



# MBTI® Prime Tradies and Employees at Dulux

Craig Blinco

National Corporate Account Manager

Dulux Australia

# Who am I?

## ◆ ESTJ – Extraverted, Sensing, Thinking & Judging

1. E – Energetic, Engaging & Extraordinary
2. S – Smooth, Stylish & Sophisticated
3. T – Talented, Tenacious & Terrific
4. J – Jovial, Jocose & Jingoistic

Guessing game. Who is this in real life. ?



# Premium Brands



Dulux Paints & Coatings ANZ



Selleys Consumer Products



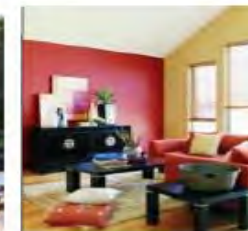
Parchem Construction Products



B&D Garage Doors & Openers



Yates Garden Care



Asia and PNG



Cabinet & Architectural Hardware



*imagine*  
a better place

\* Distributed brand

\*\* DuluxGroup Limited is an Australian company that owns the Dulux trade mark in Australia, New Zealand, Papua New Guinea, Samoa and Fiji only and the Cabot's trade mark in Australia, New Zealand, Papua New Guinea and Fiji only. DuluxGroup is not associated with, and has no connection to, the owners of the Dulux and Cabot's trade marks in any other countries. Nor does it sell Dulux and Cabot's products in any other countries.

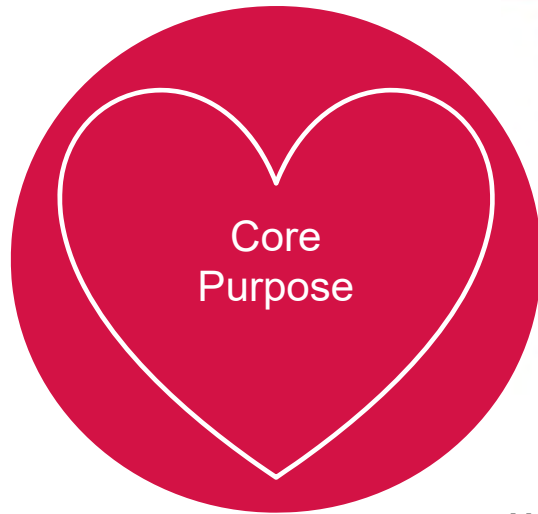
**DuluxGroup**





**YOUR CULTURE  
IS YOUR BRAND**

# WHY we exist...



.....to help our consumers to imagine and create better places and spaces in which to live and work.






# Imagine a better place!

- ◆ At Dulux Group we help our consumers imagine and create better places and spaces in which to live and work



**Be consumer driven, customer focused.**

- Walk in the shoes of our consumers & customers
- Ask, listen, learn and act
- Help your customers win
- Use and understand our products
- Think like tomorrow's consumer



**Unleash your imagination.**

- Challenge the status quo - imagine 'what if'
- Seek, encourage and support new ideas
- Fight for good ideas and don't give up
- Embrace change and get on board
- Be brave - make it happen



**Value people, work safely and respect the environment.**

- Protect yourself and others - work safe, home safe
- Work as a team, win as a team for DuluxGroup
- Behave with respect and integrity, embrace diversity
- Lead, recognise, help others succeed
- Strive to leave our environment better than we found it
- Participate in our communities



**Run the business as your own.**

- Know your role, be accountable & deliver
- Take a responsible approach to costs
- Plan for tomorrow, act today
- Build partnerships that add value
- Be decisive

---

“If you don’t understand people you don’t understand business”

Simon Sinek

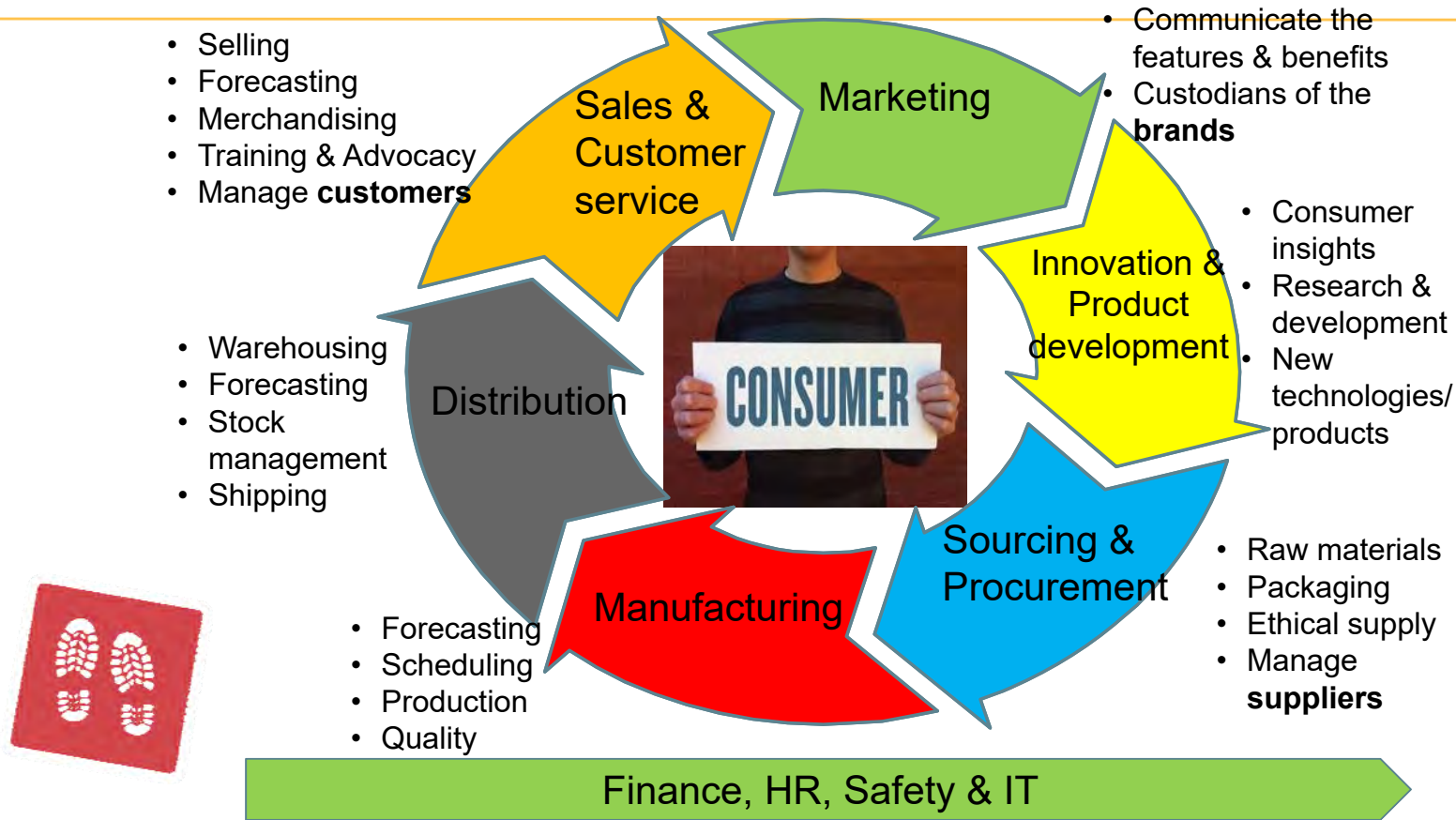








# The Value chain to the consumer



*imagine*  
a better place

Each of us plays a role in the Value Chain. What's yours?

**DuluxGroup**

Grow



## My personal journey



White House Intern

**Monica Lewinsky**



42nd US President

**Bill Clinton**







Understanding people is more important than ever!

---



# The world of Dulux

**UNITED KINGDOM (SCOTLAND)**  
Craig & Rose Decorative Paints



**CHINA (Dalian)**  
ATA Electronic Openers

**CHINA (Dongguan)**  
Decorative Paints and  
Powder Coatings

**MALAYSIA (Selangor)**  
AcraTex Texture Coatings

**PAPUA NEW GUINEA (Lae)**  
Dulux ExoLine

**BEVERLEY**  
Dulux AcraTex Texture Coatings

**MALAGA**  
B&D Garage Doors

**DANDENONG (two sites)**  
Cabot's Woodcare  
Dulux Powder Coatings  
Dulux Protective Coatings

**KILSYTH**  
B&D Garage Doors

**CLAYTON**  
DuluxGroup Head Office  
Dulux Paints and Coatings  
Innovation and Technology Centre

**ROCKLEA**  
Dulux Decorative Paints

**CLONTARF**  
B&D Garage Doors

**WYEE**  
Yates Garden Care

**WYONG**  
Parchem Construction Products

**REVESBY**  
B&D Garage Doors

**PADSTOW**  
Selleys Consumer Products

**MT DRUITT**  
Yates Garden Care

**AUCKLAND**  
Dulux Powder Coatings  
Yates Garden Care  
B&D Garage Doors

**WELLINGTON**  
Dulux Decorative Paints

**CHRISTCHURCH**  
D&D Garage Doors

**MAIN MANUFACTURING SITES**

**REGIONAL SALES AND DISTRIBUTION PRESENCE**

- Cambodia
- Hong Kong
- Indonesia
- Laos
- Myanmar
- Philippines
- Singapore
- Sri Lanka
- Thailand
- Vietnam



## Dr Blinco

- ◆ Qualification: ✓
- ◆ Motivation: ✓
- ◆ Application: ✓



# At Dulux Group

## Sales Professionals



## Call Centres



## Chemists



## Marketing Professionals



## Wisecracks & Bumcracks

---





# Outside the normal environment



Trade Painters



Workshops of up to 50 people



I even tried using it at home!





## The journey to enlightenment!

---



"Everything that irritates us about others can lead us to an understanding of ourselves."

~ Carl Jung



TIPS



## My Tips

share  
YOUR  
STORY



## My Tips

---









Questions?



---

# THANK YOU