

# Persona Negotiation Guide

## D = Dominance



*Own Power & Authority  
Competition  
Winning & Success*



*Loss of Control  
Being taken advantage of  
Own Vulnerability*

## C = Conscientiousness



*Using their Expertise  
Gaining Knowledge  
High Quality*



*Criticism  
Sloppy Approaches  
Fluffy & Generic Arguments*

## I = Influence



*Social Recognition  
Group Activities  
Friendly Relationships*



*Social Rejection  
Being Ignored  
Loss of Influence*

## S = Steadiness



*Stable Environments  
(True) Appreciation  
Cooperation & the chance to help*



*Loss of Stability  
Loss of Harmony  
Offending Others*

