

The Four Styles of People that will be attending your presentation and how to meet their needs

The four CLICK! Colours (red, green, yellow, blue) represent four key sub-personalities that make up every individual, with each of these colours representing a different aspect of our personality.

The creators of the CLICK! Colours spent decades using a variety of personality profiling tools. They analysed 60 different types in developing the CLICK! Model. During their work, they found that clients were seeking a better, faster, more cost-effective and easier way of understanding why people think and behave the way they do. The CLICK! Colours concept and resources were created in response to this need.

- The Analyser
- The Safe Keeper
- The Player
- The Carer



WARNING - We all have an element of each style within us, there's one that we're most comfortable with.

The Analyser

- Has an analytical approach to their work
- Applies logical thinking
- Enjoys problem solving
- Can deal with complex issues

The Safe Keeper

- Has a practical approach to their work
- Risk averse
- They're comfortable in a well organised and structured environment
- Always on time – or early!

The Player

- Has a curious and creative approach to their work
- Enjoys variety
- Likes to take on challenges
- Interested in new innovations

The Carer

- Has a sensitive, people-focused approach to their work
- Enjoys building relationships
- Comfortable in working as a team member
- Good at listening to others

Using the CLICK styles

In your presentation you'll need to engage each of these styles. Importantly you need to avoid just designing the presentation for one style – yours! This is the one that you're most familiar and comfortable with.

At the very least your presentation needs to incorporate:

- Credibility (relevant facts and proof) – to meet the needs of the Analyser
- Structure (moves in a logical sequence) – to meet the needs of the Safe Keeper
- Creativity (keeping people engaged) – to meet the needs of the Player
- A human element (connections, stories) – to meet the needs of the Carer

Use this checklist

You don't need to use all elements of the checklist, use at least one for each style.

The Analyser

- It's OK to give them space to reflect. At the end of your presentation, don't be scared if there's a gap or brief silence when you initially ask for questions
- Never apologise for any element of your presentation. Small font, limited presentation. You're wasting your time – and theirs. Get it right in your design. This is a high priority
- Be calm, strong and assertive. Work to your strengths and don't be daunted. They're here to listen and learn from you
- Clearly highlight your key messages
- Provide factual answers rather than opinions to their answers
- Use logic, data and facts throughout your presentation

The Safe Keeper

- Explain the structure at the start of your presentation – let them know some of the questions that the presentation will answer or what knowledge it will provide
- Be direct and confident – you know your stuff
- Stick to your structure and stick to time
- Identify any risks or uncertainties associated with your work – otherwise they will!

The Player

- Highlight the WIIFM of your presentation
- Provide a sense of excitement or challenge about what you're going to tell them
- Avoid overwhelming them with data
- Intersperse your presentation with ideas or opportunities
- Be clear on your Call to Action – get them focused on what you want them to do next

The Carer

- Connect with them. Tell them something about yourself that gives some insight to you as a person, rather than you in your role
- Refer to the people involved in your project – either colleagues or key stakeholders. Mention something about what they experienced
- Provide them with time to digest facts
- Give reasonable time for questions and discussion
- Be clear on your Call to Action – get them focused on what you want them to do next