

# STYLE & Versatility

## by industry

### UTILITIES



33%  
analytical



32%  
driving



8%  
amiable



28%  
expressive

The utilities industry is filled with a wide range of job roles, and thus a diverse range of individuals. This is true whether a utility company focuses on residential, commercial or government contracts. The Analytical Style is most highly represented here, with the Amiable Style represented in smaller numbers than most other industries.

intro

## draws

Research finds that Analytical Style people can be drawn to engineering-related positions, as this Style is most highly represented in all engineering-focused industries TRACOM has profiled. The trend holds true for employees in this industry – the complex and technical nature of engineering or technical service falls right within an Analytical person's comfort zone. Expressive Style people may be more drawn to the customer-service and sales roles in the industry, which are of vital importance to utility companies.

All Styles can bring their unique strengths to the table in the electrical industry. In addition to the strengths alluded to above, the unique traits of both Analytical and Expressive Style employees are important to utility companies providing on-site service. On-site technicians require the mix of technical competency and people-skills displayed by these two Styles.

strengths

#11

## versatility

In terms of Versatility, the utilities industry ranks 18th of the 27 industries included in TRACOM's research, placing it in the bottom-third. This is not necessarily a bad thing in an industry focused on safety and the reliability of service as the main driver of customer retention, but there is always room for improvement. A workforce with high Versatility can overcome the pressures of service interruptions, for example, using a time of crisis to build stronger customer relationships.

Research shows that people of all Styles can succeed in any industry, and this holds true for utility companies. For example, even though only 8% of employees in the industry display the Amiable Style, these individuals can be a valuable asset due to their strengths in building relationships and collaborating with co-workers and external stakeholders.



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