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# Foreword

We are all different! You know you do not have to be a rocket scientist to know this. However, when it comes to dealing with the people who do not have the same personality like yours, how would you react?

Just because you have been a joker, it does not mean you can make a CEO of a multi-national company laughs. Just because you are passionate about people, it does not mean your boss thinks the same way like you do. Just because you do not want to hurt your best friend, it does not mean you should withhold the unpleasant information (being cheated by the boyfriend) from her.

When I was working in a jewelry company, I had no idea what was wrong with my boss that he kept pushing the limit of his employers to work overtime. When that happened, some of the staffs start mumbling and complaining about not having enough time to spend with their families or loved ones. To these staffs, relationships with their loved ones mean a lot to them.

On the other hand, my boss had a totally different idea about the entire incident. There was only one thing in his mind – delivering the promise, best products and excellent service to his big client. It is not difficult to understand why he kept pushing the staffs to the limit. No matter what it takes, his priority to keep his business staying at the top in the industry.

It took me a while to understand this.

In this e-book, you will learn and understand much more about the different types of personalities. While everyone is unique, you can generally

group them into 9 types: Controller, promoter, analyzer, supporter, controller/analyzer, promoter/controller, promoter supporter, supporter analyzer and centric.

Don't worry if you do not know what these terms mean. As you journey together with this e-book, you are going to get acquainted with these personalities and your benefit?

Understand them better and know how to deal with them effectively.

Each personality type will be discussed in their areas of attributes, strengths, weaknesses and the right way to deal with them.

Are you ready?

Great! Welcome to the Personality Vault!

***The 9 Personality Types***  
***Find Out The Different Personality Types And Learn How to Deal With It***

# Chapter 1:

## *Understanding The Controller Personality*

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### Synopsis

Do you have what it takes to be a controller? What does it mean to have the controller mindset and conduct? Don't be scared by the term of controller. As you learn their attributes in this chapter, you are going to be equipped to deal with them effectively.

This chapter talks about:

- The Attributes of the Controller Personality
- A Controller's Strengths
- A Controller's Weaknesses
- How to Deal With a Controller?

Not all of us like the terms of controllers but you will learn exactly why you need these controllers on earth to make the world a better place to be.

## **The Attributes of the Controller Personality**

A controller is usually someone who takes initiative in doing things naturally. They are the ones who have no problems with decision making. These people appear to be strong-willed, confident, capable and efficient.

When controllers are hanging out with their friends, they will come out with ideas of the activities. They will decide where the places will be and who will be in-charge of a certain task. When a controller is running his own company, he knows exactly which direction to head to. In a family, if a husband is a controller, the wife and children will not need to worry about a thing simply because the husband has already made all the decisions.

This group of people is very task-oriented. Whenever a task is given to them, you can be sure they are in good hands and know they will get it done on time. Their motto is this – no matter what it takes, it has to be done.

How about the sensitive side of them? Well, if you are a lady and looking for a new age sensitive guy, controllers are going to disappoint you.

Controllers appear to be insensitive and emotions will not normally affect them in any way. While some of your friends may not even dare to confront you of your wrongdoings, these people have no problems with it comes to confrontation.

## **A Controller's Strengths**

**Get Things Done:** A controller's performance is always almost certain. Not only that they get things done right, but also fast and on time. They will use all the resources available and the only thing they want to save is time. Even money is not so much of a big deal when it comes to solving problems.

**Remain Calm Under Pressure:** Have you seen people who cannot work under pressure? Are you one of them? If you are, controllers can definitely help you to overcome if you model after their character. They remain calm when problems arise and are still able to make rational and wise decisions.

**Innovative:** Yes, they are innovative. If you put them in the middle of a jungle, they are probably the last ones to starve to death because they will find various ways to keep themselves alive.

If you have heard Air Asia, a budget domestic airline in Malaysia, they are pretty good in innovation. The CEO, Tony Fernandes took over the directorship of the airline while it was still losing money. However, through his innovative creativity, he was able to turn the airlines around. He changed the entire booking system to online and sales started to boost. It has expanded and still expanding ever since. Not only they are routing domestic flights today, they are also operating flights to other countries like Singapore, Indonesia, Macau, England, Australia and New Zealand. Even MAS Airlines (Malaysia Airlines), couldn't keep up with the competition.

I like their motto and it goes like this – We Innovate, Others Imitate!

**Recognized Leadership:** Since controllers are the ones who start the ball rolling, they are often recognized of their leadership and authorities. Some people call them the born leader, even many leaders are made.