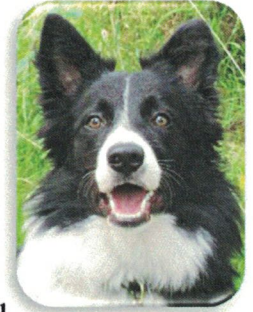


*Drivers  
-  
Jabs*

## "PAWSONALITY" Style Descriptions

### **The Driver**

*(The Border Collie)*



The Driver is a high achiever – a mover and shaker who is definitely not averse to risk. The individual is usually extroverted, strong-willed, direct, practical, organized, forceful, and decisive. Look for someone who tells it the way it is and is very persuasive. But watch out or you'll be worn down and plowed over as a driver takes a stand. A driver is task- rather than relationship-oriented and wants quick results.

This individual is not as concerned with how something is done, but rather what is being done, and what results can be expected.

The Driver can come across as stubborn, domineering, impatient, insensitive, and short-tempered, harsh, controlling and even uncompromising with little time for formalities or niceties. That's because the driver connects dots with the shortest distance between them. They don't cut corners, but move quickly and efficiently to get there.

The Driver's pleasure is control and movement towards the goal. His or her pain is loss of control and lack of results.

#### **Portrait of a Driver Team Member's Workspace**

The Driver wants the corner office with two windows, but they rarely look at the view. Pictures on the wall are of battlefields, maps, and boats for example. The Driver is a multi-tasking person and can prep an exam room, fill a prescription, direct a co-worker and talk on the phone simultaneously. They tend to be the "traffic-cop" usually somewhere close to the hub of the practice.

The area may contain flowers and plants, even exotic ones like orchids (carefully chosen to contribute to the impression of power), but the Driver never looks after them. There's always someone to delegate that to. In personal space there are often family portraits, but rarely candid shots. They are formal portraits showing everyone in his or her proper role, frozen forever as the Driver needs to see them. If possible, the colors chosen in their area will be strong power colors (navy, burgundy, browns, and golds). Curt and tough, straight to business, that's driver. Don't waste time. Get straight to the point!

#### **Portrait of a Driver Pet Owner**

You'll recognize the driver pet owner because they usually talk first, talk fast, and have a tendency to interrupt others while they talk. They often complete sentences for people, finding their way to the bottom line faster. They like to start with the bottom line first, then hear any supporting details; keep that in mind when they ask for prices, start with the price, then bullet point what that price includes.

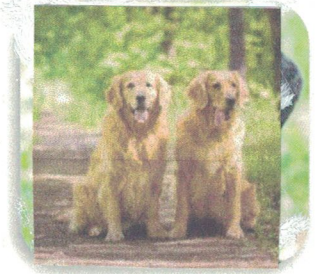
Drivers are practical folks who focus on results. They can do a lot in a very short time and expect that everyone should handle business the same way. Efficiently handling these clients and controlling their wait time is priority #1 and #2. The next priority is making sure to do what is promised. They will not understand excuses, because in their mind there are none. With drivers, it's best to under commit and over deliver rather than the opposite.



## "PAWSONALITY" Style Descriptions

### **The Amiable**

(GOLDENS)  
GROUPIE



Devoted, consistent, dependable, and loyal, the Amiable is a hard worker and will persevere long after others have given up. He or she is a team player, cooperative and easy to get along with, trustful, sensitive and a good listener. Working in groups with others, the Amiable tries to avoid confrontation. He or she enjoys company, performs best in a stable environment, and often has a stabilizing effect on others.

Weaknesses include indecision and an inability to take risks. Amiables are often too focused on others, conforming, quiet, and passive. They often won't speak up for themselves, are too compliant and nice, and often slow to make decisions while they weigh out how any change will affect the people they care about.

The Amiable's pleasure is stability and cooperation. His or her pain is change and chaos.

#### **Portrait of an Amiable Team Member's Workspace**

The first thing you will notice will be the pictures of loved ones: spouse, kids, closest friends, family, favorite pets. They'll be in a candid style, and the Amiable loves to talk about them. On the walls will be colorful photos of landscapes, waterfalls, birds, and sunsets. You'll find flowers or plants that are growing well among colors that are harmonious and restful.

The amiable will almost certainly be dressed in colors that match. Furnishings and accents will be fashionable, but not overwhelming. Files are present, but usually kept out of the way. If you're a little late, the Amiable won't mind. If you have Amiables on your team, they win the award of "most likely to still be here in 10 years", their loyalty is intense. The Amiable likes newsletters, picnics, gatherings, and parties where relationships can further develop.

#### **Portrait of an Amiable Pet Owner**

These are dependable, loyal and easygoing. They like things that are non-threatening and friendly, they don't like hard sells and won't stick with you if forced in any way. More than likely they won't tell you that you have upset them, they will be the client that just disappears.

They don't like dealing with impersonal details and cold hard facts. They focus more on how things will affect people, and their beloved pets. So grading pain, talking about outcome potential and visiting hours will make them most comfortable. They are fairly quick to reach a decision.



Organizers  
- Organizers

## "PAWSONALITY" Style Descriptions

### The Analytical

(The German Shepard)

ORGANIZERS



The Analytical is polite but reserved, logical, fact- and task-oriented. This person's focus is on being as precise and perfect as possible in their work. Other strengths include persistent, diligent, cautious, and uses a systematic approach.

Weaknesses involve being withdrawn, quiet, reclusive, and even sullen at times. If he or she seems indecisive, it's because of a need to assess data before making a decision. Perfectionism can be a fault if the Analytical pushes it too far, sometimes called "analysis paralysis". This person is not typically a risk-taker.

The Analytical needs to be right, and won't openly discuss ideas until confident in a decision which is why they are sometimes mislabeled snobby, prudish, or stand-offish. His or her pleasure is accuracy. Pain is inflicted when they are wrong and criticized.

#### Portrait of an Analytical Team Member

The first thing you notice will probably be the glasses. The Analytical will have worn out his or her eyes from constantly reading everything. On the wall you may see a framed degree, but the chief decoration will be charts, figures, and graphs of every kind.

The analytical does not come across as friendly, will often greet you skeptically, and doesn't want to share much – especially anything personal. Don't misunderstand, they are friendly, but usually only with a chosen few with which they feel comfortable and have things in common.

It's not likely you'll see flowers or plants; for the Analytical they belong in greenhouses or a garden somewhere. On the desk will be only business-related information, and that will be carefully arranged if not perfectly organized. Function is the focus of their workspace, far more than form. So stackables with labels will be present before picture frames. As for color, black and white will do nicely, no nonsense or distractions for this focused group.

#### Portrait of an Analytical Pet Owner

Analytical people are known for being systematic, well organized and deliberate. These pet owners appreciate facts and information presented in a logical manner as documentation of truth. As a matter of fact, they will be incapable of making a decision without it and if asked to do so trust for the veterinary team will wane. They enjoy organization and completion of detailed tasks...checklists, age charts, life stage health management documents, and the like work wonders in driving compliance with an Analytical.

You may find the Analytical pet owner asking "what if" questions. Be prepared to answer those questions, it's part of a clarification process taking pace in their mind. They may come across at times as being too cautious, but the fact is they want to go 'by the book' in most cases. It helps to give them some information to process, then leave them for a couple of minutes (go check some lab work results) and come back to see where they are in their processing of information. Providing these "checkpoints" will keep the Analytical from fleeing. When pressured to make a decision without enough information, they will usually shut down and become non-compliant.