

STYLE & Versatility

by industry

NONPROFIT



26%
analytical



20%
driving



26%
amiable



29%
expressive

The Expressive Style is most highly represented in the nonprofit sector, with the Analytical and Amiable Styles not far behind. Nonprofit organizations are often service-oriented, and as such they require a strong mix of customer-service employees and detail-oriented planners. Even though they operate somewhat differently than for-profit companies, nonprofit organizations still include a diverse range of job functions in which people of all Styles can excel.

draws

The nature of nonprofit work supersedes considerations of personal styles. Working to improve people's lives, sustain the environment or achieve political change can connect with people of all Styles, regardless of their specific job-role preferences. However, there are different aspects of nonprofit work that can appeal to individual Styles. The Expressive and Amiable Styles, for example, can be drawn in by the opportunity to meet people face to face and help them to change their lives. The Analytical Style, on the other hand, can be drawn to the precise planning and organization required to provide services to the public.

Expressive Style individuals are uniquely suited to make people's day as they provide nonprofit services. Nonprofits often serve downtrodden or hurting individuals, and Expressives' outgoing and perky dispositions can lighten moods in addition to meeting needs. Analytical Style people's penchant for planning can ensure that services are run successfully, which takes on greater importance when the people's welfare or other meaningful objectives are on the line.

#6

versatility

The nonprofit industry ranks sixth place in average Versatility scores among the 26 industries profiled in TRACOM's research. This reveals that people working in the nonprofit sector are well versed in communicating and collaborating with a diverse range of people. Even though nonprofit employees boast such high scores, they can refine their skills even further with advanced Versatility training. In the nonprofit sector, increased Versatility can mean more than just customer retention – it can mean deeper impacts in the lives of target need groups.

Research proves that people of all Styles can make valuable contributions in any industry, based on their distinct strengths. For example, even though the Driving Style is represented in small numbers than other Styles in nonprofit organizations, the urgency and determination of the Driving Style can be a real asset in emergency situations, which can arise in nonprofit hospitals and rescue operations.

intro

strengths



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