Understanding Personality Types to Enhance Patient Engagement

Recognizing the 4 personality types identified by the Merrill-Reid Model

**Driving**
- Goal-focused
- Competitive
- Task-oriented
- Strong-willed
- Confident & bold
- Business-focused

**Expressive**
- Outspoken & talkative
- Sociable
- Emotional
- Charming
- Spontaneous
- Lively
- Adventurous

**Analytical**
- Highly detailed
- Data-oriented
- Reserved & controlled
- Organized
- Logical
- Accurate

**Amiable**
- Friendly & supportive
- Conflict avoider
- Peacemaker
- Highly sensitive
- Understanding
- Patient
- Adaptable

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Interacting with the 4 personality types identified by the Merrill-Reid Model

**Driving**
- Tell **what** first
- Focus on the present
- Be brief and efficient
- Get to the bottom line
- Allow them to make decisions based on options provided

**Expressive**
- Tell **who** first
- Focus on the future
- Relax time constraints
- Show personal interest and involvement
- Compliment them and recognize accomplishments

**Task-focused**

**People-oriented**

**Analytical**
- Tell **how** first
- Focus on past, present, and future
- Stress facts and data
- Focus on detail and accuracy
- Be quietly patient while they evaluate the data

**Amiable**
- Tell **why** first
- Focus on tradition
- Be friendly and informal
- Detail how to accomplish objectives, 1 item at a time
- Support accomplishments with personal attention