

# THE PLATINUM RULE

Discover the Four Basic Business Personalities -  
and How They Can Lead You To Success

TONY ALESSANDRA and MICHAEL O'CONNOR

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**MAIN IDEA**

Everyone is already trying to treat others as they would like to be treated themselves. A sustainable competitive advantage comes from knowing what clients, associates and staff really need, and delivering that on a consistent basis. That's the platinum rule in action. Success with other people --whether in a business environment or in your personal life -- depends on how well you can respond to the individual needs of those people. The dividend comes in creating a strong web of rich relationships that lay the foundation for a fuller and more successful career and life.

The platinum rule suggests there are four basic personality types:

1. Directors -- hard driving people focused on results and who get motivated by competition.
2. Socializers -- who gauge success by how much fun the group is having and whether everyone is participating.
3. Relaters -- who value stability, productive routine and teamwork most of all.
4. Thinkers -- who base everything on reason, logic and efficiency at the expense of spontaneity and fun.

None of the personality types are an ideal -- they all have their advantages and disadvantages. The key point is that to be most productive, a different approach should be used with each type. And your own personality type should also be taken into account in developing your career.

**1. THE PLATINUM RULE AND THE FOUR BASIC BUSINESS PERSONALITY TYPES . . . . . Page 2 - 4**

Most people are familiar with the golden rule: *"Do unto others as you would have them do unto you."*

The platinum rule states: *"Do unto others as they'd like done unto them."*

In other words, greater business and personal success will come if you're willing to adjust your message and your behavior to suit the personality type and goals of the person you're trying to influence. That means taking the time to analyze what will make the other person most comfortable, and then focusing everything on delivering precisely those benefits.

The four basic business personality types are:

1. The Director
2. The Socializer
3. The Relater
4. The Thinker

**2. DIRECTORS . . . . . Page 5**

People with a Director type personality style are real assets to any company they work for. They will consistently deliver impressive amounts of energy and effort in anything they undertake. Directors are also decisive and result oriented, and always plan on making progress on sheer force of personality if necessary. They live for competitive battles, and find endless motivation in outperforming a competitor. Generally speaking, you'll find the Director personality type easiest to spot because they're the most open.

**3. SOCIALIZERS . . . . . Page 6**

Socializers are live wires - they can generate bundles of new ideas and infuse a company with zest and fun. People with a Socializer personality get motivated by ideas and concepts much more than by facts or issues. They also need ongoing shows of appreciation and recognition. They live for the chance to do anything with flair and creativity. Used effectively, Socializers can inject the human element into company operations quite well. They're usually easy to spot because they'll forever be hanging around and kicking around ideas with a group of people.

**4. RELATERS . . . . . Page 7**

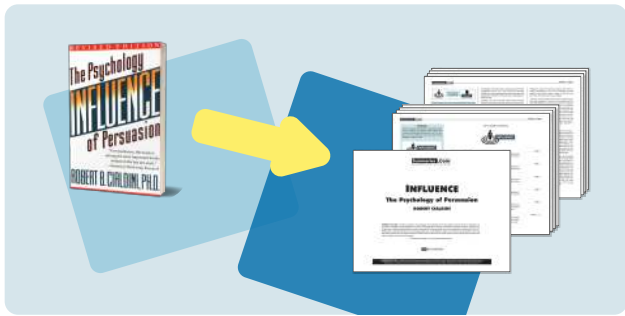
People with a Relater personality style are easy to work with and easy to get along with. They often have good ideas, but tend to prefer to avoid the limelight, and won't aggressively put their ideas forward. Relaters tend to listen more than they contribute, and place a high value on clarity and stability rather than expansion. In essence, Relaters play a worthwhile role. They provide some continuity and warmth in whatever they're involved with. Relaters are generally low key and reasonably timid, which will frequently be the keys to spotting them.

**5. THINKERS . . . . . Page 8**

Thinkers are extremely valuable - they will provide high quality work with a diligence and sense of commitment that is truly awe inspiring. Thinkers love logic and reason more than anything else. They feel very uncomfortable with vagueness or big picture generalities, and thrive on building a framework of details. Thinkers add some worthwhile balance to the world and to any company organization. They're probably the hardest personality type to spot as they tend to be low-key and introspective most often.

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