

Lead

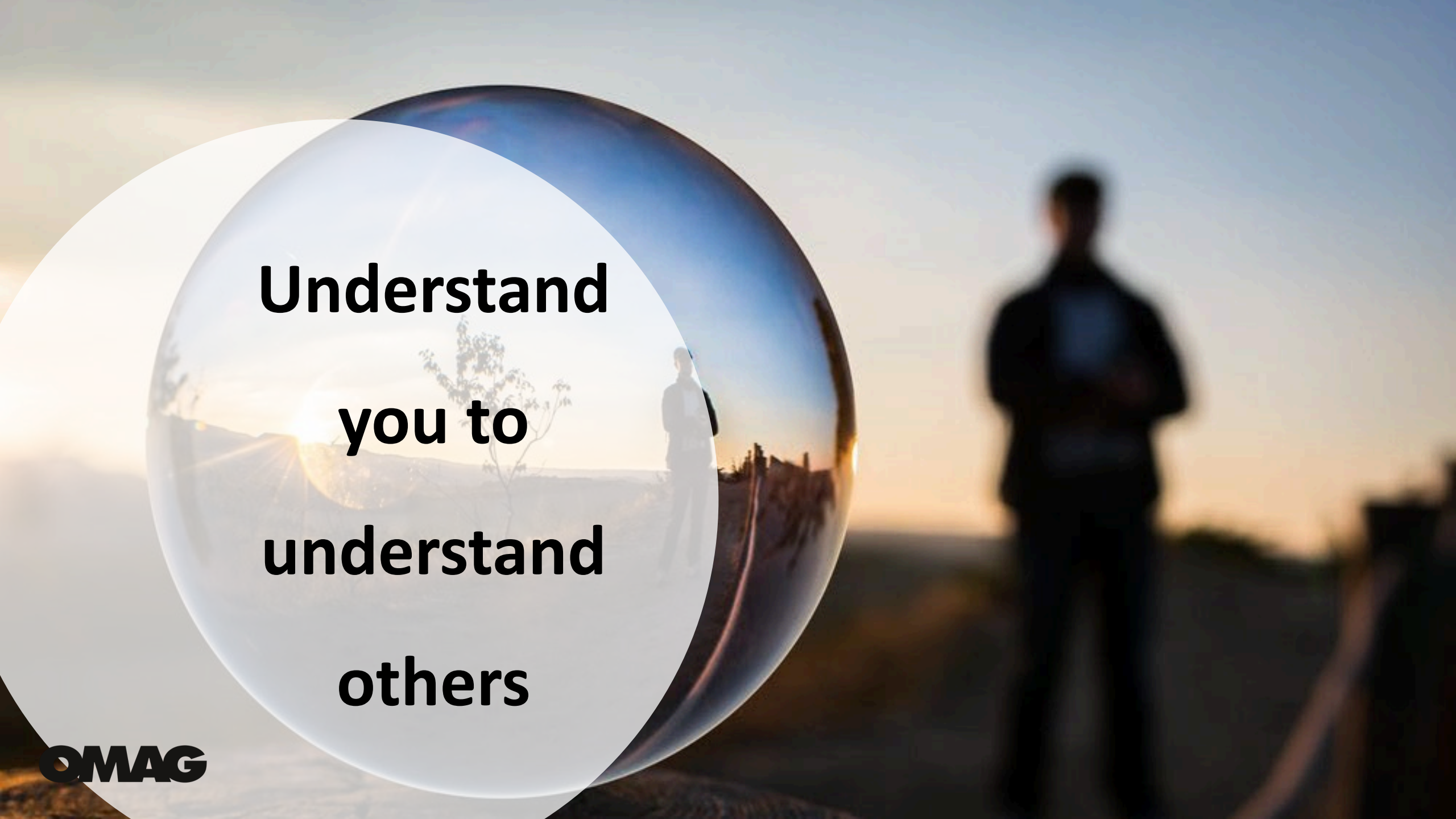
According to Style

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*“Life would be
easy if it weren’t
for the people”*

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**Understand
you to
understand
others**

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What's in it for **you**?

At the end of **Lead According to Style**, you should be able to:

- Describe the four communication styles in behavioral terms
- Identify your preferred communication style
- Develop a strategy to communicate with others according to their style

EXPECTATIONS

- ✓ Your style is not an excuse
- ✓ No style is bad – no judgement
- ✓ Don't label yourself or others



Reflection

Do you process information (think) out loud
OR do you tend to process information, think internally?

Do you tend to make decisions quickly, with little research **OR** do you need a lot of detail?

Your given a project – do you think first about who you will work with **OR** what tasks you'll need to complete?



William Marston

1893-1947

Inventor – lie detector test,
systolic blood pressure test

Writer – Wonder Woman

Psychologist – identified
four Primary Emotions

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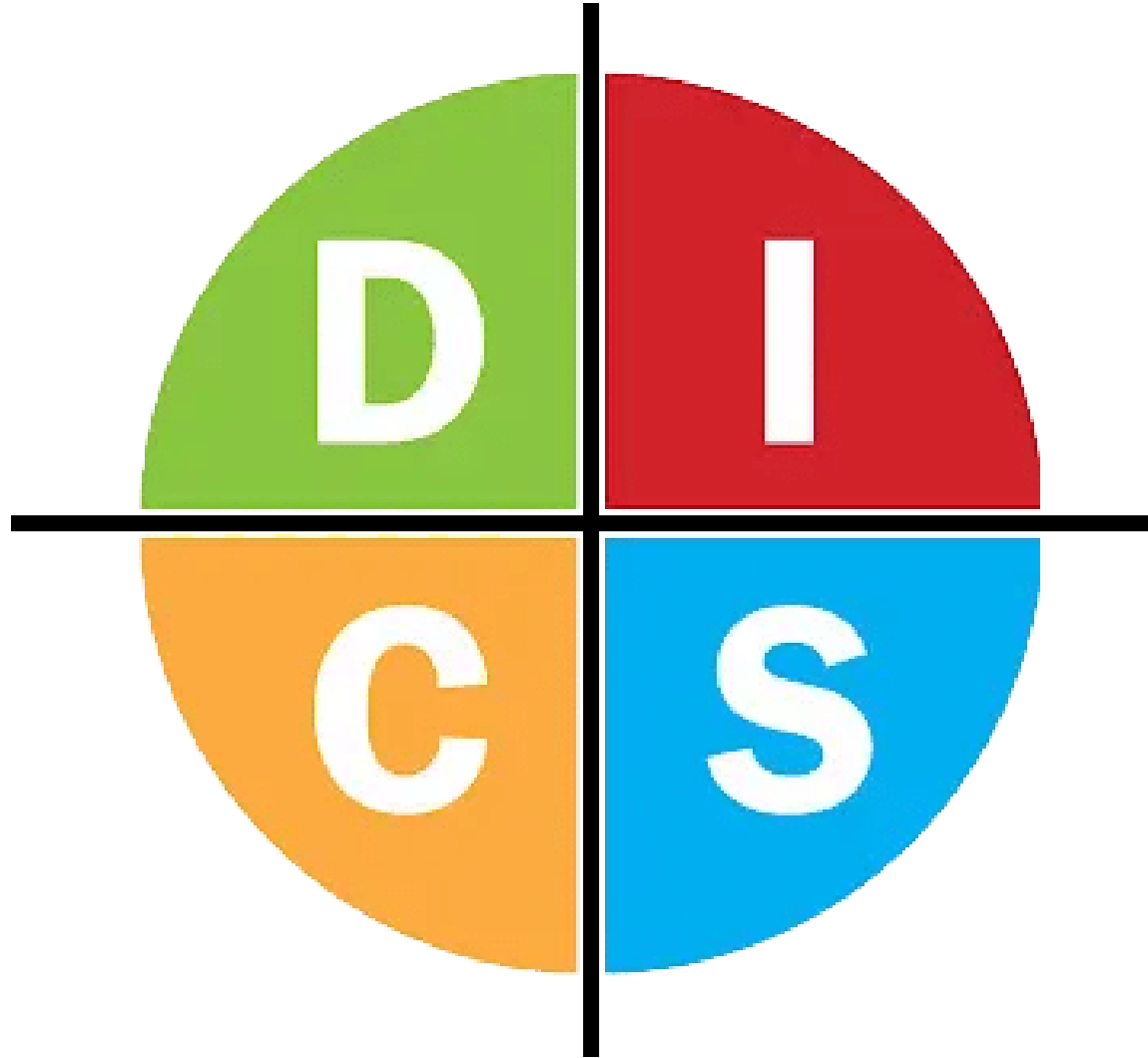
Decision, quick;
think out loud

New projects, consider
the task list

New Projects, consider
the people

Decisions, need details;
think internally

Decisions, quick;
think out loud



New projects, consider
the task list

New Projects, consider
the people

Decisions, need details;
think internally

Dominance

“The Winner”

- Places emphasis on accomplishing results and “seeing the big picture”
- Confident
- Sometimes blunt
- Outspoken
- Demanding



Communicating with a **D**

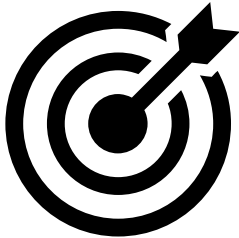
- Open with the bottom line
- Be brief
- Stay focused
- Avoid generalizations
- Refrain from repeating yourself
- And stick to solutions rather than problems



What's the point of playing if winning isn't the goal?

J.D. Robb

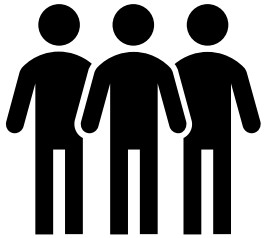
D Characteristics



Goals



Challenges



As Leaders

Influential

“The Enthusiast”

- Places emphasis on influencing or persuading others
- Enthusiastic
- Optimistic
- Open
- Trusting
- Energetic



Communicating with an I

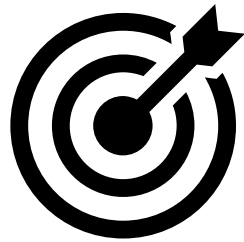
- Share your experiences
- Allow them time to ask questions and talk themselves
- Focus on the positives
- Avoid overloading them with details
- Do not interrupt

“

Whoever is happy will make others happy too.

Anne Frank

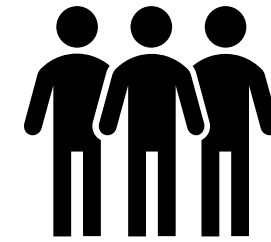
| Characteristics



Goals



Challenges



As Leaders

Steadiness

“The Peacemaker”



- Places emphasis on cooperation, sincerity, loyalty, and dependability
- Tend to be calm
- Deliberate disposition
- Don't like to be rushed

Communicating with an S

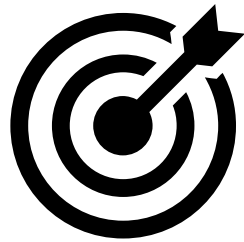
- Be personal and amiable
- Express your interest in them and what you expect from them.
- Be polite
- Avoid confrontation
- Take time to provide clarification



The invariable mark of wisdom is to see the miraculous in the common.

Ralph Waldo Emerson

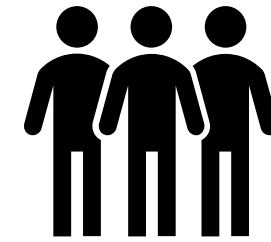
S Characteristics



Goals



Challenges



As Leaders

Conscientiousness

“The Analyst”

- Places emphasis on quality and accuracy, expertise, and competency
- They enjoy their independence
- Demand the details
- Often fears being wrong

Communicating with a C

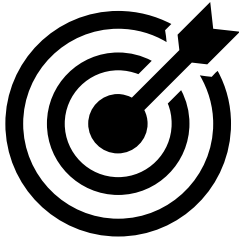
- Focus on facts and details
- Minimize "pep talk" or emotional language
- Be patient
- Be persistent
- Show diplomacy diplomatic.



It takes less time to do a thing right than to explain why you did it wrong.

Henry Wadsworth Longfellow

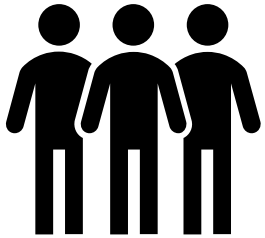
C Characteristics



Goals



Challenges



As Leaders



It is our **similarities**
which bring us
together and our
differences which
add value.

– Stephen Covey



Manage Difficult Relationships



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