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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Driven to Succeed!

By John Boe

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A working understanding of temperament styles (personality types) will have a profound impact on the way you perceive yourself and will greatly enhance all of your relationships. If you are a salesperson, this information will significantly increase your sales effectiveness by enabling you to build trust and rapport quickly with your prospects and customers. Business owners and managers find this knowledge invaluable. It can improve the way you supervise your employees and allow you to recruit more effectively. As a parent, it can dramatically improve the way you relate to your children. If you are single, it can provide you insight into selecting a compatible mate.

Hippocrates, the father of medicine, has been credited with originating the basic theory of temperament styles twenty-four hundred years ago. Hippocrates believed that we are born with a combination of four genetic influences that he called humors; Choleric (Worker), Sanguine (Talker), Phlegmatic (Watcher), and Melancholy (Thinker). He observed that these four styles have a direct influence on our physiology, character traits and outlook on life. In fact, the word temperament which is commonly used to describe personality types is a Latin term which means, "a mixing in due portion." While we are each born with a primary temperament, our personality is comprised of all four styles. My temperament training system gives you the tools and knowledge to recognize a person's primary temperament style through observation. Each primary temperament style exhibits a body language preference and has distinctive physical features and characteristics that are neither gender, race, nor age specific. This is a significant breakthrough in the study of temperament understanding because it is a practical system that can be used with everyone you meet. My temperament-training program allows you to put this information to use in your day-to-day encounters from the boardroom to the kitchen table. This article showcases the Choleric/Worker temperament style.

The Worker temperament style is the D, or Driver, in the D.I.S.C temperament profiling system. The Worker is extroverted and aggressive by nature. They are natural born leaders that can make decisions. They are "results oriented" and have a "bottom line" approach to life. This style is the classic "Workaholic or Type A" personality. They are driven to succeed! The Worker temperament style will overcome opposition to accomplish results. When assigning them a task, do not tell them how to do something, instead give them the project and the results you expect - then turn them loose! The

Worker enjoys figuring out the fastest way to get the expected results accomplished.

Workers want to be in charge, they seek power and control. They often appear to others as pushy and insensitive. The Worker's motto is, "If I wanted your opinion, I would have given it to you." Workers are risk takers and pride themselves on making quick decisions. Under pressure they will work harder and may lose their temper. When they get angry, their pattern is to blow up like a volcano and then get over their anger quickly. They dislike small talk. When the Worker is around an expressive Talker, they tend to view them as "all talk and no action" or as they say in Texas, "big hat and no cattle!" Workers are impatient and extremely time sensitive. Legendary football coach Vince Lombardy displayed classic Worker traits and was known for his time sensitivity. Coach Lombardy had a personal habit of setting his watch fifteen minutes early. When Lombardy scheduled a meeting, any player or assistant coach that wasn't ready to go fifteen minutes early was considered late for that meeting!

Physically, Workers are large, powerful people with broad shoulders. When you think of a Worker, think of people like, John Wayne, Pete Rose, Bea Arthur, Jim Brown, Joseph Stalin, Bobby Knight, O.J. Simpson, George C. Scott, George S. Patton, Janet Reno, Vince Lombardy, Mean Joe Green and Mike Tyson.

Worker's Positive Traits

Confident – Self-reliant – Decisive – Determined – Independent – Practical

Worker's Negative Traits

Domineering – Aggressive – Insensitive – Impatient – Controlling – Demanding

Worker Behaviors

1. Appears confident and in control.
2. Acts first and thinks later.
3. Ignores small talk.
4. May become angry in traffic or other tie-ups.
5. Respects high achievers.
6. Always plays to win.
7. Believes that "The ends justify the means."

How Workers Can Improve

1. Go out of your way to be friendly.
 2. Try not to dominate and control.
 3. Share power by delegating responsibilities.
 4. Don't shout when you feel angry.
 5. Enjoy people, not just work.
 6. Value kindness and gentleness.
- Give credit where credit is due.

John Boe, based in Monterey, CA, helps companies recruit, train and motivate top-quality people. To view his online Video Demo or to have John Boe speak at your next event, visit www.johnboe.com or call (831) 375-3668.

Data Mining And Modelling

By Richard D S Hill

The important processes that have to be clearly delineated for Data Mining, Analysis and Modelling are:

Data model: what data will be available and how will it flow? Data gathering: how will data be gathered both in physical and technological terms? Data gathered: what data will be gathered? Data types: what types of data will be gathered? Data formatting: how will data be held? Data warehousing: where will data be held? Data mining: how will we retrieve data from the warehouse? Information modelling: how will we create models and what of? Information access: how will we access the data models and reports? Presentation & reporting: on what will we report?

Most companies want to know essential information about customers at every point of contact, for example:

Lifetime value X sell and upgrade potential Acquisition cost Channel preferences Loyalty/retention Purchase behaviour patterns

Much of the data that they have will have different frequencies of change, refreshment or occurrence. It will be kept for different periods. In some cases, aggregated data may be kept rather than source data. All of these factors effect the data modelling exercise and the eventual modelling software requirements.

Turning the data into useful information requires:

Identifying the issue(s) Assembling the data set(s) Building models Verify models Interpretation of the results Automation of the delivery

Thereafter, modelling tools and techniques have to be used. These can be divided into two groups: theory driven and data driven.

Theory driven modelling (hypothesis testing) attempts to substantiate or disprove preconceived ideas. Theory driven modelling tools require the user to specify most of the model based on prior knowledge and then tests to see if the model is valid.

Data driven modelling tools automatically create the model based on patterns they find in the data. This also needs to be tested before it can be accepted as valid.

Modelling is an iterative process with the final model usually being a combination of prior knowledge

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and newly discovered information. The engine(s) tools and techniques include:

Statistical techniques Data driven tools Correlation Cluster analysis t-tests Factor analysis Analysis of Variance CHAID (Chi-square Automatic Interaction Detector) decision trees Linear regression Visualisation tools Logistic regression Neural networks Discriminant analysis

Richard Hill is a director of E-CRM Solutions and has spent many years in senior direct and interactive marketing roles. E-CRM

helps you to grow by getting you more customers that

stay with you longer. We provide practical solutions that pay for themselves. We help you to make sure that your marketing works.



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