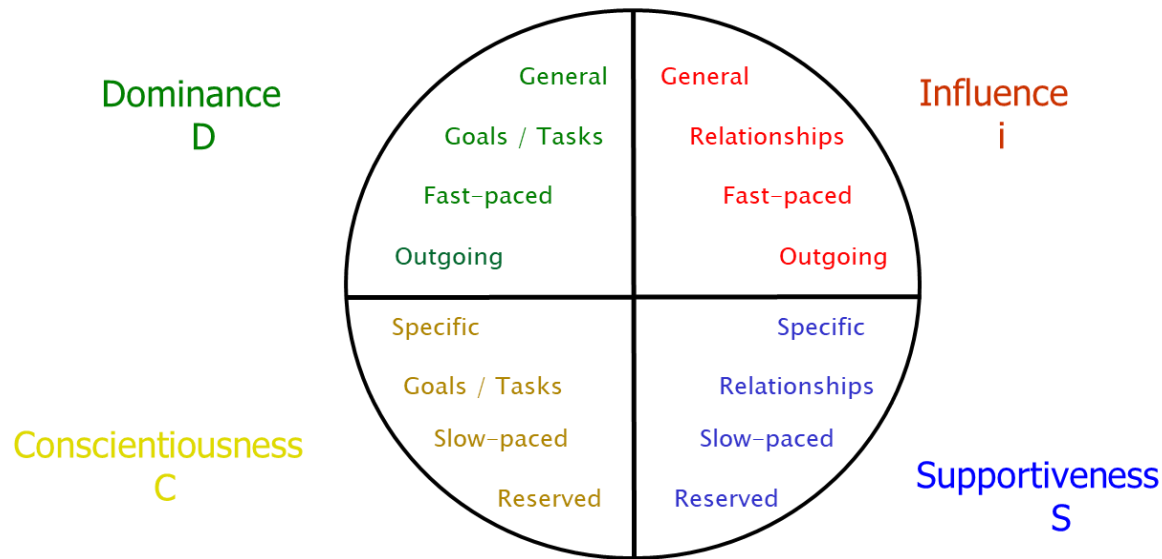


HOW PERSONALITY PROFILES DIFFER BETWEEN CONSULTANTS AND ACCOUNTANTS

Information Needs – Focus – Pace – Social Interaction



Consultants

*Tend to be high **D/I** in order to be proactive, optimistic, results oriented relationship builders*

Accountants

*Tend to be high **C/S** in order to be accurate, reactive, reliable, sceptical trust builders*

And this is the behavioural challenge for accountants making the switch to ‘whole business’ advisory.

But it can be done