

A Solid Public Relations Strategy

**It's More Than Just Knowing
How to Talk to the Media**

**Karen Avery
Association of Indiana Counties
Director of Communications**

Public Relations Overview

- Working with the Media: Tools & Tips
- A Good PR Strategy Starts Internally
- The Importance of a User-Friendly Website
- Social Media Networks: Why You Need Them
- Community Events
- Media Panel

Working with the Media: Tools & Tips

What Do You Communicate to the Media?

- Road Closures / Road Projects
- Boil Water orders
- Stimulus Money Amounts/Projects
- Snow Plow Safety Guidelines for Motorists
- Photo Opportunities for TV & Newspaper/
Natural Sound for Radio

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Working with the Media: Tools & Tips

What Do You Communicate to the Media? *Things to Keep in Mind*

Anticipate what will end up in the papers and communicate with the media ahead of the event.

Think of yourself as an educator. Reporters like to learn. You can help them ask better questions by communicating regularly with them.

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Working with the Media: Tools & Tips

Developing Relationships with the Media

- Identify your Local Media and Build Distribution List
- Find out how and when they prefer to receive information

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Working with the Media: Tools & Tips

Developing Relationships with the Media

Identifying Your Local Media

- Daily Papers
- Weekly Papers
- Radio Stations
- TV Stations
- Political Bloggers (They should be professional)
- Your Own Communications Tools such as Utility Bills, Citizen Email Database, City eNewsletters, etc.

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Working with the Media: Tools & Tips

Creating Media Distribution Lists: *Questions to Ask*

- Do they like to receive information via email, phone, fax, etc.?
- Deadline for receiving news releases, tips?
- With Emergencies, who should you call?
- Radio: do they accept Public Service Announcements (PSA's)? :60 or :30 seconds (*see addendum to handout for sample scripts*)

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Working with the Media: Tools & Tips

Creating Media Distribution Lists

Note: If you have a weekly paper and a daily paper, you'll have to be careful about how you distribute time sensitive news releases.

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Working with the Media: Tools & Tips

The Interview: Learning the importance of a Soundbite and/or quote

- 10 to 15 seconds for Radio/TV & 1 to 2 sentences for print
- Practice, Practice, Practice
- Your words are critical (*See Indy Star article handout*)
- Repeat Your Main Points
- Going Off Record (*Never or Rarely*)
- Stop Talking when interview is over

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Working with the Media: Tools & Tips

Scoops/Exclusives (The Pros & Cons)

- **Pro:** May build a relationship with the one who is getting the scoop or exclusive.
- **Con:** May lose coverage by media who did not get the scoop and build distrust with that other media group.

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Working with the Media: Tools & Tips

Scoops/Exclusives (The Pros & Cons)

Note: Before granting ask yourself, who benefits? Does the public benefit from this relationship? If the granting of the scoop alienates other media, then you could be limiting the scope of your audience for the message you are trying to communicate.

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Working with the Media: Tools & Tips

Media Tool Kit

Media Distribution List *(See slides 5-7 for building tips)*

- News Release Template *(See example at end of packet)*
- Public Service Announcement Template *(See examples at end of packet)*
- Non-News Media Communication Tools such as Utility Bills, Your Citizen Email Database, etc.

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A Good PR Strategy Starts Internally

Engage your employees to be your offensive guard

Questions to Consider

- Who on staff interacts with the public?
- Have they been formally trained in how to respond to criticism, media requests, etc.?
- Do you have a list of most common questions/complaints in writing as a Q&A sheet?
- How is staff morale? Do they interact well together?

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A Good PR Strategy Starts Internally

Engage your employees to be your offensive guard

Things to DO that are Helpful and Fun!

- Come up with your list of criticisms and engage in some role playing.
- Do some personality type testing to determine if you have employees who could better serve the county in a different role or by performing a different set of tasks. (*see slide 29 for resources*)

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A Good PR Strategy Starts Internally

Engage your employees to be your offensive guard

Note: With no preparation on how to handle criticism, you are potentially opening your office and/or the city/town up to some bad press.

Tip: Always under promise and over deliver. Over promising can set the citizen up for disappointment and potentially put your office/city in a liability situation. Seek counsel from your Risk Management Provider.

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A Good PR Strategy Starts Internally

Engage your employees to be your offensive guard

An exercise in IMPROV
at Road School

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The Importance of a User-Friendly Website

Content Should Be Useful

- Contact info for department / include emails
- Snow Removal Policy
- Utility Fees & Billing Schedules
- Who should the public contact if they notice road safety issues such as downed signs, potholes, etc.
- Report a Polluter (Town of Fishers website)
- Adopt-A-Road Map / Info on how to get involved

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The Importance of a User-Friendly Website

Use Website to Post & Send eNewsletters

Suggested Content:

- Education Opportunities for students / Contests
- News Release content
- Road projects
- Need for community involvement in various projects: recycling programs, community clean-ups, etc.

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The Importance of a User-Friendly Website

Note: Website must be updated frequently. There is no point in having a website if new content is added only once every few months. People will stop relying on it as a resource and will likely view it as a waste of taxpayer money.

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The Importance of a User-Friendly Website

Good Examples of Local Government Websites

- Montgomery County – www.montgomeryco.net
- Delaware County – www.co.delaware.in.us
- Tippecanoe County – www.county.tippecanoe.in.us/
- Amherst County, VA – www.countyofamherst.com
- Fishers, IN – www.fishers.in.us

Websites are products of eGov Strategies, LLC, 233 South McCrea St., Ste. 600, Indianapolis, IN 46204 /Toll Free: 877.634.3468 / www.egovstrategies.com

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The Social Media Revolution

Why use social media outlets to get your message out?

- It's free
- Message gets out IMMEDIATELY
- Creates Image of forward thinking management
- You have control over the message
- Develop positive relationships with the public

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The Social Media Revolution

Getting Started

- Decide what kinds of messages to send
- Identify the audience for this medium
- Identify which social media sites to use
- Entrust one or two people on your staff to be in charge of setting up/maintaining the sites

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The Social Media Revolution

Getting Started

- Identify avenues to promote this new tool
 - News Releases
 - Announcements during public meetings
 - Radio PSA's (*see PSA sample script at end of packet*)
 - Word of mouth and email invites to friends
 - Utility Bills

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The Social Media Revolution

Social Networking Sites

- Facebook (<http://www.facebook.com/>)
175 Million users worldwide and growing (all ages)
- Twitter (<http://twitter.com/>)
- Myspace (<http://www.myspace.com>)

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The Social Media Revolution

Messages for These Sites

- Emergencies: Weather, Utilities, Roads, etc.
- Upcoming road projects
- Promote the good things you are doing – things that media won't necessarily cover
- Information to clear up inaccuracies in news reports (do this sparingly)
- Anything you would put out in a news release
- Blogs (Allows people to subscribe to your notes)

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The Social Media Revolution

Important Things to Keep in Mind

- This should NOT be a replacement for website, but rather, a supplement to your overall public relations strategy.
- Be careful to AVOID using city pages for political messaging / City-Town Business only.

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Community Events/Programs

Involvement Boosts Public Image

- Festivals
 - Clean Port-a-Johns
 - Quick Street Sweeps following festivals
- Parades (*not just for fire engines*)
- Promote Adopt-a-Road projects
- Promote Recycling
- Involve/Educate Students through Scout Troop Meetings

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A Good PR Strategy Starts Internally

Hear From The Experts

Media Panel

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A Solid Public Relations Strategy

It's More Than Just Knowing
How to Talk to the Media

Questions & Answers

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Communications Resources

- Communications Style Test
(Also in Handouts Section of this Packet)
<http://matrix.scranton.edu/humanresources/communication-styles-handout-leadership.pdf>
- Jung Typology Test
<http://www.humanmetrics.com/cgi-win/JTypes2.asp>
- Public Access Counselor
(Examples on how to handle public records requests)
www.in.gov/PAC

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INDYSTAR.COM

February 1, 2009

City's grades on snow test have a long way to go

With apologies to Bob Kravitz, we on the news side of things here decided to do our own Report Card. Bob, of course, grades the Colts' performance each week during the football season. So what am I grading today? The city's response to more than a foot of snow last week.

Overall response

C I can hear the screaming already. Some people will surely demand an "F" for last week's effort. But I'm grading on a curve here. Why? First, this city has not traditionally taken snow removal as seriously as some cities, such as Chicago, where an unplowed side street is considered a sin. Second, this was one of the largest snowfalls in recorded history. It's hard to expect the city to base the size of its snow-fighting division on a once-in-a-decade storm. Still, it's unacceptable that Downtown and major arteries such as 38th Street were covered with snow long after the storm stopped. And how can a city declare — as this one long has — that plowing side streets is optional? Does that mean property taxes for people who live on side streets also are optional?

Speed

D Come on: Why were drivers continuing to slip and slide during the Thursday morning commute, nearly 24 hours after the end of snow? Yes, there was a lot of snow. But it wasn't blowing, and many people stayed home Wednesday and Thursday, offering the city a great opportunity to get the job done. Mayor Greg Ballard talks often about making the nuts and bolts of government more effective. He should start by increasing the number of snowplow contractors the city has on speed dial. By Thursday, suburban commuters were talking about how smooth the streets were in places such as Carmel and Greenwood, but how their drives worsened the second they crossed into Marion County.

Effort

C+ The plow drivers deserve an "A," of course. Hopefully, they will have plenty of overtime pay to enjoy. But as for the overall effort, here's hoping this wasn't really Indy's best effort. As I said earlier, this city doesn't have a grand tradition when it comes to plowing snow. Every year or so, a snowstorm snarls traffic and angers the locals. In the end, the city has put little effort into dramatically improving on this front.

Mayor's reaction

D So first Ballard tells WTHR (Channel 13) that the snow removal effort was "going perfect." Huh? For now, we'll consider that the top contender for Overstatement of the Year, and we'll put it in the same category as "Mission accomplished." Then, as Ballard's administration was announcing many side streets would not be plowed, he boarded a plane for sunny Florida. He headed there to check out the Super Bowl, in anticipation of Indianapolis hosting the big game in 2012. That's a defensible trip. But for the record, if the mayor continues to do things such as call last week's snow fight "perfect," he won't be mayor in 2012. He's up for re-election in 2011, after all.

Template: Radio Public Service Announcement Scripts

The following are announcer-read PSA scripts. Print them on your letterhead and ask your local radio stations to read them, or you could have them professionally recorded and then distribute the recordings to local radio stations. You might also adapt them to be read over school PA systems in the mornings.

Radio Announcer PSA Scripts Samples for Municipalities

:30-second General PSA/Station Read – City Facebook Page Announcement

THE CITY OF **(INSERT CITY NAME)** IS NOW ON FACEBOOK! IF YOU ARE A FACEBOOK USER AND WANT TO KEEP UP TO DATE ON THINGS LIKE ROAD CLOSURES, UTILITY EMERGENCIES, NOTICES OF IMPORTANT PUBLIC MEETINGS AND MORE, JOIN OUR “FAN” CLUB. SIMPLY SIGN ONTO FACEBOOK-DOT-COM AND SEARCH FOR **(INSERT CITY NAME)**, INDIANA AND CLICK TO “BECOME A FAN” OF OUR PAGE. STAY INFORMED OF WHAT’S HAPPENING IN YOUR COMMUNITY AND JOIN THE **(INSERT CITY NAME)** FACEBOOK FAN CLUB. FOR INFO GO TO **(INSERT CITY WEBSITE URL)**

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:30-second PSA/Station Read – Earth Day Clean-Up

THE CITY OF **(INSERT CITY NAME)** AND _____ ARE TEAMING UP THIS EARTH DAY TO MAKE THE CITY OF **(INSERT CITY NAME)** AN EVEN LOVELIER PLACE TO LIVE. BUT THEY CAN’T DO IT ALONE. THEY NEED YOUR HANDS AND FEET FOR A COUNTY WIDE CLEAN-UP EFFORT ON **(DAY OF THE WEEK & DATE)**. THEY WILL MEET AT **(TIME)** AT **(LOCATION)** FOR DONUTS, COFFEE AND A QUICK BRIEFING. BE SURE TO WEAR YOUR WALKING SHOES AND BRING SOME FRIENDS FOR THE CITY OF **(INSERT CITY NAME)** EARTH CLEAN-UP. FOR MORE INFORMATION VISIT **(INSERT CITY’S WEBSITE URL)**

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FOR IMMEDIATE RELEASE:

February 12, 2009

AIC Supports Provisions Offered in HB 1656 for Road Funding

The Association of Indiana Counties (AIC) applauds members of the Indiana House of Representatives for passing measures that ensure Indiana Counties will receive much needed funding for road projects. House Bill 1656, authored by State Representative Terri Austin (D-Anderson), would provide \$500 million to counties. Another \$500 million would be distributed to cities and towns.

“Receiving adequate funding to maintain Indiana roads is a growing concern for Indiana Counties,” said Association of Indiana Counties Executive Director David Bottorff. *“We are glad to see the bipartisan effort that went into getting this measure passed out of the House.”*

The bill, as it was passed out of the House, would allow for local capital improvements such as bridge and road repairs, sidewalk upgrades as well as many other kinds of projects. Many state legislators see this as Indiana’s version of a stimulus package.

“We are happy to see that this issue is being discussed. We believe that local road funding must remain a priority during this legislative session,” said Bottorff. *“It is critical for Indiana’s economy to have additional funding for county road projects and we are hopeful that some form of legislation which includes county road funding will be enacted by Governor Daniels this year.”* said Bottorff.

For a breakdown of the dollars that would be allocated under the bill by county and city, please see the PDF attachment with this news release. The source of the breakdown is the Legislative Services Agency.

The Association of Indiana Counties, Inc. is a nonprofit organization that was established in 1957 for the betterment of county government. The various functions of the AIC include lobbying the Indiana General Assembly on behalf of counties, serving as liaison among counties, state and federal agencies as well as providing technical assistance and training to county officials and employees.

###

Communication Styles: A Self-Assessment Exercise

Instructions: Please select from each pair of attributes the one which is most typical of your personality. No pair is an either-or proposal. Make your choice as spontaneously as possible. There is no wrong answer.

- | | |
|---|---|
| 1. I like action. | 19. I think I am good at reading people. |
| 2. I deal with problems in a systematic way. | 20. I like creative problem solving. |
| 3. I believe that teams are more effective than individuals. | 21. I extrapolate and project all the time. |
| 4. I enjoy innovation very much. | 22. I am sensitive to others' needs. |
| 5. I am more interested in the future than in the past. | 23. Planning is the key to success. |
| 6. I enjoy working with people. | 24. I become impatient with long deliberations. |
| 7. I like to attend well-organized group meetings. | 25. I am cool under pressure. |
| 8. Deadlines are important for me. | 26. I value experience very much. |
| 9. I cannot stand procrastination. | 27. I listen to people. |
| 10. I believe that new ideas have to be tested before being used. | 28. People say that I am a fast thinker. |
| 11. I enjoy the stimulation of interaction with others. | 29. Cooperation is a key word for me. |
| 12. I am always looking for new possibilities. | 30. I use logical methods to test alternatives. |
| 13. I want to set up my own objectives. | 31. I like to handle several projects at the same time. |
| 14. When I start something, I go through until the end. | 32. I always question myself. |
| 15. I basically try to understand other people's emotions. | 33. I learn by doing. |
| 16. I do challenge people around me. | 34. I believe that my head rules my heart. |
| 17. I look forward to receiving feedback on my performance. | 35. I can predict how others may react to a certain action. |
| 18. I find the step-by-step approach very effective. | 36. I do not like details. |
| | 37. Analysis should always precede action. |
| | 38. I am able to assess the climate of a group. |
| | 39. I have a tendency to start things and not |

- finish them up.
40. I perceive myself as decisive.
41. I search for challenging tasks.
42. I rely on observation and data.
43. I can express my feelings openly.
44. I like to design new projects.
45. I enjoy reading very much.
46. I perceive myself as a facilitator.
47. I like to focus on one issue at a time.
48. I like to achieve.
49. I enjoy learning about others.
50. I like variety.
51. Facts speak for themselves.
52. I use my imagination as much as possible.
53. I am impatient with long, slow assignments.
54. My mind never stops working.
55. Key decisions have to be made in a cautious way.
56. I strongly believe that people need each other to get work done.
57. I usually make decisions without thinking too much.
58. Emotions create problems.
59. I like to be liked by others.
60. I can put two and two together very quickly.
61. I try out my new ideas on people.
62. I believe in the scientific approach.
63. I like to get things done.
64. Good relationships are essential.
65. I am impulsive.
66. I accept differences in people.
67. Communicating with people is an end in itself.
68. I like to be intellectually stimulated.
69. I like to organize.
70. I usually jump from one task to another.
71. Talking and working with people is a creative art.
72. Self-actualization is a key word for me.
73. I enjoy playing with ideas.
74. I dislike wasting my time.
75. I enjoy doing what I am good at.
76. I learn by interacting with others.
77. I find abstractions interesting and enjoyable.
78. I am patient with details.
79. I like brief, to the point statements.
80. I feel confident in myself.

Scoring Sheet for the Communication Styles Assessment

Instructions: Circle the items you have selected and add up the totals for each style (one point per answer). The maximum is 20 per style and your total for the four styles should be 40.

<u>Style</u>	<u>Circle your answer here</u>	<u>Total Score</u> (max: 20)
Style 1	1 - 8 - 9 - 13 - 17 - 24 - 26 - 31 - 33 - 40 - 41 - 48 - 50 - 53 - 57 - 63 - 65 - 70 - 74 - 79	_____
Style 2	2 - 7 - 10 - 14 - 18 - 23 - 25 - 30 - 34 - 37 - 42 - 47 - 51 - 55 - 58 - 62 - 66 - 69 - 75 - 78	_____
Style 3	3 - 6 - 11 - 15 - 19 - 22 - 27 - 29 - 35 - 38 - 43 - 46 - 49 - 56 - 59 - 64 - 67 - 71 - 76 - 80	_____
Style 4	4 - 5 - 12 - 16 - 20 - 21 - 28 - 32 - 36 - 39 - 44 - 45 - 52 - 54 - 60 - 61 - 68 - 72 - 73 - 77	_____

The Four Communication Styles

<p style="text-align: center;">Style 1</p> <p>WHAT</p> <p>Results Objectives Achieving Doing</p> <p style="text-align: center;">ACTION (A)</p>	<p style="text-align: center;">Style 2</p> <p style="text-align: right;">HOW</p> <p style="text-align: right;">Strategies Organization Facts</p> <p style="text-align: center;">PROCESS (PR)</p>
<p style="text-align: center;">IDEA (I)</p> <p>WHY</p> <p>Concepts Theories Innovation</p>	<p style="text-align: center;">PEOPLE (PE)</p> <p style="text-align: right;">WHO</p> <p style="text-align: right;">Communication Relationships Teamwork</p>
<p style="text-align: center;">Style 4</p>	<p style="text-align: center;">Style 3</p>

The Main Characteristics of Communication Styles

STYLE	CONTENT-People with this style talk about:	PROCESS-People with this style are:	
ACTION (A)	<ul style="list-style-type: none"> Results Objectives Performance Productivity Efficiency Moving ahead Decisions 	<ul style="list-style-type: none"> Responsibility Feedback Experience Challenges Achievements Change 	<ul style="list-style-type: none"> Pragmatic (down to earth) Direct (to the point) Impatient Decisive Quick (jump from idea to idea) Energetic (challenge others)
PROCESS (PR)	<ul style="list-style-type: none"> Facts Procedures Planning Organizing Controlling Testing 	<ul style="list-style-type: none"> Trying out Analysis Observations Proof Details 	<ul style="list-style-type: none"> Systematic (step-by-step) Logical (cause and effect) Factual Verbose Unemotional Cautious Patient
PEOPLE (PE)	<ul style="list-style-type: none"> People Needs Motivation Teamwork Communications Feelings Team spirit Understanding 	<ul style="list-style-type: none"> Self-development Sensitivity Awareness Cooperation Beliefs Values Expectations Relations 	<ul style="list-style-type: none"> Spontaneous Empathetic Warm Subjective Emotional Perceptive Sensitive
IDEA (I)	<ul style="list-style-type: none"> Concepts Innovation Interdependence New ways New methods Improving Problems Alternatives 	<ul style="list-style-type: none"> What's new in the field Creativity Opportunities Possibilities Grand designs Issues Potential 	<ul style="list-style-type: none"> Imaginative Charismatic Difficult to understand Ego-centered Unrealistic Creative Full of ideas Provocative

Adjusting to Other Communication Styles

Communicating with an Action (A) oriented person:

- ☐ Focus on the result first; state the conclusion at the outset.
- ☐ State your best recommendation; do not offer many alternatives.
- ☐ Be as brief as possible.
- ☐ Emphasize the practicality of your ideas.
- ☐ Use visual aids.

Communicating with a Process (PR) oriented person:

- ☐ Be precise; state the facts.
- ☐ Organize your discussion in a logical order:
 - ☐ Background
 - ☐ Present situation
 - ☐ Outcome
- ☐ Break down your recommendations.
- ☐ Include options and alternatives with pros and cons.
- ☐ Do not rush a process-oriented person.
- ☐ Outline your proposal.

Communicating with a People (PE) oriented person:

- ☐ Allow for small talk; do not start the discussion right away.
- ☐ Stress the relationship between your proposal and the people concerned.
- ☐ Show how the idea worked well in the past.
- ☐ Indicate support from well-respected people.
- ☐ Use an informal writing style.

Communicating with an Idea (I) oriented person:

- ☐ Allow enough time for discussion.
- ☐ Do not get impatient when he or she goes off on tangents.
- ☐ Try to relate the discussed topic to a broader concept or idea
- ☐ Stress the uniqueness of the idea or topic at hand.
- ☐ Emphasize future value or relate the impact of the idea to the future.
- ☐ If writing, try to stress the key concepts that underlie your recommendation at the outset. Start with an overall statement and work toward the particulars.

4 pages to this test - Must complete online for evaluation
(see web address at bottom of this page)

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HumanMetrics

Jung Typology Test™

After completing the questionnaire, you will obtain:

- Your type formula according to Carl Jung and Isabel Myers-Briggs typology along with the strengths of the preferences
- The description of your personality type
- The list of occupations and educational institutions where you can get relevant degree or training, most suitable for your personality type - Jung Career Indicator™

For Organizations and Professionals

Organizations and specialists interested in Jung personality assessments for team building, candidate assessment, leadership, career development, psychographics - visit **HRPersonality™** for practical and validated instruments and professional services.

1. You are almost never late for your appointments
 YES NO
2. You like to be engaged in an active and fast-paced job
 YES NO
3. You enjoy having a wide circle of acquaintances
 YES NO
4. You feel involved when watching TV soaps
 YES NO
5. You are usually the first to react to a sudden event: the telephone ringing or unexpected question
 YES NO
6. You are more interested in a general idea than in the details of its realization
 YES NO
7. You tend to be unbiased even if this might endanger your good relations with people
 YES NO
8. Strict observance of the established rules is likely to prevent a good outcome
 YES NO
9. It's difficult to get you excited
 YES NO
10. It is in your nature to assume responsibility
 YES NO
11. You often think about humankind and its destiny
 YES NO
12. You believe the best decision is one that can be easily changed
 YES NO
13. Objective criticism is always useful in any activity
 YES NO
14. You prefer to act immediately rather than speculate about various options
 YES NO
15. You trust reason rather than feelings

↙ Visit this website to take this test

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- YES NO
16. You are inclined to rely more on improvisation than on careful planning
 YES NO
17. You spend your leisure time actively socializing with a group of people, attending parties, shopping, etc.
 YES NO
18. You usually plan your actions in advance
 YES NO
19. Your actions are frequently influenced by emotions
 YES NO
20. You are a person somewhat reserved and distant in communication
 YES NO
21. You know how to put every minute of your time to good purpose
 YES NO
22. You readily help people while asking nothing in return
 YES NO
23. You often contemplate about the complexity of life
 YES NO
24. After prolonged socializing you feel you need to get away and be alone
 YES NO
25. You often do jobs in a hurry
 YES NO
26. You easily see the general principle behind specific occurrences
 YES NO
27. You frequently and easily express your feelings and emotions
 YES NO
28. You find it difficult to speak loudly
 YES NO
29. You get bored if you have to read theoretical books
 YES NO
30. You tend to sympathize with other people
 YES NO
31. You value justice higher than mercy
 YES NO
32. You rapidly get involved in social life at a new workplace
 YES NO
33. The more people with whom you speak, the better you feel
 YES NO
34. You tend to rely on your experience rather than on theoretical alternatives
 YES NO
-
35. You like to keep a check on how things are progressing
 YES NO
36. You easily empathize with the concerns of other people
 YES NO

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37. Often you prefer to read a book than go to a party
 YES NO
38. You enjoy being at the center of events in which other people are directly involved
 YES NO
39. You are more inclined to experiment than to follow familiar approaches
 YES NO
40. You avoid being bound by obligations
 YES NO
41. You are strongly touched by the stories about people's troubles
 YES NO
42. Deadlines seem to you to be of relative, rather than absolute, importance
 YES NO
43. You prefer to isolate yourself from outside noises
 YES NO
44. It's essential for you to try things with your own hands
 YES NO
45. You think that almost everything can be analyzed
 YES NO
46. You do your best to complete a task on time
 YES NO
47. You take pleasure in putting things in order
 YES NO
48. You feel at ease in a crowd
 YES NO
49. You have good control over your desires and temptations
 YES NO
50. You easily understand new theoretical principles
 YES NO
51. The process of searching for solution is more important to you than the solution itself
 YES NO
52. You usually place yourself nearer to the side than in the center of the room
 YES NO
53. When solving a problem you would rather follow a familiar approach than seek a new one
 YES NO
54. You try to stand firmly by your principles
 YES NO
55. A thirst for adventure is close to your heart
 YES NO
56. You prefer meeting in small groups to interaction with lots of people
 YES NO
-
57. When considering a situation you pay more attention to the current situation and less to a possible sequence of events
 YES NO
58. You consider the scientific approach to be the best
 YES NO

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59. You find it difficult to talk about your feelings
 YES NO
60. You often spend time thinking of how things could be improved
 YES NO
61. Your decisions are based more on the feelings of a moment than on the careful planning
 YES NO
62. You prefer to spend your leisure time alone or relaxing in a tranquil family atmosphere
 YES NO
63. You feel more comfortable sticking to conventional ways
 YES NO
64. You are easily affected by strong emotions
 YES NO
65. You are always looking for opportunities
 YES NO
66. Your desk, workbench etc. is usually neat and orderly
 YES NO
67. As a rule, current preoccupations worry you more than your future plans
 YES NO
68. You get pleasure from solitary walks
 YES NO
69. It is easy for you to communicate in social situations
 YES NO
70. You are consistent in your habits
 YES NO
71. You willingly involve yourself in matters which engage your sympathies
 YES NO
72. You easily perceive various ways in which events could develop
 YES NO

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