

STYLE & Versatility

by industry

ENTERTAINMENT & LEISURE



27%
analytical



25%
driving



16%
amiable



32%
expressive

The Expressive Style dominates the entertainment and leisure industry, at 32% of surveyed employees. This makes sense in both settings, as both entertainment and leisure companies are focused on creating memorable customer experiences. The Analytical Style comes in second place at 27%. Much like other industries we have profiled, this industry features a range of front-facing and back-of-house roles, making this unlikely combination the perfect fit.

intro



draws

Expressive Style individuals are natural entertainers, whether they seek an official outlet such as an acting career, or whether it comes out in their daily interactions with others. Any job role that involves being on center stage is a natural draw for this Style. Although customers often do not realize it, entertainment experiences rely on extremely complex planning and coordination of numerous details. The complex puzzle involved in crafting the perfect customer experience can be deeply rewarding for Analytical Style people, who gain the benefit of seeing their work put into practice in final productions.

Creating an excellent customer experience relies on both outgoing customer service staff and great attention to detail. Expressives serve as excellent company ambassadors to customers enjoying an entertainment experience – they can get people excited and capture attention with their general flair for entertainment. Analyticals have the right kind of mind to ensure that each of the myriad of supporting details is in place to create a flawless experience.

strengths



versatility

The entertainment and leisure industry is among the top third in Versatility scores, ranking number 5 of 27 industries profiled in TRACOM's research. This shows that employees in this industry are highly attuned to the needs and preferences of others, and that they have the ability to effectively work with others in a wide variety of situations.

Although the Expressive Style is most highly represented, research shows that all Styles are represented at some level, proving that each Style's distinct strengths and perspectives can be useful in different areas. For example, Amiable Style people can help to smooth relations with guests who have undergone a negative customer-service experience.



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