

STYLE & Versatility

by industry

CONSULTING



31%
analytical



21%
driving



20%
amiable



28%
expressive

Research shows that the Analytical Style is more drawn to this industry than any other Style, with Expressive a close second at 28%. This may sound counterintuitive at first, since Analytical and Expressive people fall on the opposite end of both the Assertiveness and Responsiveness scales. However, digging deeper into the daily challenges that consulting businesses face can provide insight into why this dichotomy holds true.

intro



draws

Analytical Style people are driven by a need to be right. Since a consultant's job may be to meticulously analyze a segment of clients' businesses and make sure that everything is "right," this is a natural fit for Analyticals. Consultant positions allow Analytical Style people to exercise their precise knowledge of a particular subject, while being able to work independently for a large portion of their time.

Expressive-Style people are naturally drawn to positions with a great deal of personal liberty, especially in the area of personal expression. Since consultancies are often created by experienced professionals who wish to continue in their current roles while achieving career independence, this is a natural fit for experienced Expressives.



Analytical consultants can become true knowledge-leaders in their field, possessing a wealth of knowledge that in-house employees performing the same tasks do not have. This can enhance a consulting company's reputation among potential clients.

As service businesses, consultancies rely to a great extent on relationships and the professional networks of salespeople and managers. This is an area where Expressive Style people can bring their unique strengths to bear.

strengths



versatility

The consulting industry is among the top third in Versatility scores, ranking number 8 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 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 consultants can be adept at determining the underlying organizational source of a client's problem, rather than focusing on symptoms. Consulting companies are known for their investment in developing both the functional and interpersonal skills of their employees.



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