Regardless of the job, work relies upon interacting successfully with customers, peers, supervisors, or subordinates. This is an especially important concept for managers; most executives who fail do not do so because they lack experience or technical knowledge, but because of their interpersonal skills. Because many management problems that are attributed to others actually result from one’s own behavior, it is important to understand and "manage" your behavior so that you can work with others effectively.

The Wilson Social Styles concept looks at work styles and the way that people interact with each other in the workplace. There are four social styles, and each person has a dominant style that influences the way that he or she works. Observable behaviors are the key to understanding a person's style, and the best way to discover your own style is to obtain feedback from others. No style is better than another. What is important is to recognize your own style, and to be able to adapt your behavior so that it is compatible with the other person's style.

Social behavior is generally agreed to fall into two basic categories:

**Assertiveness** is the degree to which your behavior is seen as being directive or forceful. Everyone at one time or another displays both assertive and nonassertive behaviors, but you tend to primarily exhibit behaviors towards one end or the other.

**Responsiveness** is the degree to which your behavior is seen as emotionally responsive as opposed to emotionally controlled. Although everyone displays both responsive and controlled behaviors at times, your behavior will tend towards a certain level of responsiveness.

The degree to which your behavior is "assertive" and "responsive" determines your social style.
### Analytical Style
**More Asking / More Controlled Behavior**

The Analytical style appears to live life according to the facts, principles, logic and consistency one can find in reality. People with Analytical styles tend to behave in ways which fit into their overall theory and ideas about the world, others may view them as lacking enthusiasm or appearing cold or detached. They project the image of good planners, organizers and problem solvers with the ability to work out tasks systematically. Because of their apparent concern for facts, logic and serious organization of thought coupled with a desire to be "right." Analyticals often display a reluctance to declare a point of view. They have a need to analyze all significant possibilities in an attempt to avoid any chance of making illogical or inconsistent decisions. To an Analytical style, a faith in principles appears to assume greater importance than personal friendships or personal gratification.

**Style Highlights:**
- Slow action
- Historical time frame
- Maximum effort to organize
- Cautious action
- Minimum concern for relationships
- Tends to avoid personal involvement

### Driving Style
**More Telling / More Controlled Behavior**

People with a Driving style appear to know what they want and seem to display little difficulty expressing their conclusions about anything that concerns them. Their slogan is "Let's get it done and get it done now." They tend to focus primarily on the immediate time frame with little concern for the past or future. People with the Driving style appear swift, efficient and to the point. They know what they want and become impatient with delays. They tend to show little concern for the feelings of others or for personal relationships. Some consider their actions harsh, severe, or critical since they give such limited attention to relationships. Others may consider this behavior efficient and decisive. This style seeks control (through the use of power) in situations they think might deny them freedom to act as they wish (to achieve their perceived objectives).

**Style Highlights:**
- Swift action
- Present time frame
- Maximum effort to control
- Direct action
- Minimum concern for caution
- Tends to avoid inaction in relationships

### Amiable Style
**More Asking / More Emoting Behavior**

The Amiable style is relationship oriented. Amiables interpret the world on a personal basis and get involved in the feelings and relationships between people. They prefer to get things done with and through others. Amiables look for personal motives in the actions of others. They may find it difficult to understand that some people react purely from the information at hand, or the practicality of the situation, or from a desire to make the future more interesting and exciting. The Amiables' sensitivity for others often lends joy, warmth and freshness to a social situation. They are often good team players. People tend to readily communicate and share with Amiables. They frequently stick with the comfortable and known. They tend to avoid decisions that might involve personal risks and conflict. As a result, they can appear slow or reluctant to change when the situation demands it.

**Style Highlights:**
- Unhurried action
- Present time frame
- Maximum effort to relate
- Supportive action
- Minimum concern for affecting change
- Tends to avoid conflict

### Expressive Style
**More Telling / More Emoting Behavior**

People with an Expressive style focus their attentions on the future with intuitive visions and outspoken spontaneity. They can be seen as imaginative and creative as they interact with others. Expressives can generate enthusiasm. Their behavior can be intensely stimulating, exciting and fun for those who get caught up in the Expressive's dreams. They tend to make decisions quickly based on how they feel about a situation. They appear warm and approachable, yet competitive for recognition and involvement in relationships. Some see the Expressive's behavior as flighty, impractical and overly emotional. Because of their desire to act on opinions, hunches and intuitions, rather than hard facts, expressive behavior can lead to mistakes and frequent change of direction and focus.

**Style Highlights:**
- Rapid action
- Future time frame
- Maximum effort to involve
- Impulsive action
- Minimum concern for routine
- Tends to avoid isolation