



Company: Consumer Research
Assessor: Darlene Lee
Project: Doug/ Shelbra Trial

Assessment Results

Individual: Shelbra Brinkman
 Primary Energy: **RED**
 Active Energy: Extraversion

ICS-CONNECT Interest and Preference
 Indicator is: **STIMULATOR**
 Approaches Situations Through: Thinking

Understanding the Energy Scores

Each energy has a maximum score of 108. Energies above the mid-line (54) are your preferred energy styles, those energies we like about ourselves and like to display to others. We easily connect with others who display these energies.

Energies below the mid-line are the energies you are reluctant to use and prefer not to display to others. We tend to disconnect with others who have a preference to displaying these energies.

Interest Preference Indicator Graphs

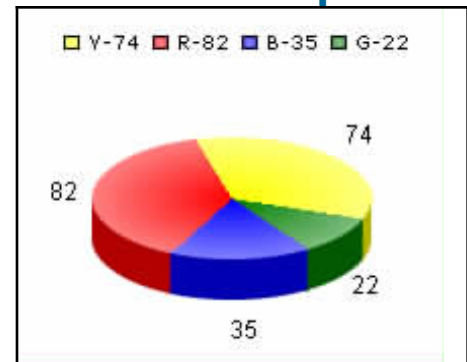
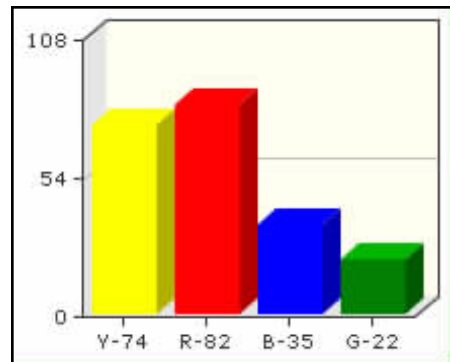
Energy Levels

Yellow: 74

Red: 82

Blue: 35

Green: 22



As with all preferences, to keep a **STIMULATOR** engaged in the conversation, three things must occur:

- They must be willing to listen.
- They must retain information.
- They must have a high level of trust in the messenger.

When they disconnect, one or all of these things will cease even though the conversation continues.

Therefore:

“When communicating with others you must keep them connected long enough to raise the level of trust where they are willing to let you influence them.”

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How to connect with anyone to build a bond of mutual trust.

THE STIMULATOR - THINKING

Will stay connected when others:

- Are driving for success
- Keep to the point
- Respect the Stimulator's ideas and opinions
- Ask the Stimulator for their thoughts
- Are openly willing to be flexible
- Keep things moving

Tends to disconnect when others:

- Are unwilling to be committed about their ideas
- Limit the Stimulator's range of ability and opportunity
- Restrict the Stimulator's desire to take on new challenges
- Hamper the Stimulator's ability to convince their peers
- Impose too much formality and structure

What Stimulators like people to know about themselves:

- That they are fast-paced and competitive
- They are great at motivating others to get things accomplished
- Failure doesn't stop them from finding another way to succeed
- They don't stand around waiting for something to happen; they make it happen

What Stimulators don't recognize or like to admit in themselves:

- They have a low level of tolerance for people who are slackers
- They enjoy multi-tasking, and encourage others to do the same
- Their need to persuade and control

Some things Stimulators want others to see in themselves:

- **Who I am:** Enthusiastic and persuasive
- **Purpose:** Strive to understand the big picture
- **Value to the organization:** Vision, inspiration, energy
- **Under stress becomes:** Aggressive and demanding
- **Worries about:** Being seen as a failure
- **Would be more successful by:** More analysis, stop and think things through, view more of the details and less of the big picture

Things you rarely observe Stimulators doing:

- Not setting and writing down their goals
- Failing to take over when things stop progressing
- Not willing to take on new challenges

How to be in touch with Stimulators:

- Understand that they are motivated by the challenges in life
- Appreciate their pioneering spirit
- Give them opportunities to stretch
- Give the recognition for their success
- Honor their spirit and desire to climb tall mountains

Those who really understand Stimulators say:

- "They know how to make people around them feel motivated."
- "They inspire others to succeed beyond their wildest imaginations."
- "They are great leaders."



The Eight ICS-CONNECT Preferences

The four color energies have been divided into eight ICS-CONNECT preferences. The eight preferences are derived from the four basic energies. The eight preferences are identified as Director, Stimulator, Encourager, Assister, Supporter, Synchronizer, Monitor, and Developer.

The Director believes in "getting it done now". Directors are fast paced, certain about what they are doing with a strong will to be competitive. They are very uncomfortable in a relaxed, comfortable, and supporting environment.

The Stimulator believes in "moving forward". Stimulators are extremely enthusiastic, very persuasive, have a purpose for everything they set to accomplish. Like the Director they are fast paced and active. They are very uncomfortable when questioned about their purpose or in a quiet, easy going environment.

The Encourager believes in "making it happen together". Encouragers are very interactive, highly competitive, and have a passion for what they believe. They are quick to make many friends, the more the better. They are very uncomfortable when others are slow-paced, formal, and very self-controlled.

The Assister believes in "reaching a consensus". Assisters are very trusting, will respond emotionally, and are very descriptive in their story telling. They are very uncomfortable when they are required to be disciplined, or are in a logical and formal environment.

The Supporter believes in "doing things in a tactful manner". Supporters are very encouraging, sincerely care about people, and are accepting of others. They are very uncomfortable in a fast paced, competitive environment where other people may not be taken into consideration.

The Synchronizer believes in "being neat and tidy". Synchronizers are very, relaxed, easy-going, and quiet. They enjoy being by themselves and reflecting on life. They are very uncomfortable when they are in an active, hectic, and fast-paced environment.

The Monitor believes in "doing it right the first time". Monitors are very deliberate, slow-paced, formal, and self-controlled. They are very uncomfortable when the environment is creative, emotional, spontaneous, and expressive.

The Developer believes in "just get it done". Developers are very independent, disciplined, using thoughtful logic to reach conclusions. They are very uncomfortable when people are too trusting, personal, sociable and compassionate.

