

STYLE & Versatility

by industry

COMPUTER INDUSTRY



29%
analytical



26%
driving



19%
amiable



27%
expressive

The computer industry contains numerous segments in both the product and service categories, but all of them share the same focus on highly technical, engineering-driven competencies. It's no surprise that the Analytical Style comes in first here, at 29%. As with other highly technical industries, the computer industry has a high percentage of Driving Style. Because the computer industry includes organizations focused on customer service as well as those focused on engineering, the Expressive Style is represented highly here, as well.

intro

draws

There are different elements of different computer-industry segments that appeal to each of the four Styles. Analytical Style people, for example, can be strongly drawn to engineering-related positions, such as R&D for new computer technologies. Driving Style people can be drawn to fast-paced and quickly changing industries, of which the computer industry has always been. Expressive and Amiable Style people can be drawn to positions that allow for frequent interaction with customers, which the service segment of this industry provides in abundance.

Given that there are so many diverse roles in this industry, each Style can add its own unique strengths to different functions within an organization. The very things that draw each Style to this industry can reveal their distinct strengths and contributions.

strengths

#16

versatility

Versatility scores in the computer industry rank in the median range compared to the 26 other industries profiled in TRACOM's research, coming in 16th 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 Analytical 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 tech-support staff can display a great deal of patience when helping customers who are upset.



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