

# STYLE & Versatility

by industry

BANKING/FINANCE



28%  
analytical



18%  
driving



23%  
amiable



32%  
expressive

The banking and finance industry is dominated by the Expressive and Analytical Styles (32% Expressive and 28% Analytical, to be exact). Given the unique mixture of job roles and responsibilities in this industry, this is no surprise. The Amiable Style makes a strong showing here, as well, coming in at 23%, while the Driving Style is represented much less than in other industries.

intro

## draws

Working with finances can be just as complex as working on engineering-related tasks, which is a strong draw for Analytical Style people. Positions in research or money-management can be attractive to these people.

Expressive Style people are drawn to the type of customer-facing positions that can be found in the retail banking industry, which provides opportunities to meet and interact with a large number of people each day.

Many customer-facing banking positions require the people skills of Expressives and the detail-orientation of Analyticals at the same time. Both of these Styles can contribute their strengths to customer service roles in banking, although each may have to work a bit harder on the other Style's competencies. Analytical Style individuals can contribute their precise research and information-gathering skills to finance positions such as analysts, stock traders and fund managers.

strengths

#14

## versatility

Versatility scores in the banking/finance industry rank in the median range compared to the 26 other industries profiled in TRACOM's research, coming in 14th place. This shows that people in this industry possess strong skills in understanding others' needs and preferences in their interactions, but that there is still room for improvement. Moving from the median range to the top third in terms of Versatility can give an organization a distinct advantage against others in the same industry.

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, Driving-Style people can bring their hard-driving negotiating skills to bear when arranging complex agreements with investors.



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