| **Temperament** |
|-----------------|-----------------|
| **SpeedReading Clues & SpeedREACHing Tips** |

### Traditionalist SJ

**SpeedReading Clues**

- Serious, no-nonsense, in-charge manner
- Cite lots of facts, details & specifics
- Meticulous, focused and on task
- Formal when in “work mode”
- Like to offer practical advise
- Quick! Walkers, talkers, deciders and executers

**SpeedReaching Tips**

- Be direct, formal & prepared
- Respect their time & schedule; stick to agenda
- Listen! They will tell you what they want/need
- Present sequentially, support with facts, data
- Respond directly to each concern
- Follow through, do exactly what you say you will

### Experiencer SP

**SpeedReading Clues**

- Approachable, relaxed, casual demeanor
- Notice & remember lots of facts & details
- Informal with down-to-earth speech
- Playful while in “work mode”
- In the moment quick responders
- Laugh easily and use humor often

**SpeedReaching Tips**

- Be easy going; make experience fun
- Give facts & specifics (not big picture)
- Be flexible; avoid sounding too pushy or formal
- Clarify specific actions to be taken
- Keep it short and to the point
- Focus on concrete, immediate benefits

### Conceptualizer NT

**SpeedReading Clues**

- Use complex language and sentences
- Connect ideas, theories and concepts
- Debate issues for fun; challenge to understand
- Set high standards for themselves and others
- May offer expert opinions
- Like to strategize about future implications

**SpeedReaching Tips**

- Start with the big picture
- Support your position using logic
- Talk about innovative future possibilities
- Ask questions; solicit “ideal solution”
- Avoid details until they ask
- Expect “push-back”; be assertive

### Idealist NF

**SpeedReading Clues**

- Good communicators; easy to talk with
- Seek to make a personal connection
- Speak with passion & use “value” words
- Eager to be helpful & collaborate
- Aim for long term positive impact on people
- Offer creative ideas & perspectives

**SpeedReaching Tips**

- Be cooperative; don’t compete or argue
- Smile and maintain eye contact
- Ask about & show enthusiasm for their ideas
- Connect on a personal level
- Focus on the long term effects on people
- Ask for their help & be helpful to them

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