



University of
South Australia



P

PARENT GUIDE

A guide for engaging with Promoters

The Promoter personality profile

This report is to be read together with your child's mycareermatch report

This report will help parents and caregivers understand and improve relationships with your child or children. Each child has a unique personality that develops as an infant and stays with them for life.

This personality style is constant throughout their lives and determines how they learn, manage their time, tasks and relationships, communicate, respond to stress and form relationships.

Understanding and accepting their style will help you understand why they behave the way they do and to recognise how to motivate, communicate, improve their learning ability, minimize any conflict and enhance your overall relationship with them. When personality styles are not understood conflicts arise and create relationship problems.

This guide uses the four personality styles used in the MyCareerMatch report. Whilst people are a combination of styles the four dominant, **Driver**, **Promoter**, **Supporter** and **Analysers** influence the most.

Analysers

Analysers are Thinkers and are precise, neat, orderly and tidy. They enjoy figuring out how things work and ask lots of questions. They are non aggressive and avoid conflict. They excel at subjects that require thoughtful, logical and creative solutions. They don't like taking risks and are not spontaneous or outwardly enthusiastic. Analysers are perfectionists and set high standards.

Drivers

Drivers are Adventurers and are always looking for excitement so can't sit still. They want to test their limits and enjoy anything that goes fast. They are natural born risk takers who act bold and are often hyperactive. They want to take control and be in charge. They may not follow the rules and are not interested in a tidy room or remembering schedules.

Promoters

Promoters are Socialisers and have a vivid imagination and sense of fantasy. As young children they love to have stories read to them. They live in a world of make believe. Promoters are emotional people and use their gut instinct. They talk a lot. They are enthusiastic and can be oversensitive. They like the limelight and enjoy being the centre of attention.

Supporters

Supporters are Helpers and are naturally concerned and responsible people. They follow the rules and are happy to please others. They respect their elders, parents and teachers. They are dependable. At home Supporters are busy kids. They enjoy being given responsibility for tasks. At school they do well and work hard. They worry about change and prefer routines.

Create a positive climate at home and school

- Promoters love being the centre of attention, so give them opportunities where they can show their talent.
- Your encouragement and enthusiasm are valued by your child.
- Organise activities where they can interact with other people. Quiet days at home don't work well for Promoters, they need to socialise and be active.
- Involve them in other social groups, such as team sports, clubs, music, dance and creative activities.
- Ask them about their friends. Their relationships are important to them.
- Be enthusiastic and optimistic, Promoters are!
- Vary your family routines. They enjoy new things and not everything has to be planned.
- Be prepared to play games. They love parents who participate.
- Agree to the house rules and explain to your child simply why these rules are in place.
- Promoters are great at starting things but sometimes get distracted. Help them finish what they start and praise them for their efforts.
- Create incentives to help them complete projects.
- Don't give them too much to do, they can be overwhelmed. Keep it short and instructions simple.
- Promoters have excellent relationship skills. They usually have lots of friends and will always be on the phone or social media apps. You may have to restrain to certain hours so they can complete other tasks without distraction.
- If they become quiet and not their bubbly self, it's probably because they have a social issue, such as a break up with a friend, or not being invited to a party. Your child wants to be accepted and feel secure.

Help your Promoter child develop

- Managing their time better.
- Being more objective in their decision-making.
- Getting them to stick to priorities and deadlines.
- Being firmer with others and saying no. They can't always attend every party or concert.
- Teach them how to write things down as a way to be more organised.
- Set goals and break down into manageable steps.
- Help them complete tasks and projects they start.
- Explain the importance of attending to details.
- Become more tolerant when dealing with difficult personal situations.
- Understand no matter what they do not everyone will like them.

Communicate in the following way...

- Speed up your conversation, be animated and enthusiastic.
- Give encouragement.
- Be enthusiastic about them and their achievements.
- Provide ideas for transferring talk into action.
- Promoters love reward and recognition. Give plenty.
- Give them lots of hugs and affection.
- Don't be too critical, Promoters are very sensitive to criticism and never put them down in public or in front of their friends.
- Allow them to dream and use their imagination.
- Because they are so enthusiastic they are easily disappointed if things don't happen, so be there to support them.
- They are very creative and want to please you, so don't ignore them.
- Share stories of other people to help motivate them.
- They love to talk and aren't comfortable with silence, so allow them the opportunity to express themselves.
- Promoters can wander with their thoughts and conversations, help keep them on track.
- Avoid doing all the talking yourself, they will get frustrated.
- Keep interruptions of their conversation to a minimum.
- If a problem arises deal with it immediately. To a Promoter there's no time like the present to solve things.
- Promoters dislike arguments and conflict. They can become over dramatic and exaggerate, so avoid getting emotional, stick to the facts.

To encourage Promoters use phrases like...

- I love your enthusiasm, it's very catchy.
- You're a natural leader and organiser.
- I love how well you get along with others.
- You are inspirational.
- You communicate really well.
- You make people feel good.
- What a brilliant idea, you have such a creative imagination.
- I like that you want to participate in everything going on.
- You have a wonderful sense of humour.
- I like your energy and enthusiasm.
- You look for the best in people.
- I like the way you bounce back when things don't go right.
- You're a great storyteller and have a gift of expressing yourself.



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