

---

# THE ART OF UNDERSTANDING PEOPLE... MADE EASY!

Unlocking Epic Interpersonal Skills



# 4 communication

## session goals

---



1

To understand your behavioral tendencies and how they impact others.

2

To understand, respect, appreciate, and value the people you lead, work with, and your family members.

3

To develop strategies for working together to increase productivity and proper communication.

4

To enhance your effectiveness in completing tasks by improving your relationships with others.



# The most **effective** communicators

- Have positive attitudes as they look for opportunities to serve in the best interest of others and the situations they face
- Know how to maximize what they do well
- Know how to adapt their behavior during every situation





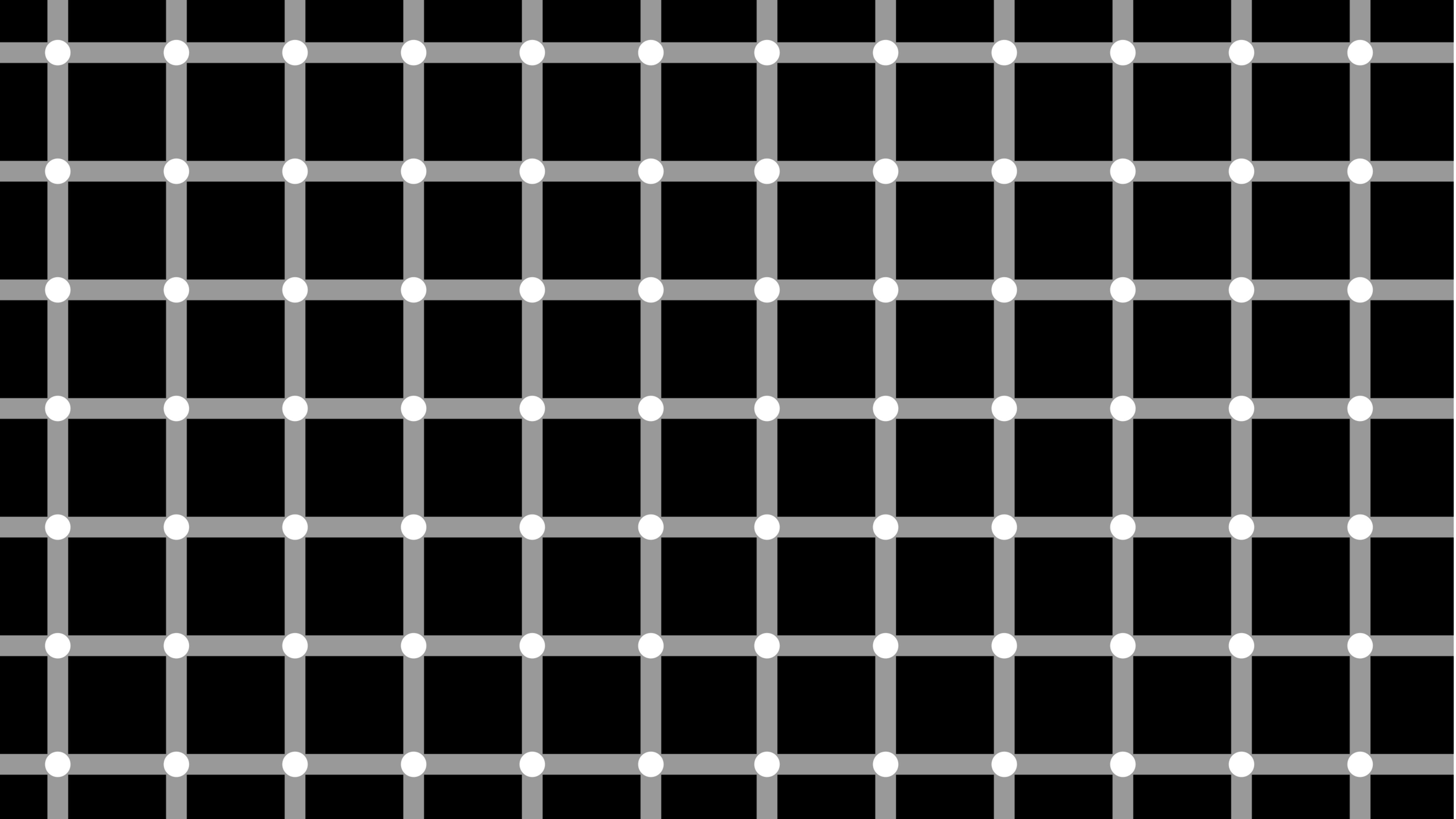
# Which is more important?

**1** reality



**2** perception







What do you see?

YELLOW BLUE ORANGE

BLACK RED GREEN

PURPLE YELLOW RED

ORANGE GREEN BLACK

BLUE RED PURPLE

GREEN BLUE ORANGE



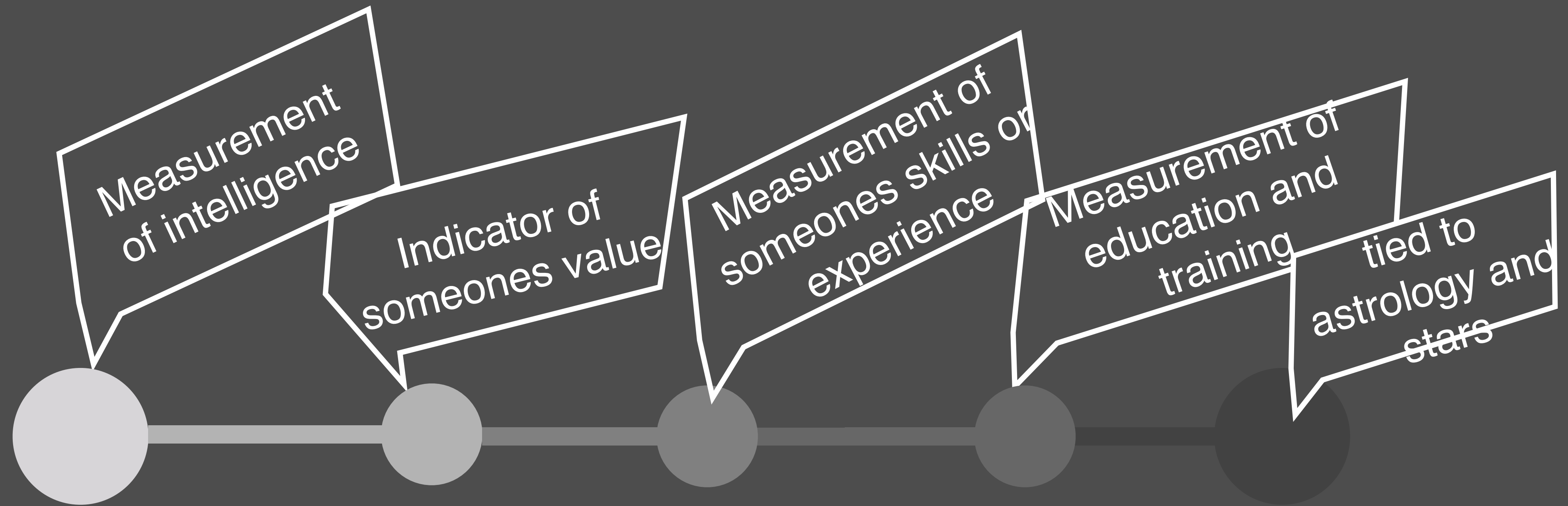
# The influence of style

- What are the different behavioral styles?
- What is my style?
- How do styles influence relationships?

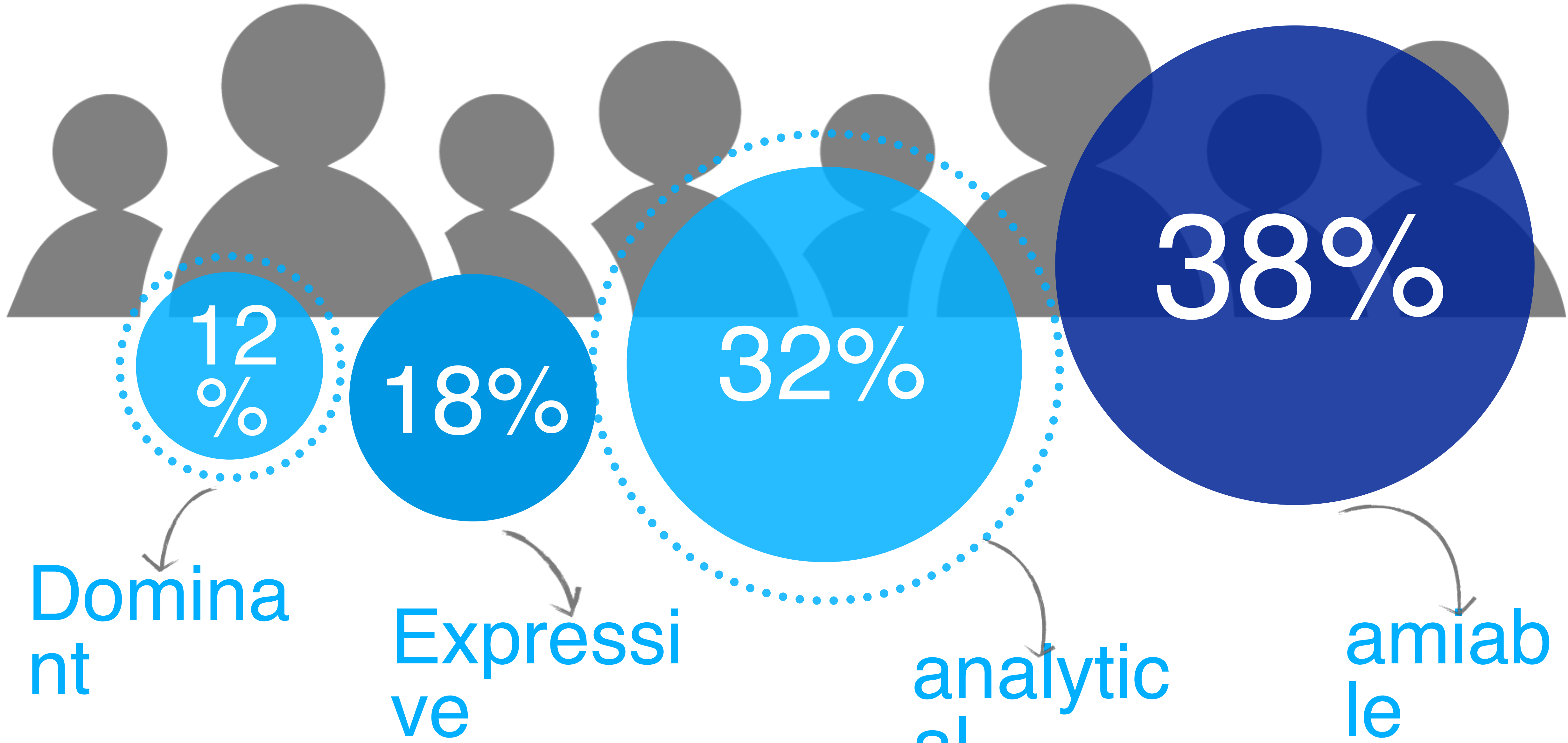


# Your Personality Profile

is not :







# Your style

Front page of your profile



Personal Assessment  
~~John Smith - Primary/~~  
Secondary

# Introduction Review : Workbook Page 8

1. It's okay to be a(n): Place Your Style Here.

2. The Personal Assessment measures your patterns of communication™ in three areas: how you see yourself, how others see you, and your behavior at work or under pressure.

3. The Personal Assessment describes your patterns of communication™ only. It is not meant to be predictive of:

Measurement of intelligence

Indicator of someone's value

Measurement of someone's skills or experience

Tied to the stars.

4. The four major patterns of communication™ are:

1) Dominant                      2) Expressive

3) Analytical                      4) Amiable

5. According to our studies, the percentage breakdown for the primary pattern of individuals generally occur as follows:

12 % Dominant                      18 % Expressive

32 % Analytical                      38 % Amiable

6. The patterns that differ most from each other are:

Dominant and Amiable,

Expressive and Analytical.

7. The best pattern of communication™ to use most frequently is:

Your Natural Primary Style.



# Word Listing Exercise : Workbook Page

## 9

This exercise clarifies two points:

1. We have the ability to exhibit the behaviors and characteristics of:  
All four styles.
2. You will probably favor two of these four patterns of communication™ and use them 90 to 95 percent of the time.

# pattern

# summary

Profile Page 2

- ▶ How You See Yourself
- ▶ How Others See You
- ▶ Your Behavior at Work

# the 4 styles

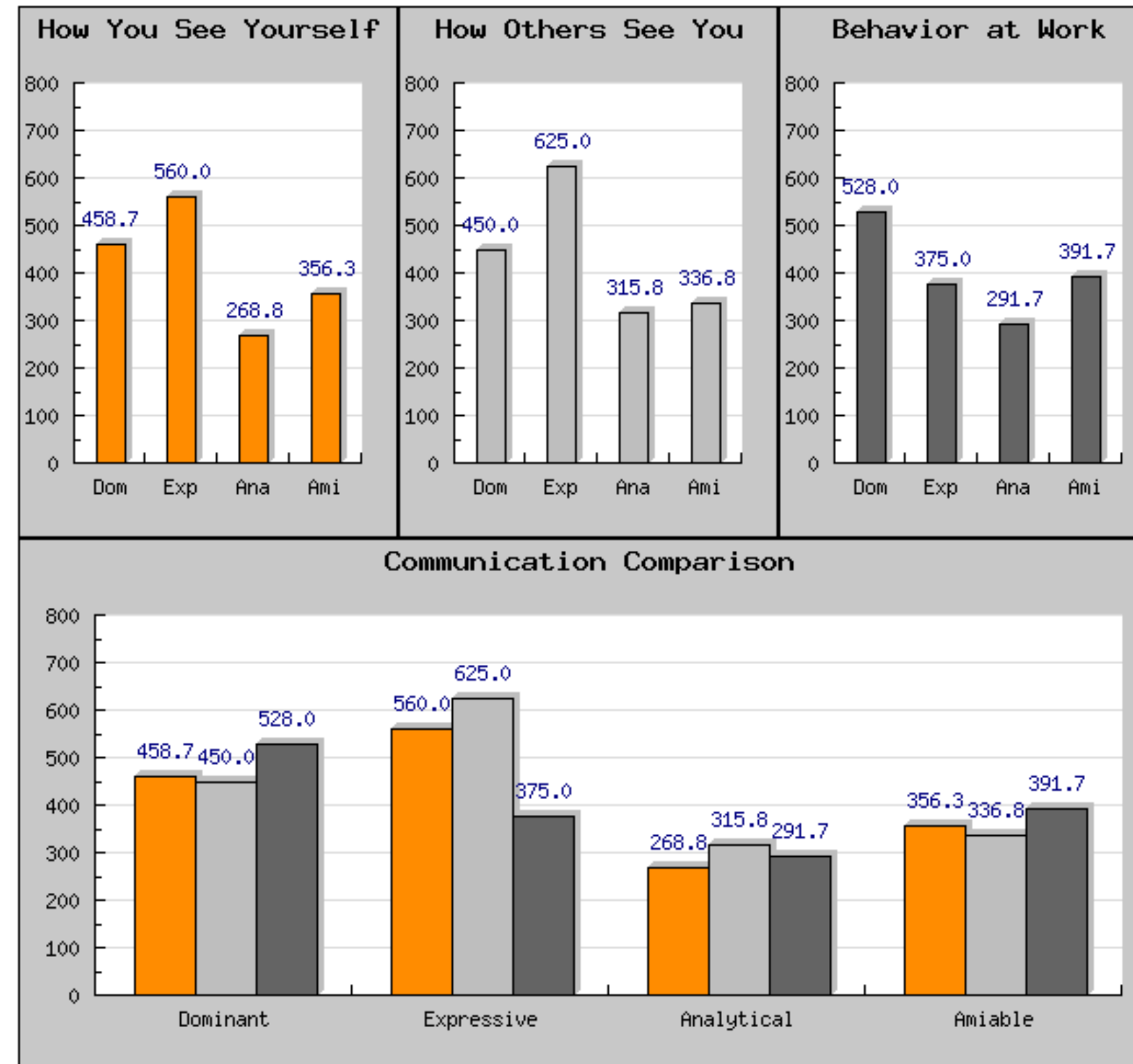
## Profile Page 3

- ▶ Dominant
- ▶ Expressive
- ▶ Analytical
- ▶ Amiable



# graphs

## Profile Page 5



Range	Definition
650-800	<i>High Usage</i> - This communication pattern is used most frequently and easily identified by others.
500-650	<i>Medium Usage</i> - This communication pattern is used frequently and in conjunction with another pattern.
400-500	<i>Low Usage</i> - Traits of this communication pattern are used often but are not immediately obvious to others.
300-400	<i>Situational Usage</i> - In various situations these communication traits may be brought into play in order to effectively communicate with others.
150-300	<i>Sometimes Used</i> - Communication pattern used infrequently. When Persogenics concepts are understood, these traits can be drawn upon as needed to more effectively communicate with another person of a similar pattern.
0-150	<i>Seldom Used</i> - The traits of this pattern are not easily utilized in communications with others.

now you see

**yourself**  
Profile Pages 6 and 7

Cross out anything you don't agree with!

**now others see**

**you**

**Profile Pages 8 and 9**

**Circle anything you don't agree with!**



**your behavior at**

**work**

**Profile Pages 10 and 11**

**Circle anything you don't agree with!**

# Key factors of behavioral STYLES

---

**Goals:** What motivates you based on your behavioral style?

**Fears:** What demotivates you or what conditions are you motivated to avoid?

# Key factors of behavioral STYLES

---

**How to be more effective:** Overcome potentially limiting characteristics that can be growth opportunities

**The danger of overusing strengths:** A behavior that is used too often or inappropriately can be a weakness

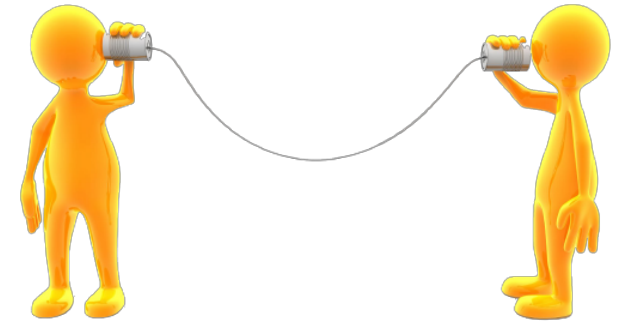




# Basic C motivational concerns

- You cannot motivate other people
- All people are motivated
- People do things for their own reasons, not yours

# The Successful communicator



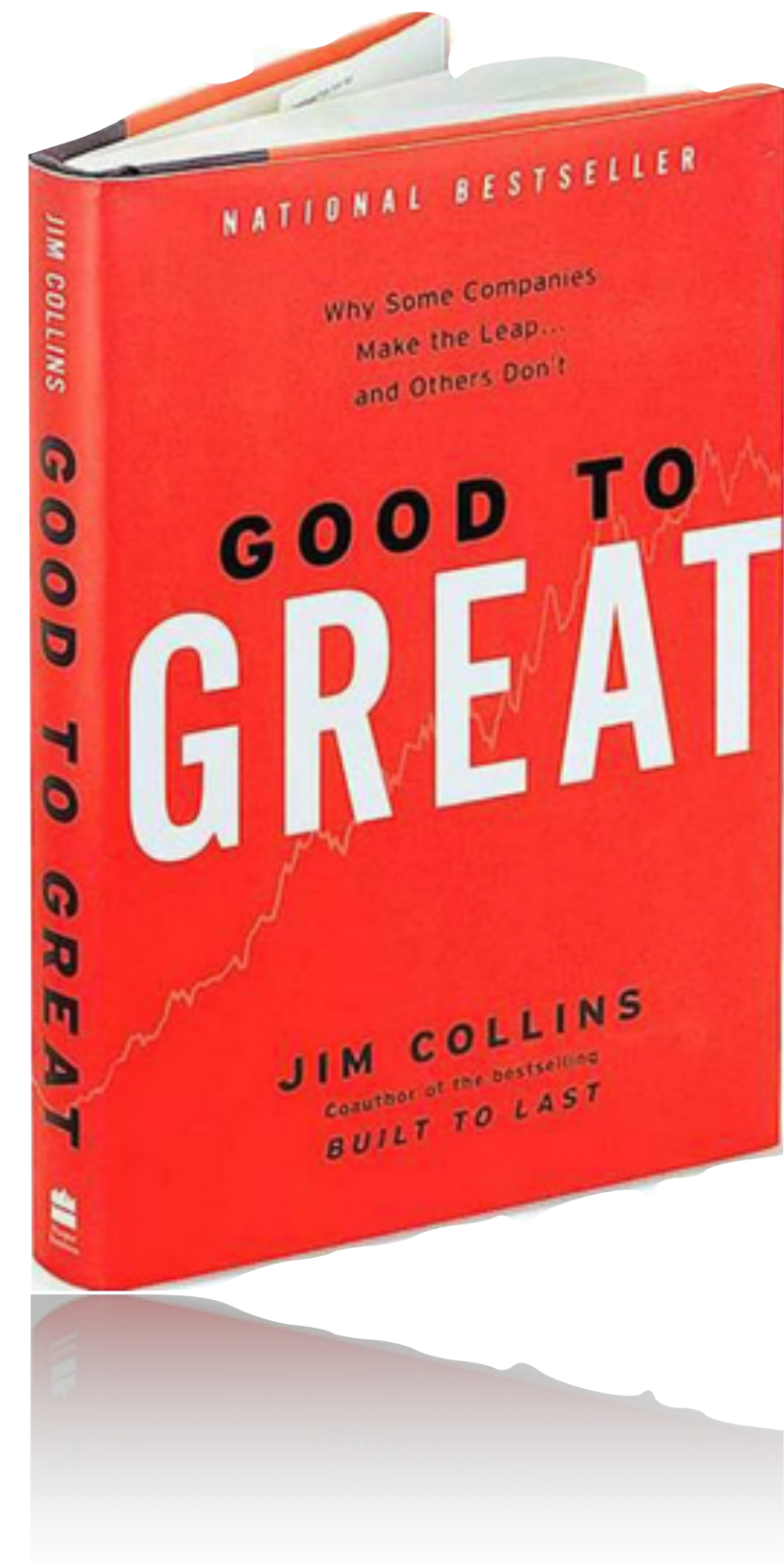
- Understands how their behavior impacts others
- Understands their reactions to other people
- Knows how to maximize on what they do well

# The **Successful** communicator

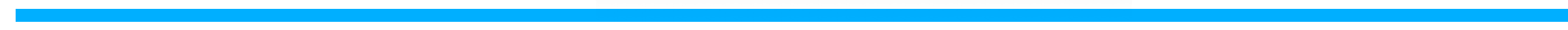
- Conveys a positive attitude about themselves which causes others to have confidence in them
- Knows how to adapt their behavior to meet the needs of other people and situations



Opening line in the book Good to Great by Jim Collins



“Go  
od  
is the  
enemy of  
great.”



# One thought

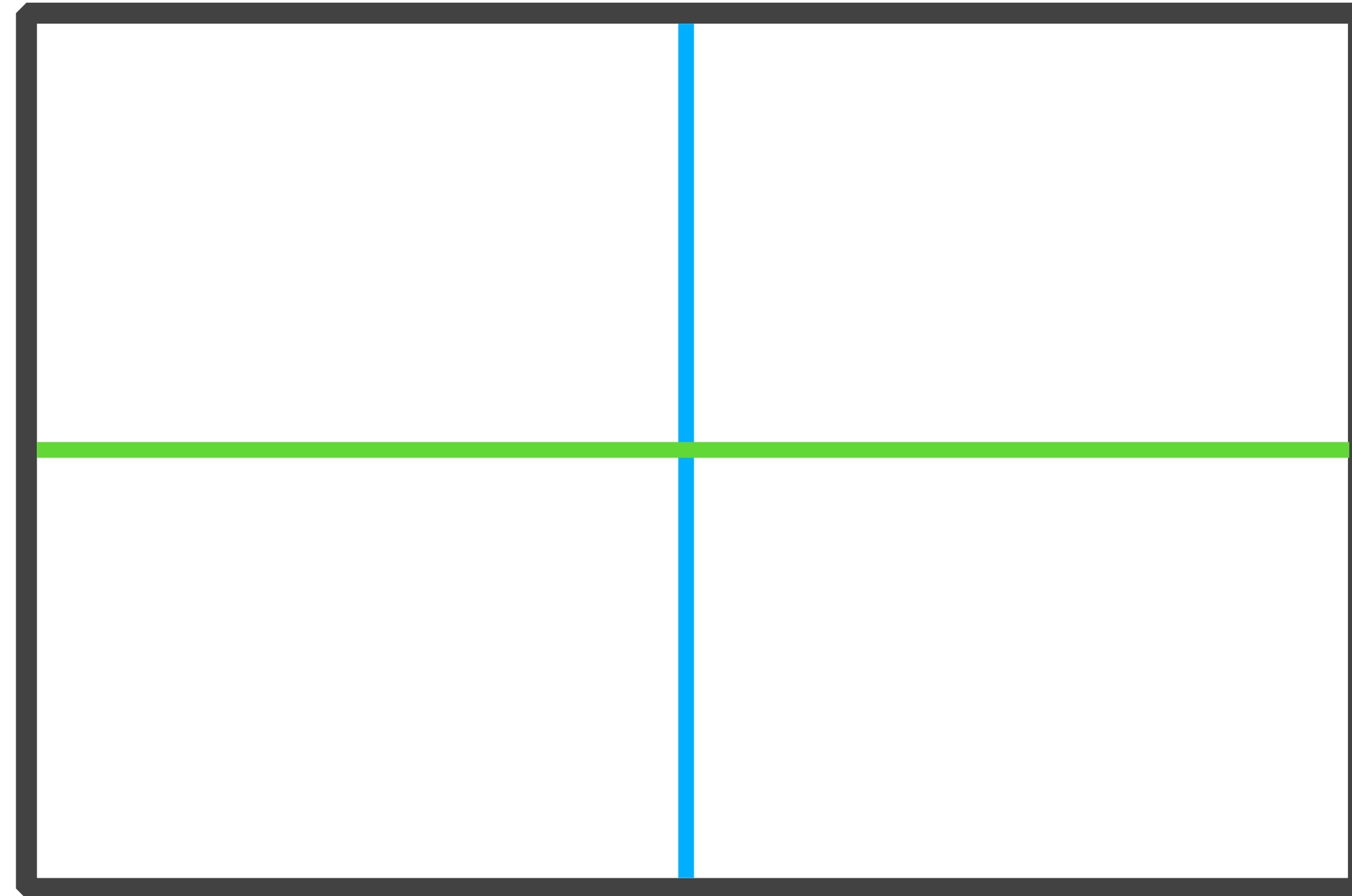
The reason why there is an epidemic of poor communication is because many people are not willing to pay the price.



# Assertiveness and Responsiveness

Outgoing  
Tell-Fast-Loud  
Decisive - Assertive

T  
A  
S  
K



P  
E  
O  
P  
L  
E

Reserved  
Ask-Moderate-Quieter  
Courteous - Accommodating



# Dominant

Outgoing  
Tell-Fast-Loud  
Decisive - Assertive

T  
A  
S  
K

<b>Dominant</b>	Expressive
Analytical	Amiable

P  
E  
O  
P  
L  
E

Reserved  
Ask-Moderate-Quieter  
Courteous - Accommodating

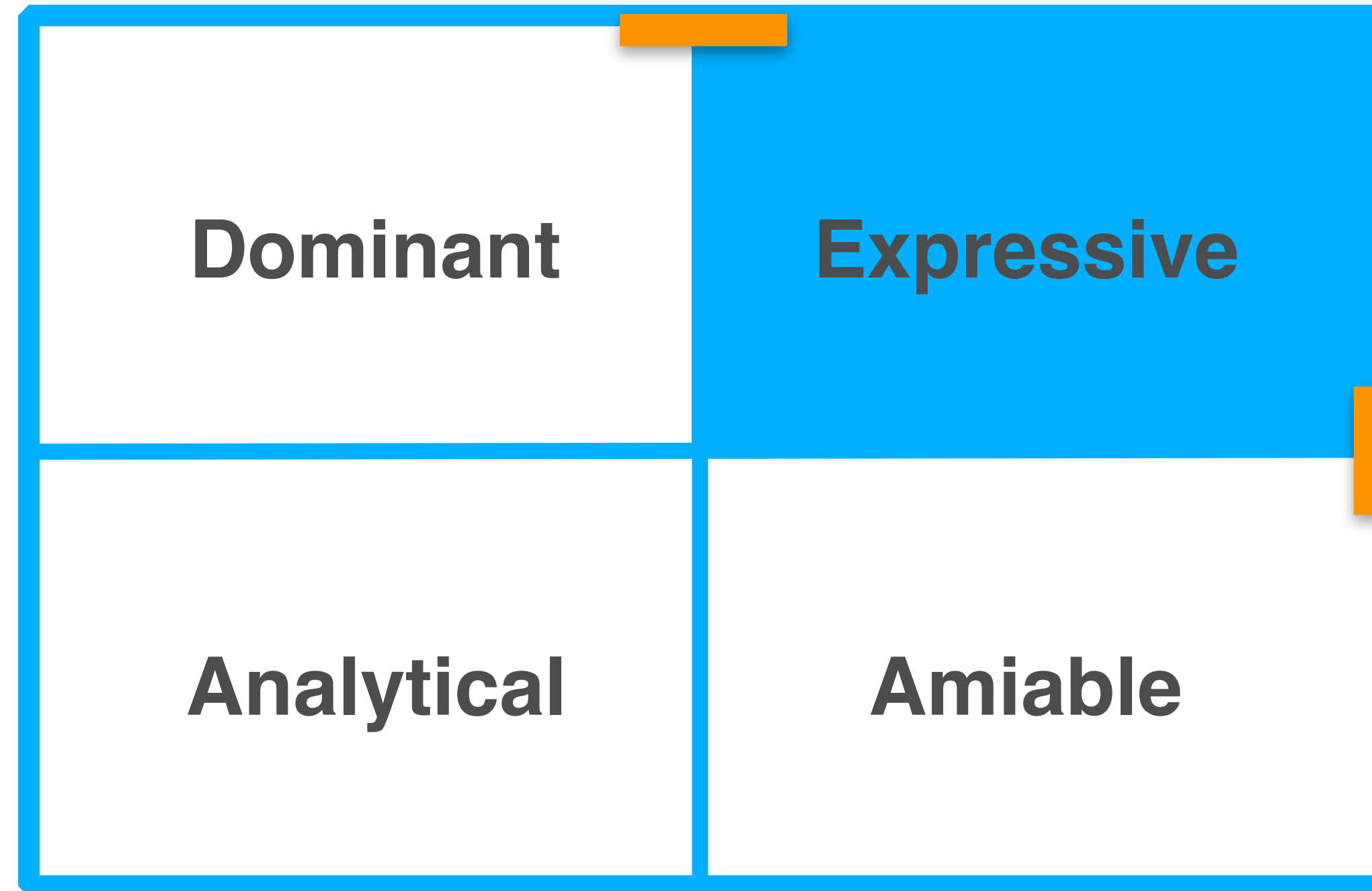
# Expressive

Outgoing

Tell-Fast-Loud

Decisive - Assertive

**T  
A  
S  
K**



**P  
E  
O  
P  
L  
E**

Reserved

Ask-Moderate-Quieter

Courteous - Accommodating

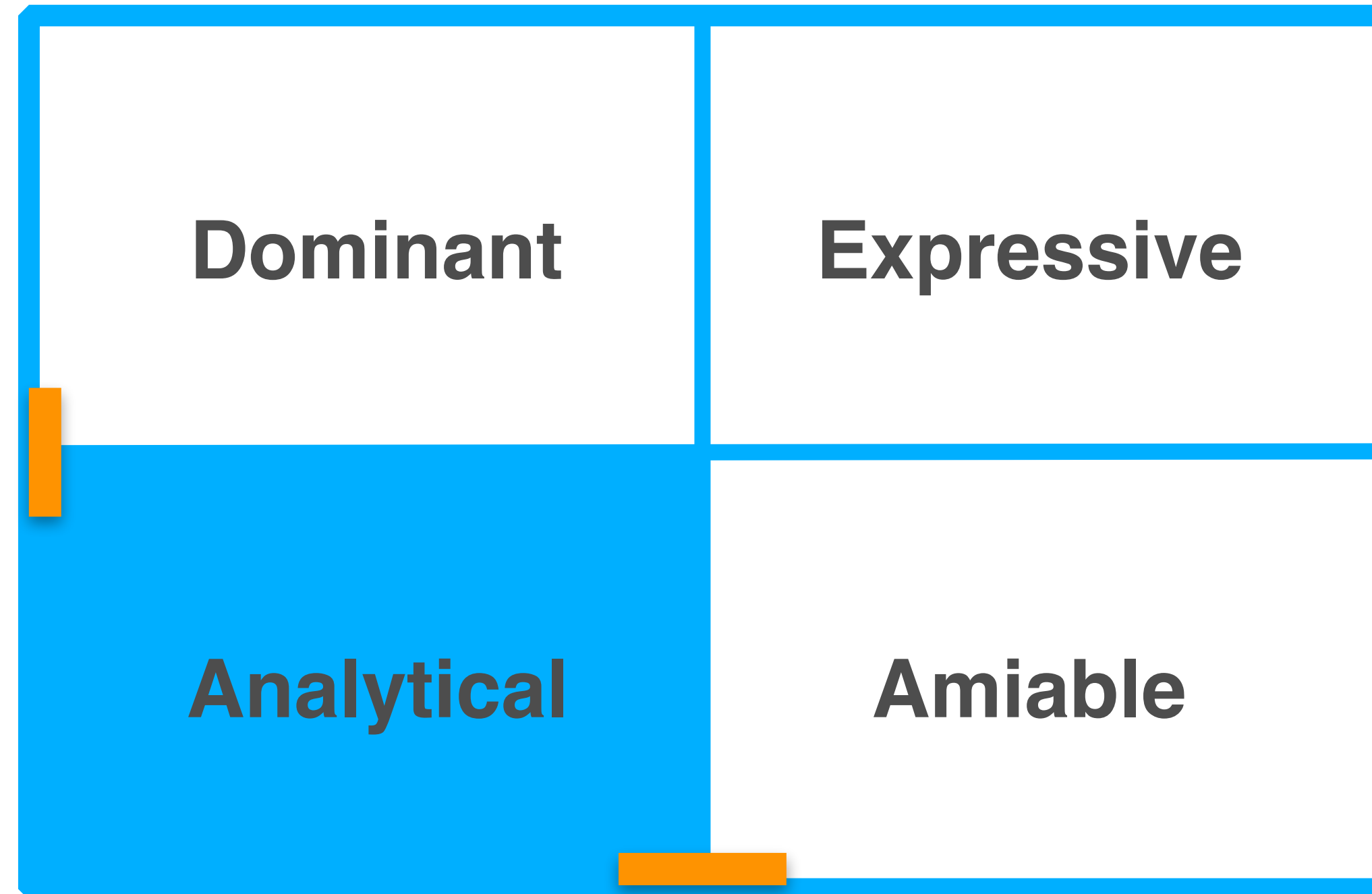
# Analytical

Outgoing

Tell-Fast-Loud

Decisive - Assertive

**T  
A  
S  
K**



**P  
E  
O  
P  
L  
E**

Reserved

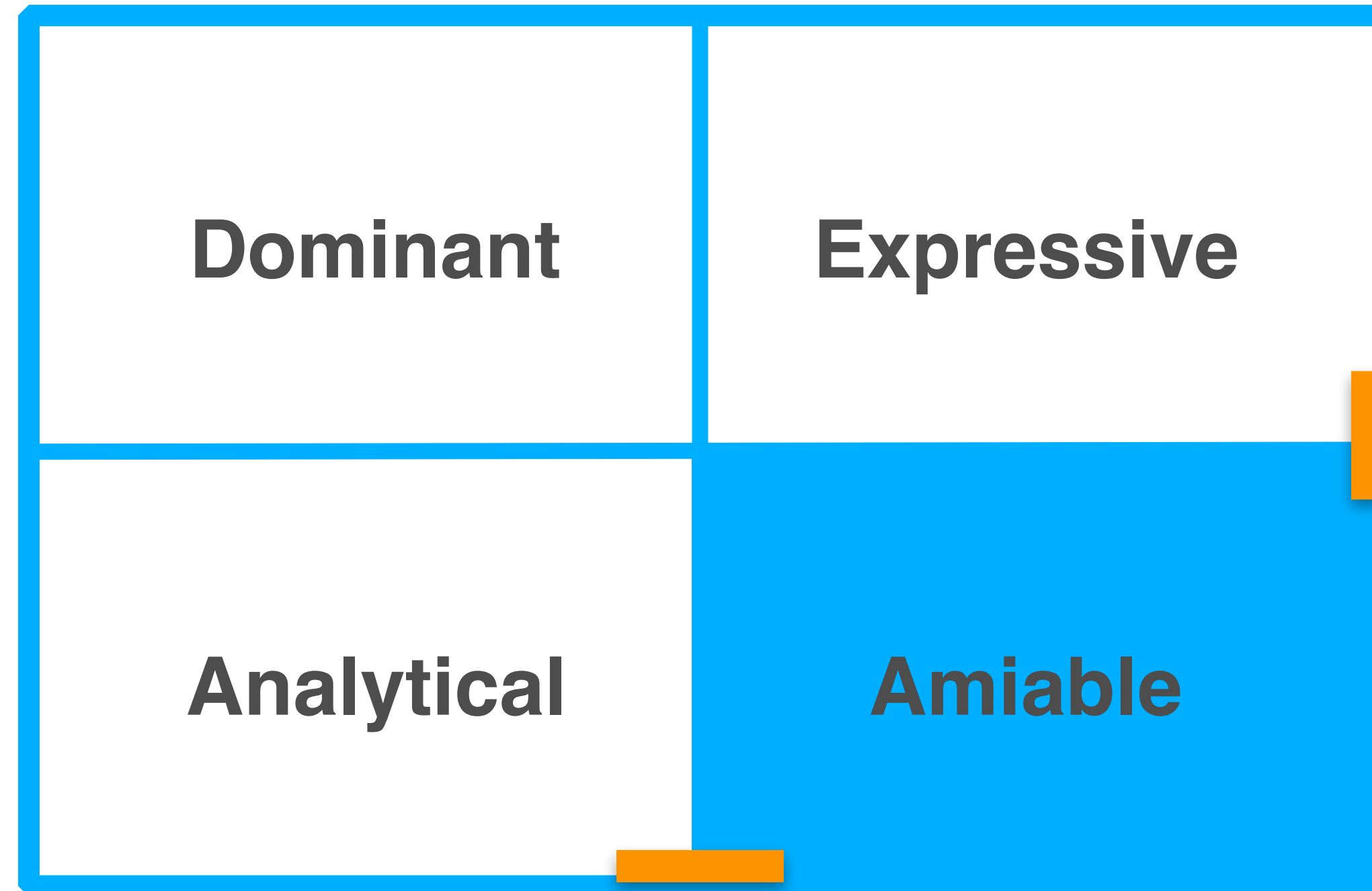
Ask-Moderate-Quieter

Courteous - Accommodating

# Amiable

Outgoing  
Tell-Fast-Loud  
Decisive - Assertive

T  
A  
S  
K



P  
E  
O  
P  
L  
E

Reserved  
Ask-Moderate-Quieter  
Courteous - Accommodating



# dominants act

# like



Barack  
Obama



Donald  
Trump



Hillary  
Clinton



Kevin  
O'Leary



# High Assertivene SS

1. Quickly
2. Space
3. “Pay Attention”
4. Eye Contact
5. To the Point



to begin  
ze  
The Domina

Low  
Responsive  
ness



1. Little
2. Limited
3. Direct
4. Non-interested
5. Small talk



# When working with dominants

1. **You should take them seriously, not personally**
2. **Start with the bottom line and allow them to maintain control**





# dominants - when working with others



- 1. Ask more, tell less**  
**Be careful about eye**
- 2. contact and personal**  
**space**

# Dominant - positive perceptions

- a. **Decisive**
- b. **Fair**
- c. **Efficient/Thorough**
- d. **Determined**



# Dominant - Negative perceptions



- a. **Pushy/Uncaring**
- b. **Severe/Harsh**
- c. **Tough-minded**
- d. **Dominating**





# Dominant Pattern Review

1. What climate or atmosphere should be established when interacting with a Dominant?
2. What are a Dominant's priorities regarding use of time?
3. At what pace is a Dominant most comfortable?
4. In what form do Dominants like information?
5. How can you win acceptance from a Dominant?
6. How can you instruct a Dominant in accomplishing a task?
7. What kind of support will a Dominant require from you?
8. How does a Dominant make a decision?
9. The next time you work or speak with an individual using a Dominant pattern, what are three behaviors you can use that will put the two of you on the same wavelength?





# What you need to understand from the Dominant perspective:

- \* High ego
- \* Goal oriented
- \* Motivated by challenges
- \* Basic fear - being taken advantage of or loss of control
- \* Under pressure - may show lack of concern for others' views or feelings



**You know you're a Dominant when  
you....**

**Are walking around the lake and  
decide to walk across it for a  
change**



**You know you're a Dominant when  
you....**

**Feel the urge to direct traffic at 5:00  
PM**





**You know you're a Dominant when  
you...**

**Start reminiscing about the good old  
days when it was legal to duel with  
guns to settle arguments**





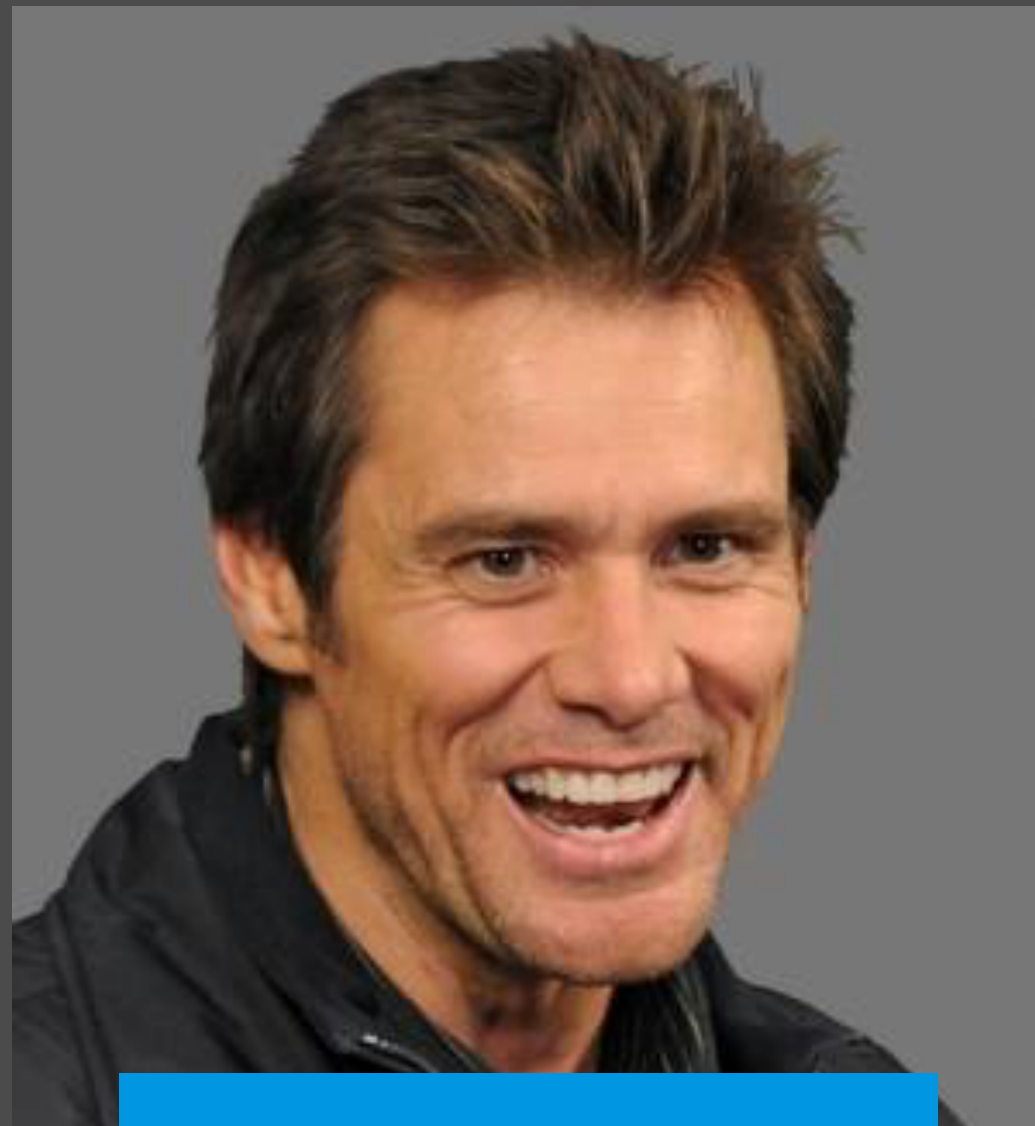
**You know you're a Dominant when  
you...**

**Arrive at work at 8:00 AM and by 8:03  
no one is speaking with you**

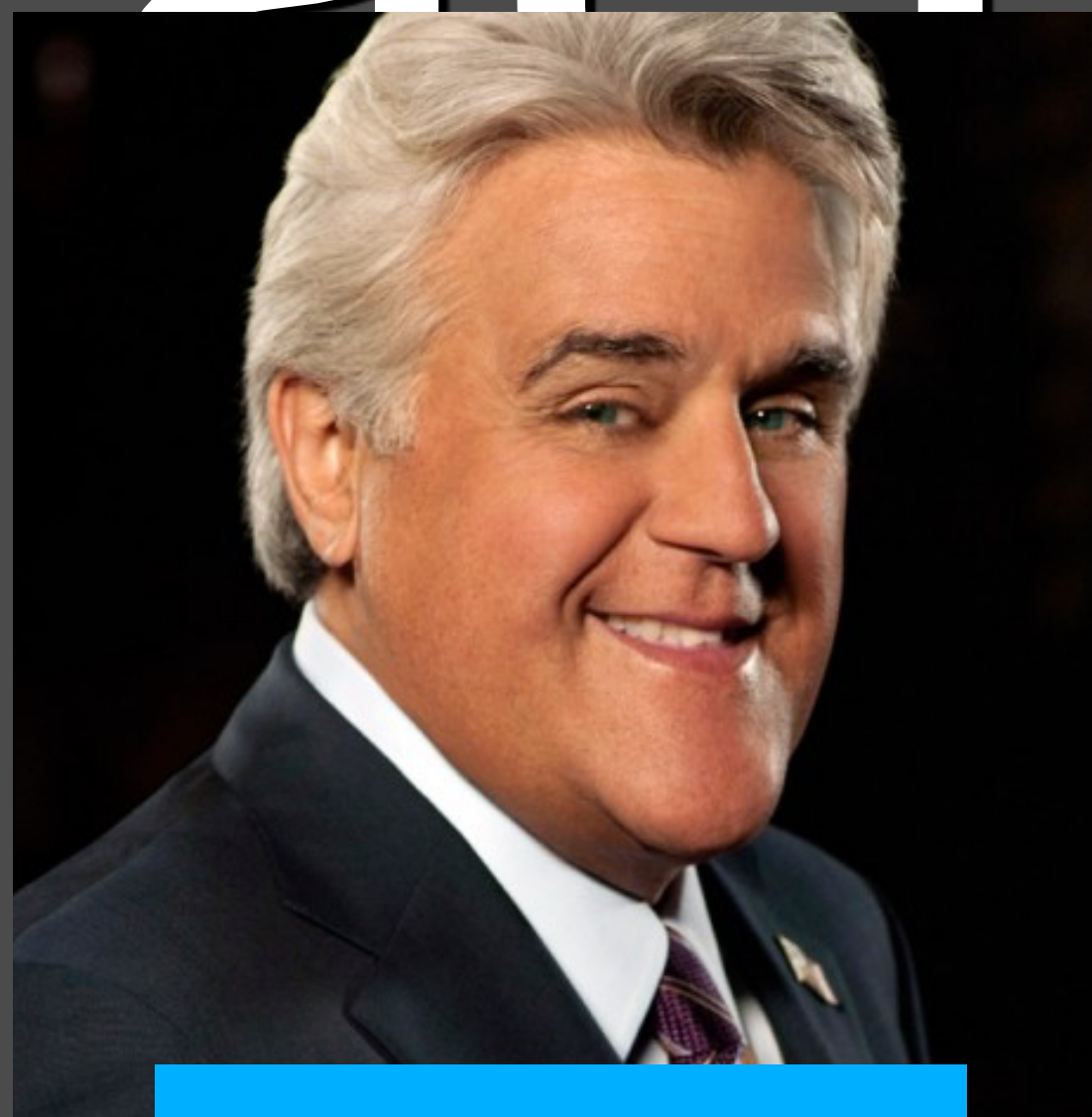


# Expressives

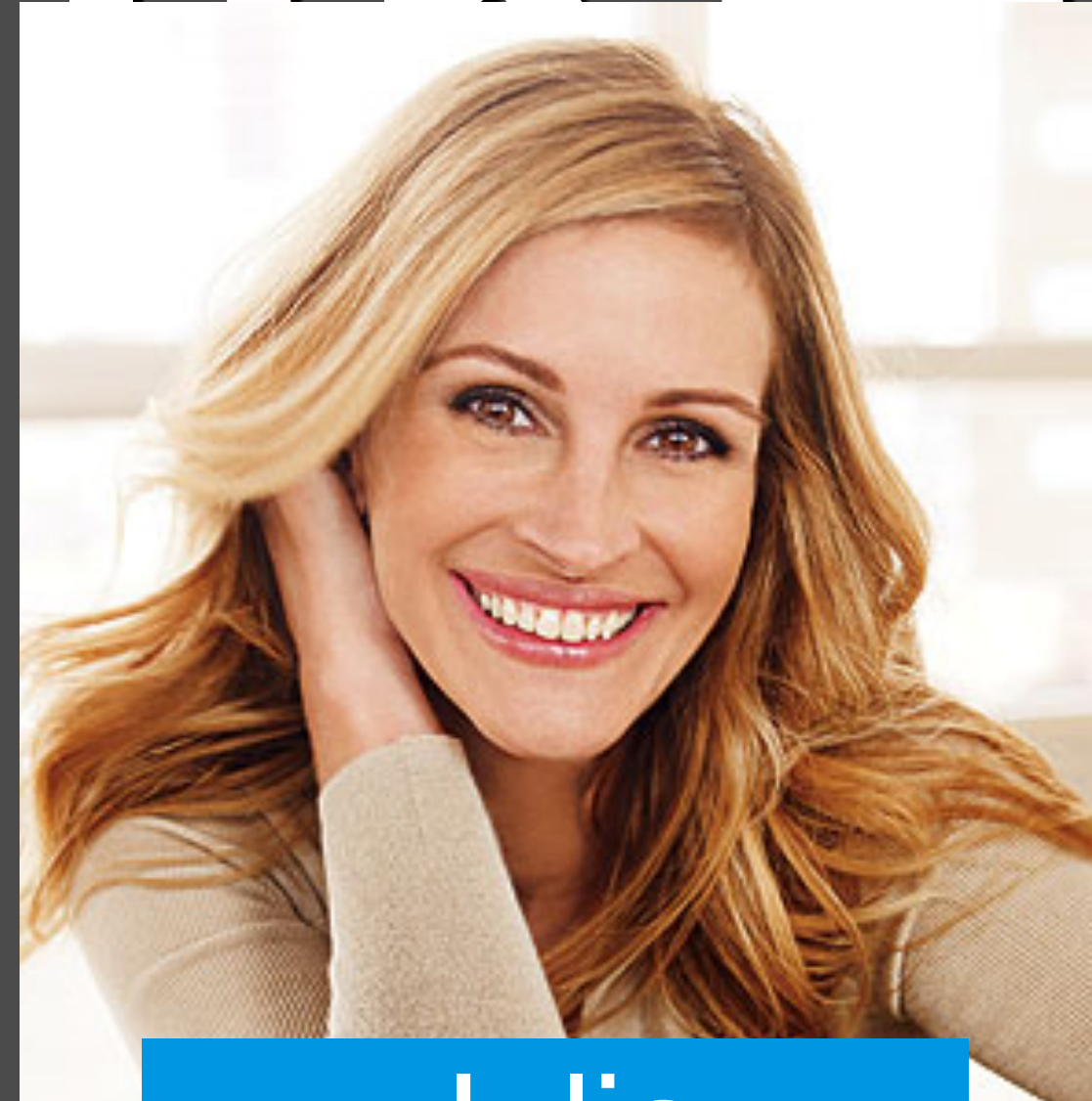
act like



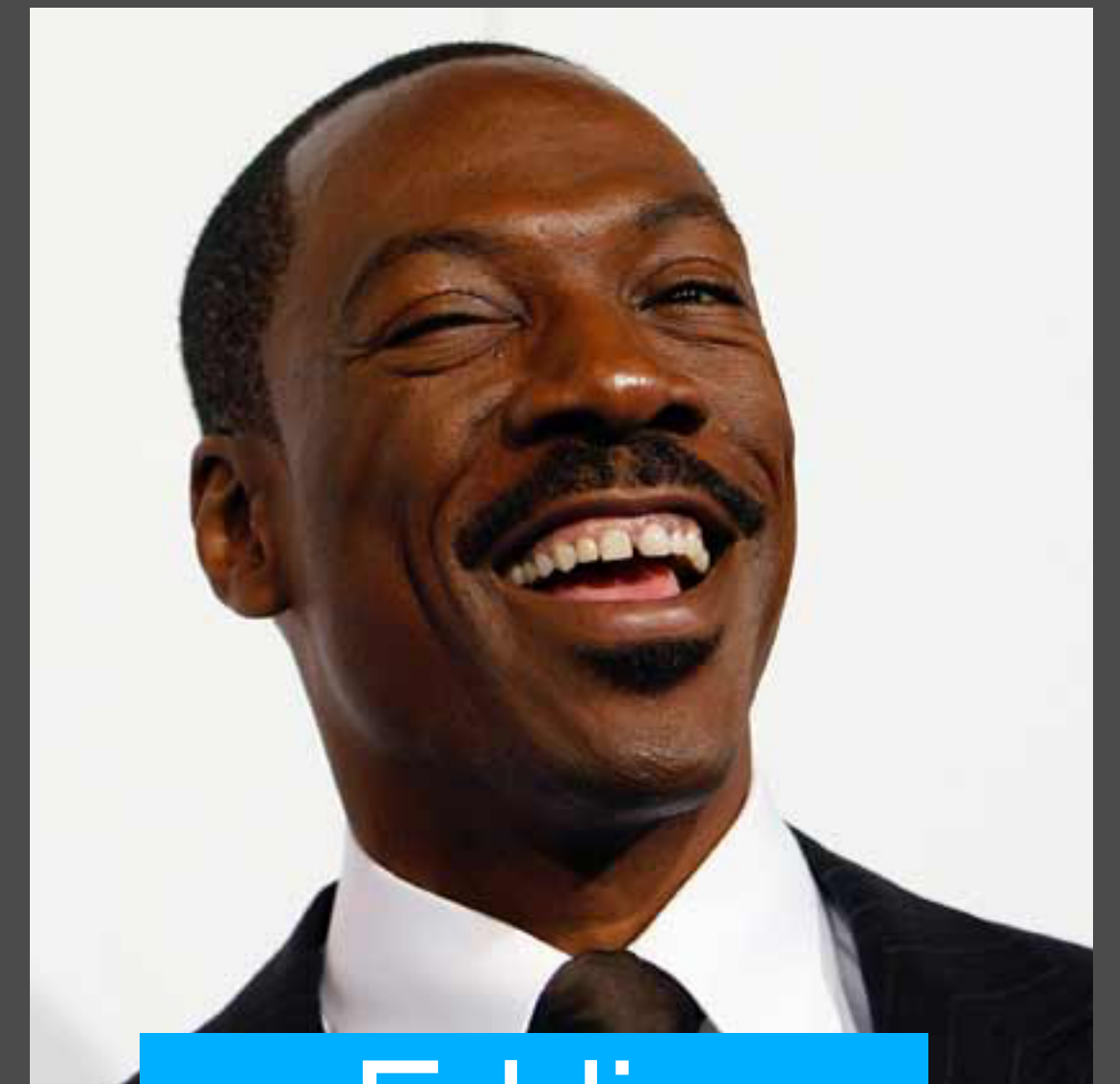
Jim Carey



Jay Leno



Julia  
Roberts



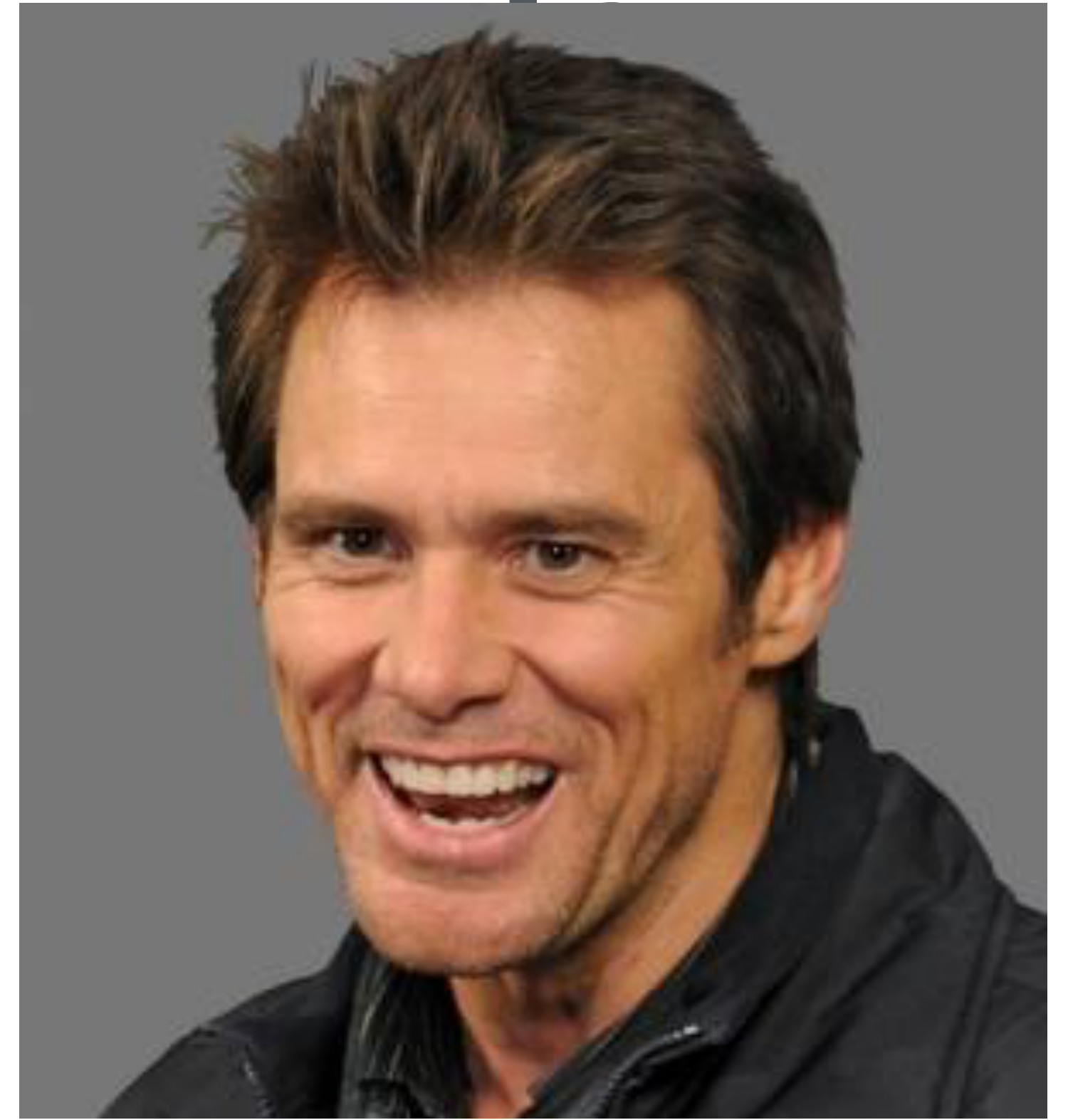
Eddie  
Murphy



# High Assertivene SS

Protagon  
ze  
The Express

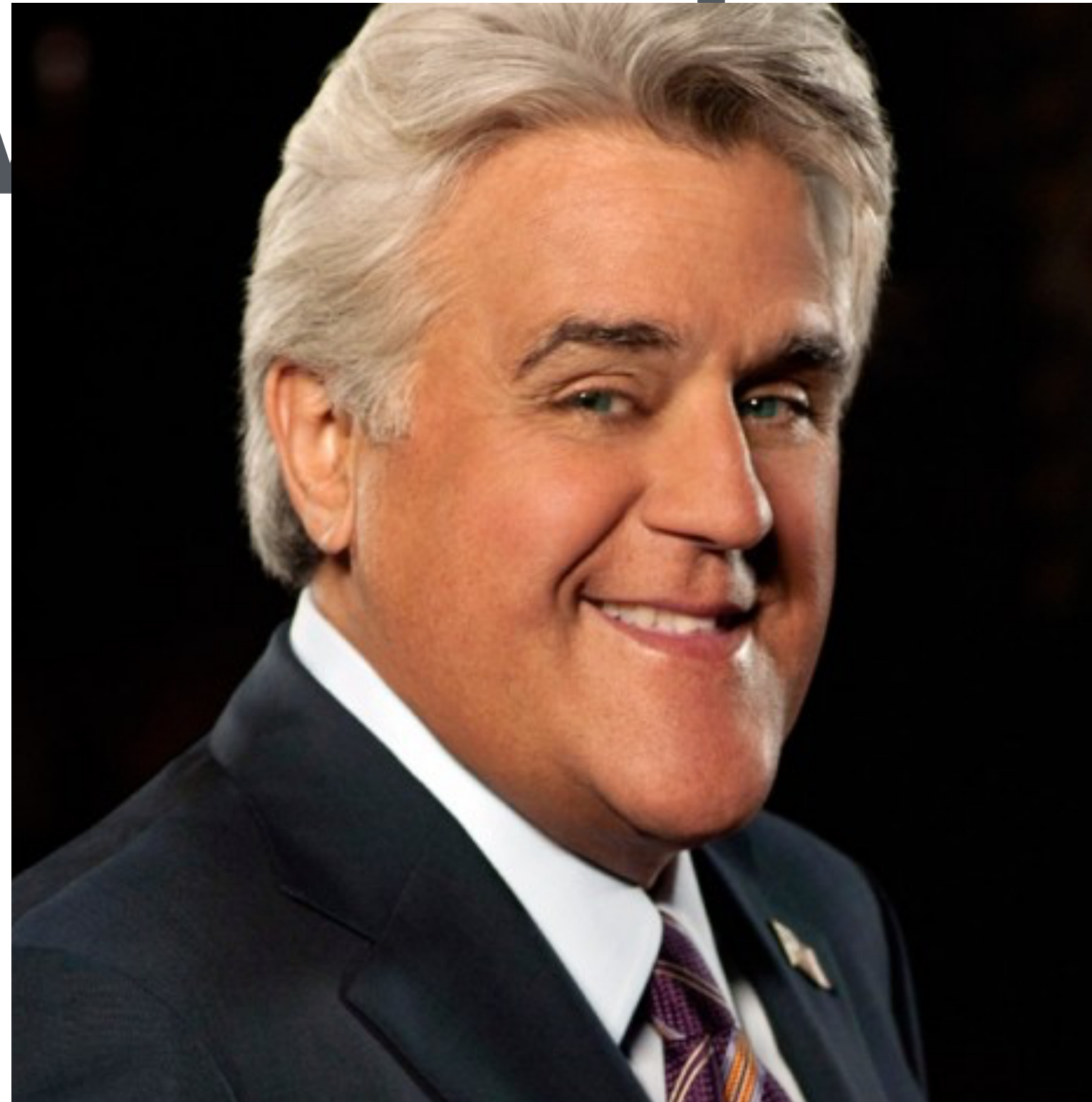
1. **Faster**
2. **Unlimited energy**
3. **Emotion**
4. **Quickly**
5. **Pressure**





# Recognize The Expressi

# High Responsive ness



1. **Broad range**
2. **Playful**
3. **Wander from**
4. **Disclose**
5. **Opinions**

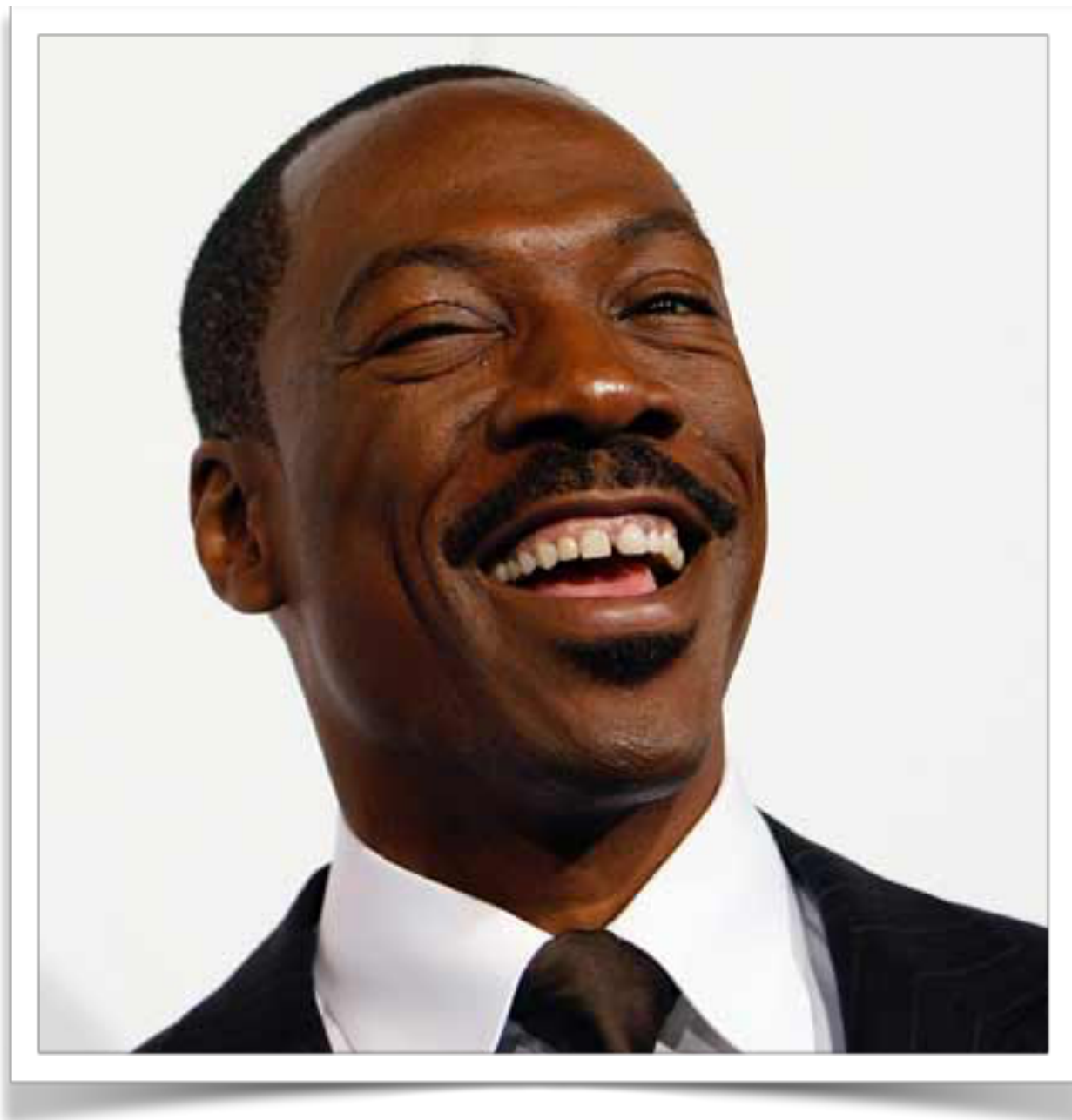
# When working with Expressives

1. **Paraphrase and playback agreements/understanding**
2. **Give them the big picture first**





# Expressive - when working with others

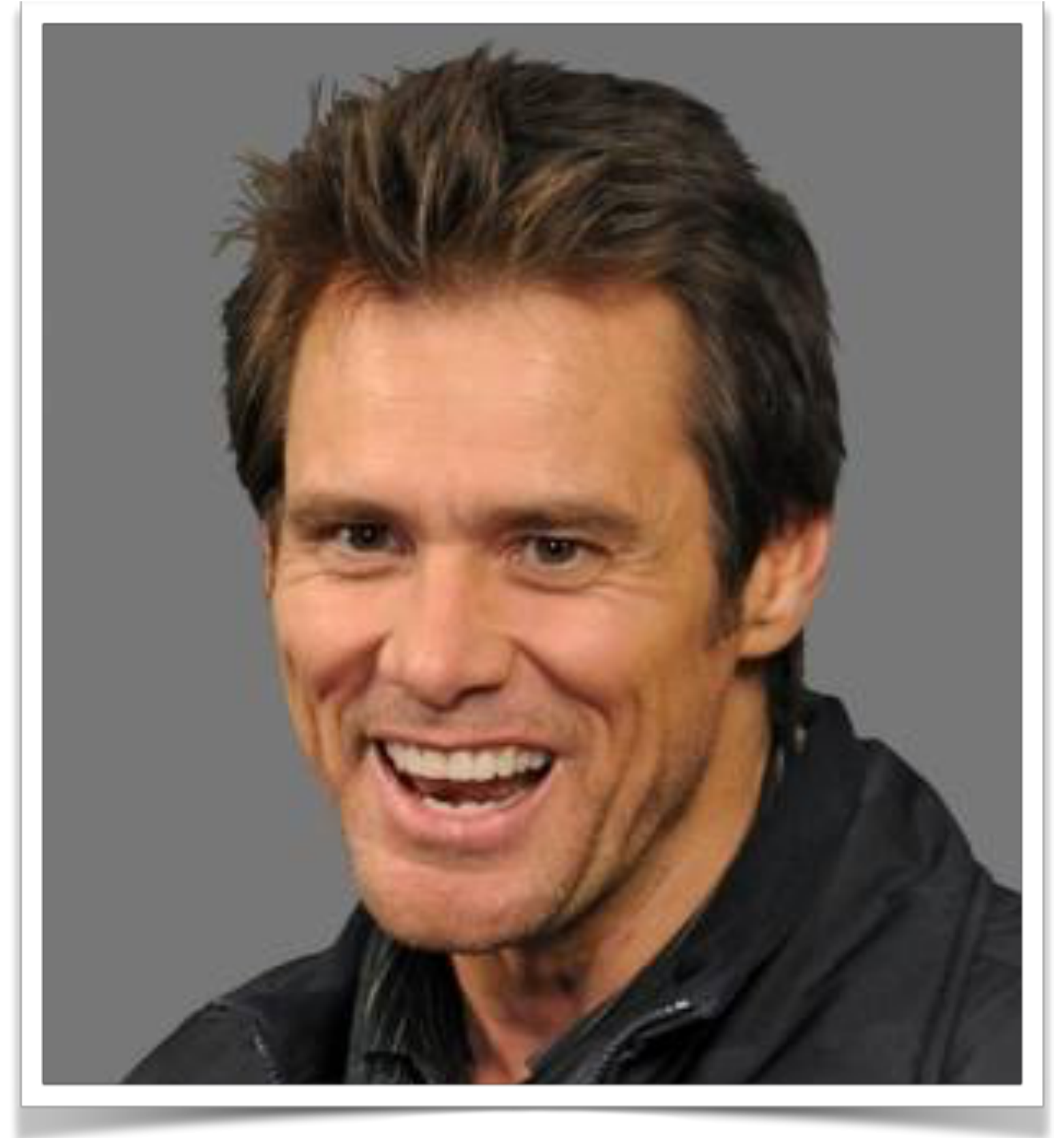


- 1. Tell others when you are thinking out loud  
Back up and restate**
- 2. commitments after confirming  
information and time frames**

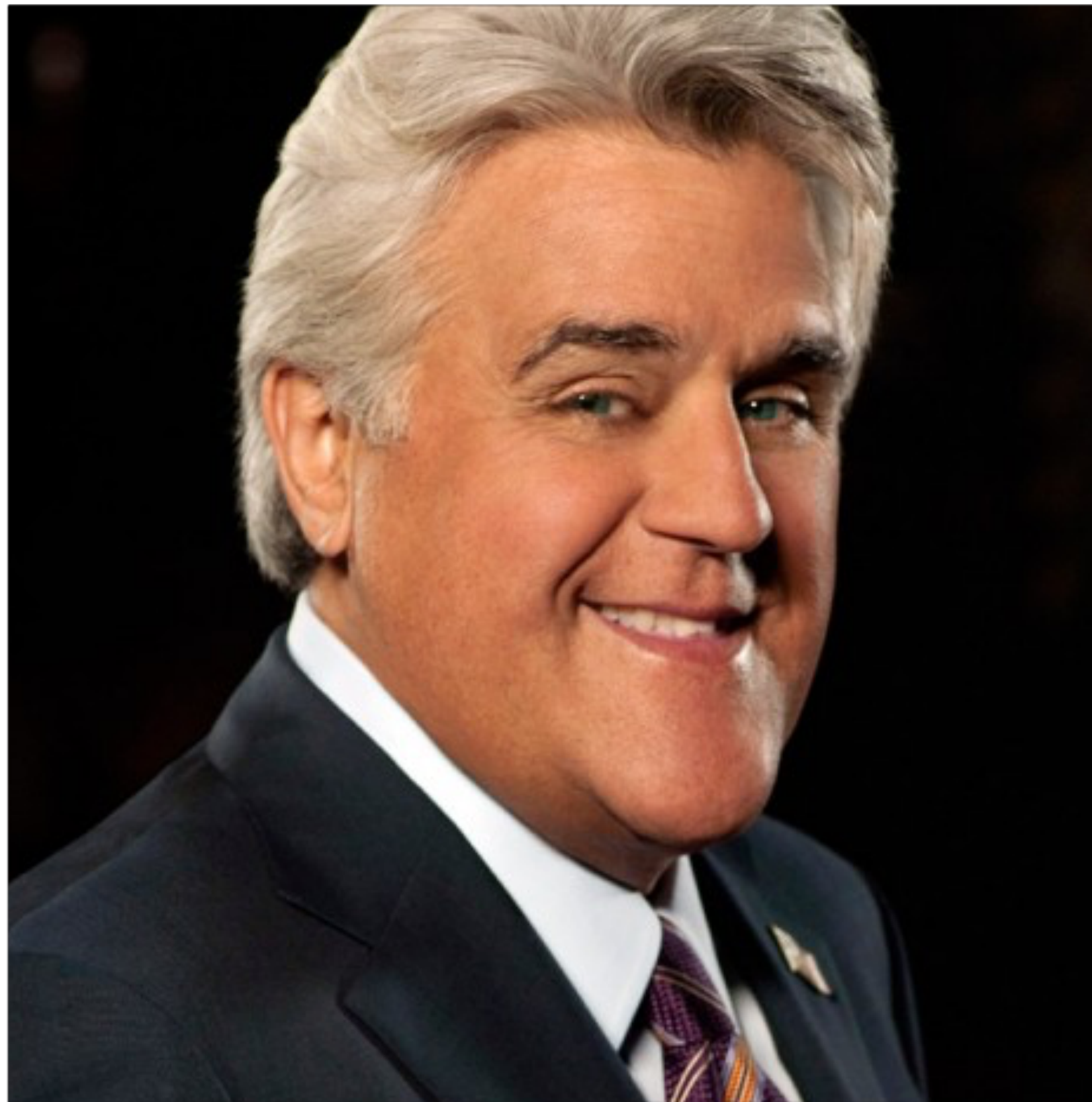


# Expressive - positive perceptions

- a. **Gregarious**
- b. **Spontaneous**
- c. **Stimulating/Persuasive**
- d. **Enthusiastic/Fun-Loving**



# Expressive - Negative perceptions



**Manipulative/Dishonest**

**a. Undisciplined /Undependable**

**b. Reactive**

**c. Self-Promotional**

**d.**



# Expressive Pattern Review

1. What climate or atmosphere should be established when interacting with an Expressive?
2. What are an Expressive's priorities regarding use of time?
3. At what pace is an Expressive most comfortable?
4. In what form do Expressives like information?
5. How can you win acceptance from an Expressive?
6. How can you instruct an Expressive in accomplishing a task?
7. What kind of support will an Expressive require from you?
8. How does an Expressive make a decision?
9. The next time you work or speak with an individual using an Expressive pattern, what are three behaviors you can use that will put the two of you on the same wavelength?





# What you need to understand from the expressive perspective:

- \* Optimistic
- \* People oriented
- \* Motivated by social recognition
- \* Basic fear - social rejections
- \* Under pressure - can become disorganized



**You know you're an Expressive when  
you...**

**Leave a voice mail message and need to  
call four times to leave the entire message**



**You know you're an Expressive when  
you...**

**Offer to help an elderly woman  
across the street when she is sitting  
on her front porch with no intention  
of moving**





**You know you're an Expressive when  
you....**

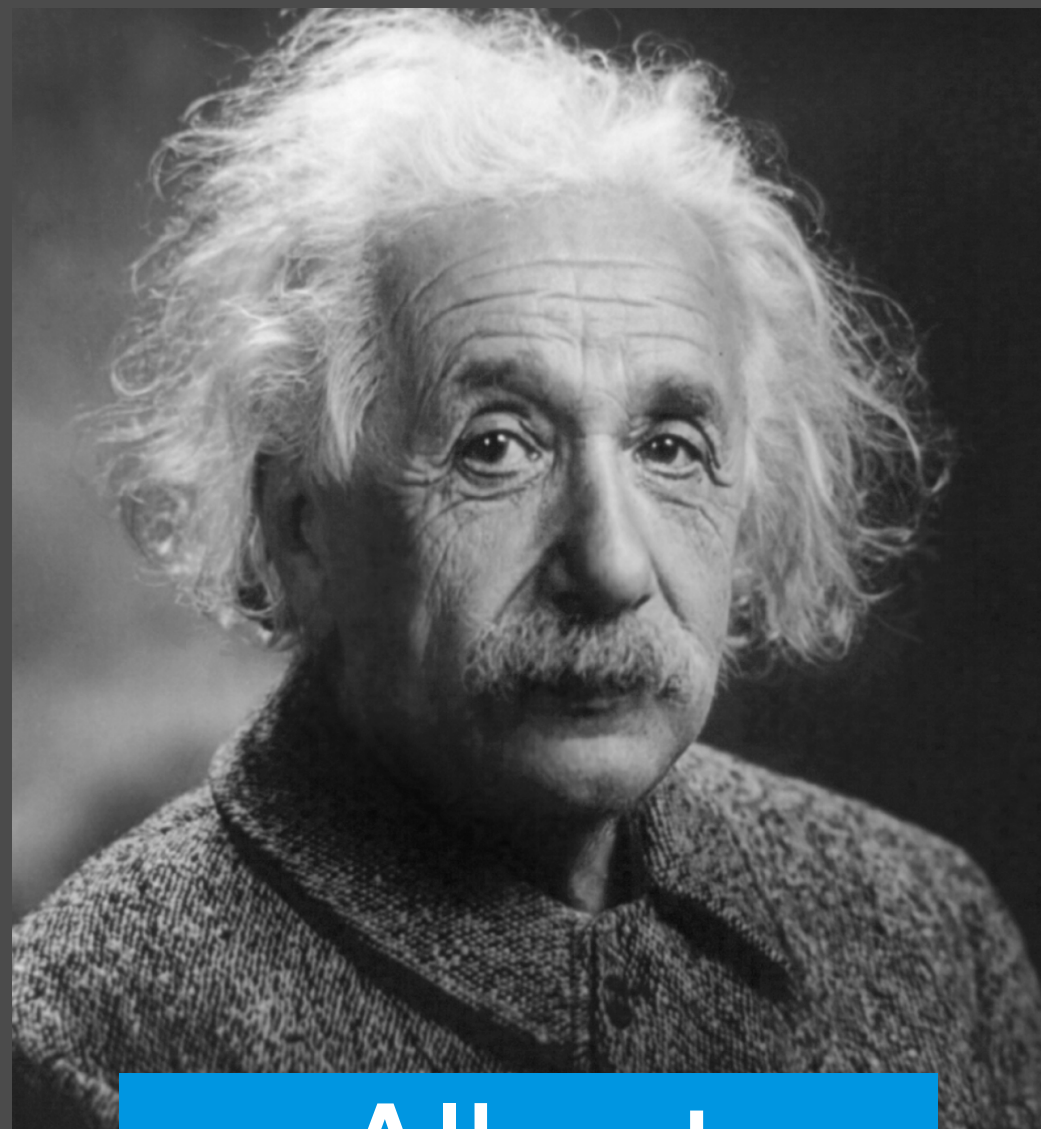
**Dial a wrong number and talk to the  
person for half an hour anyway**





# Analyticals act

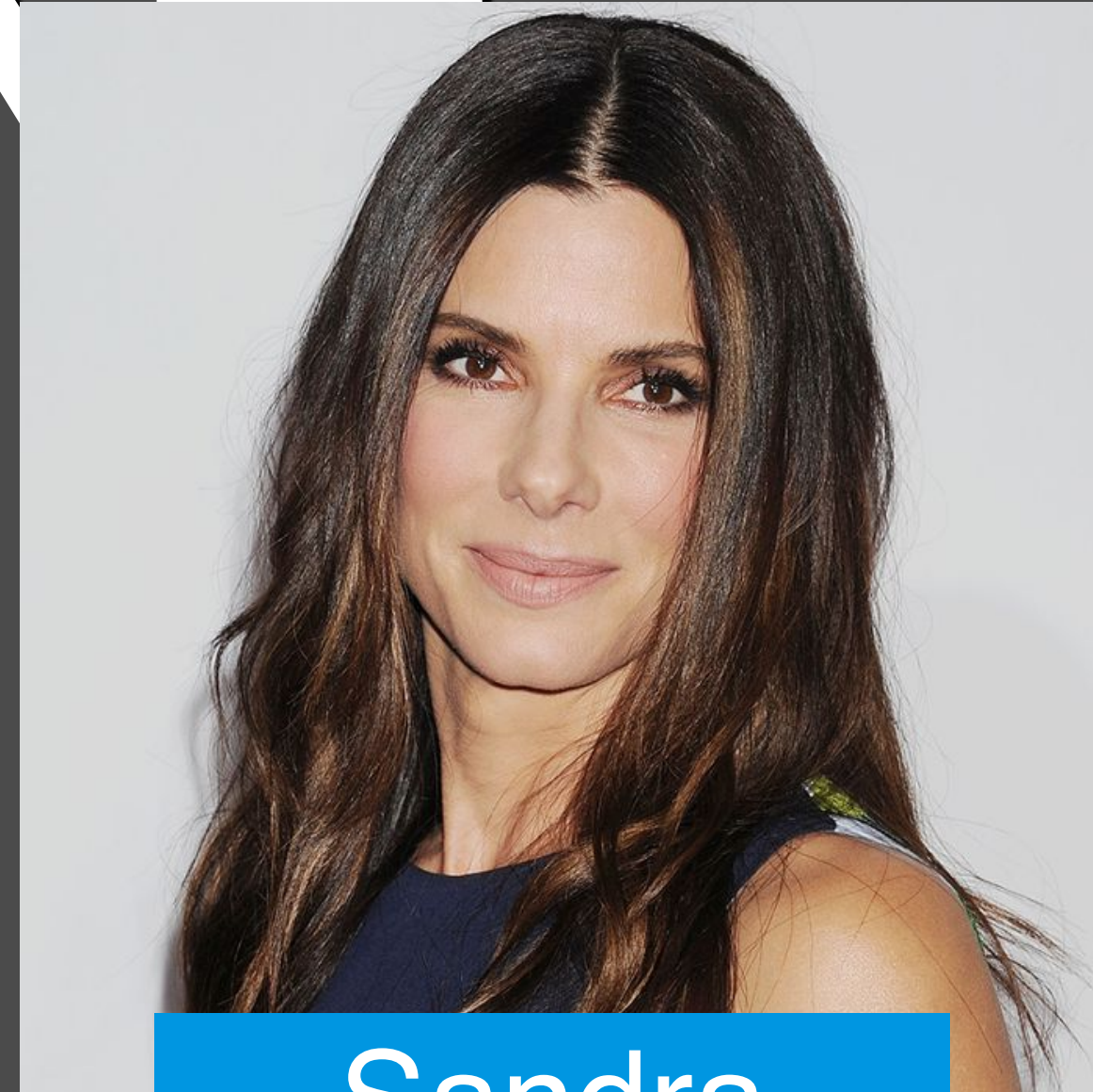
like



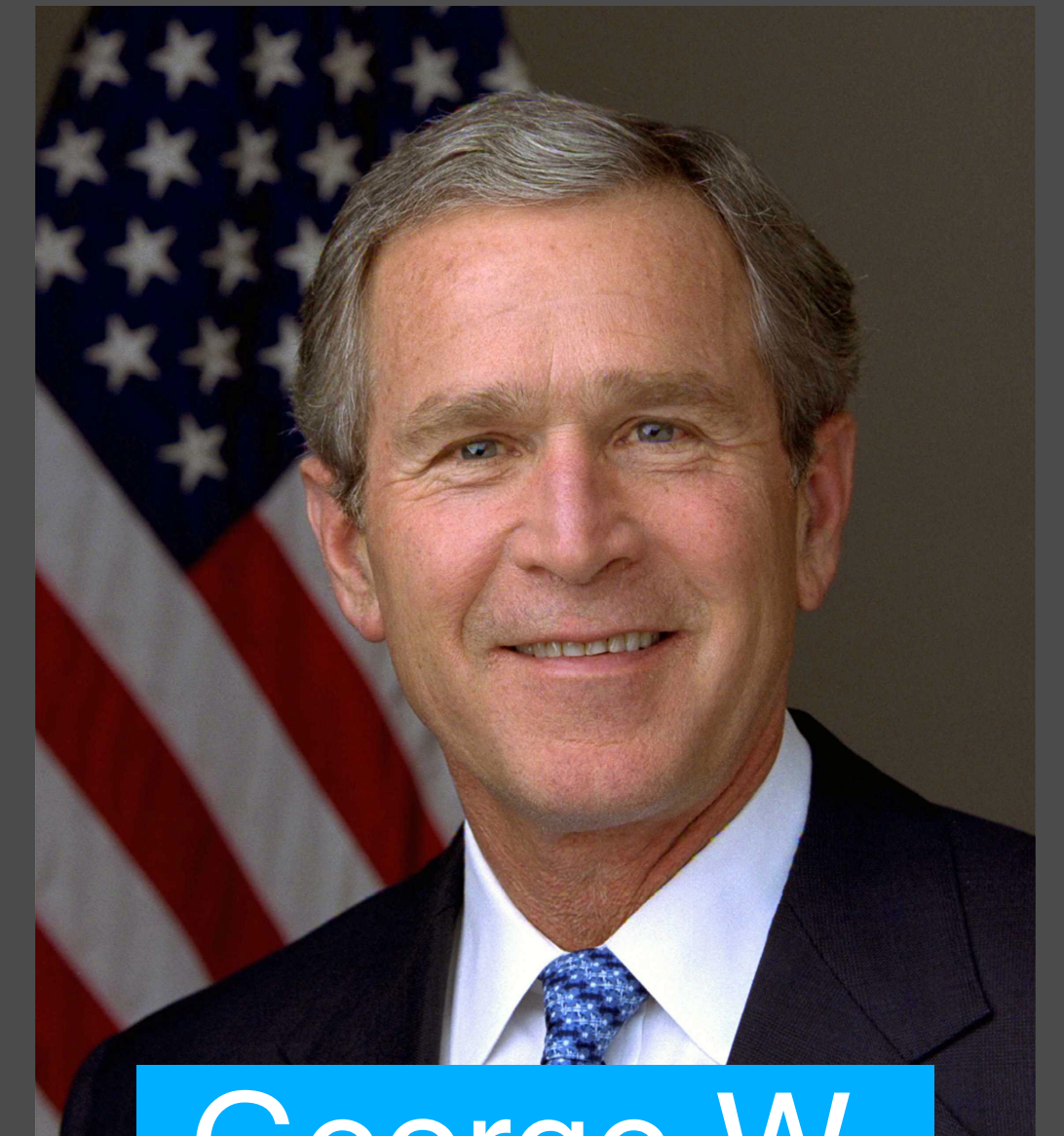
Albert  
Einstein



Spock



Sandra  
bullock

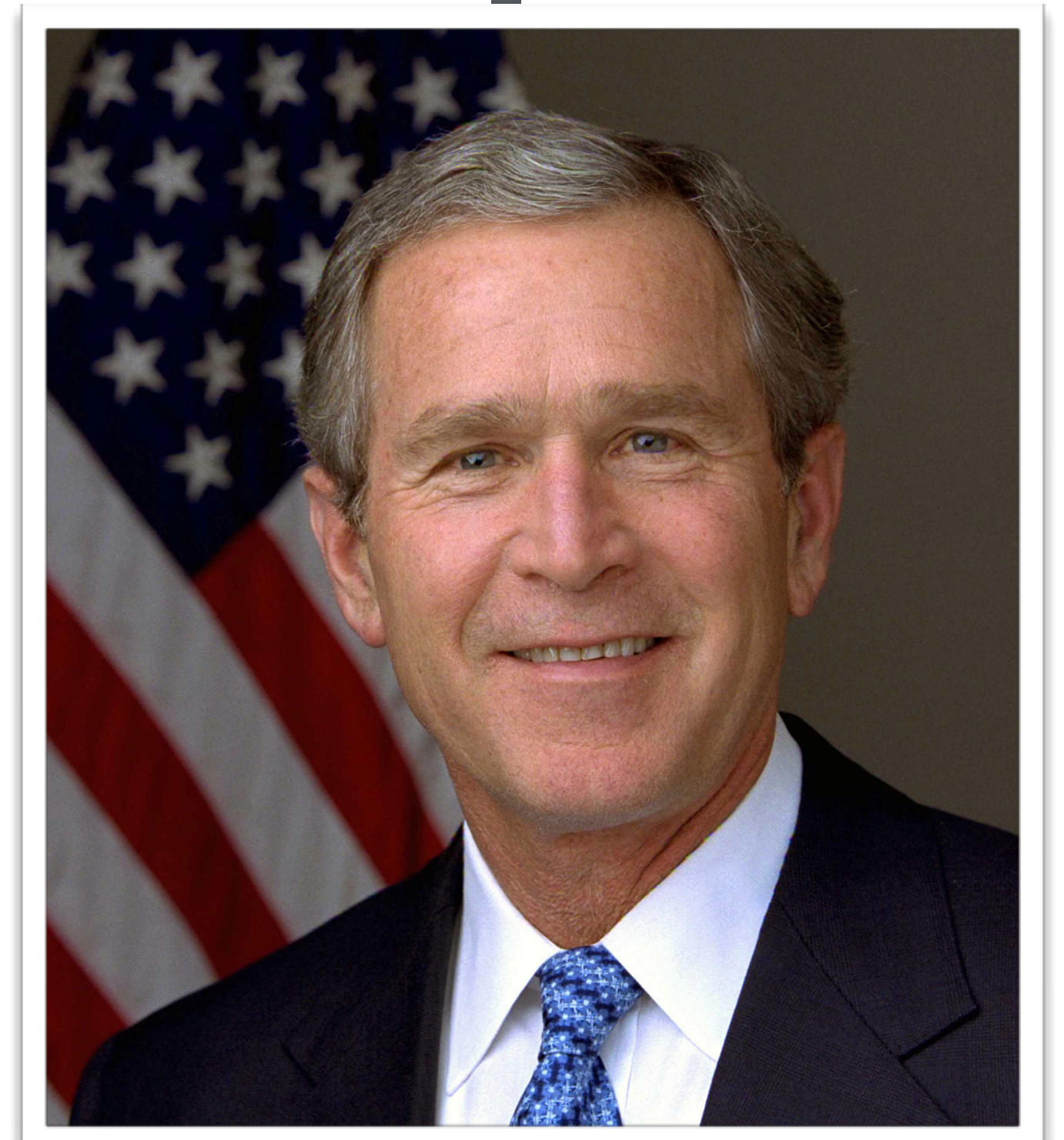


George W.  
Bush



# LOW Assertiveness

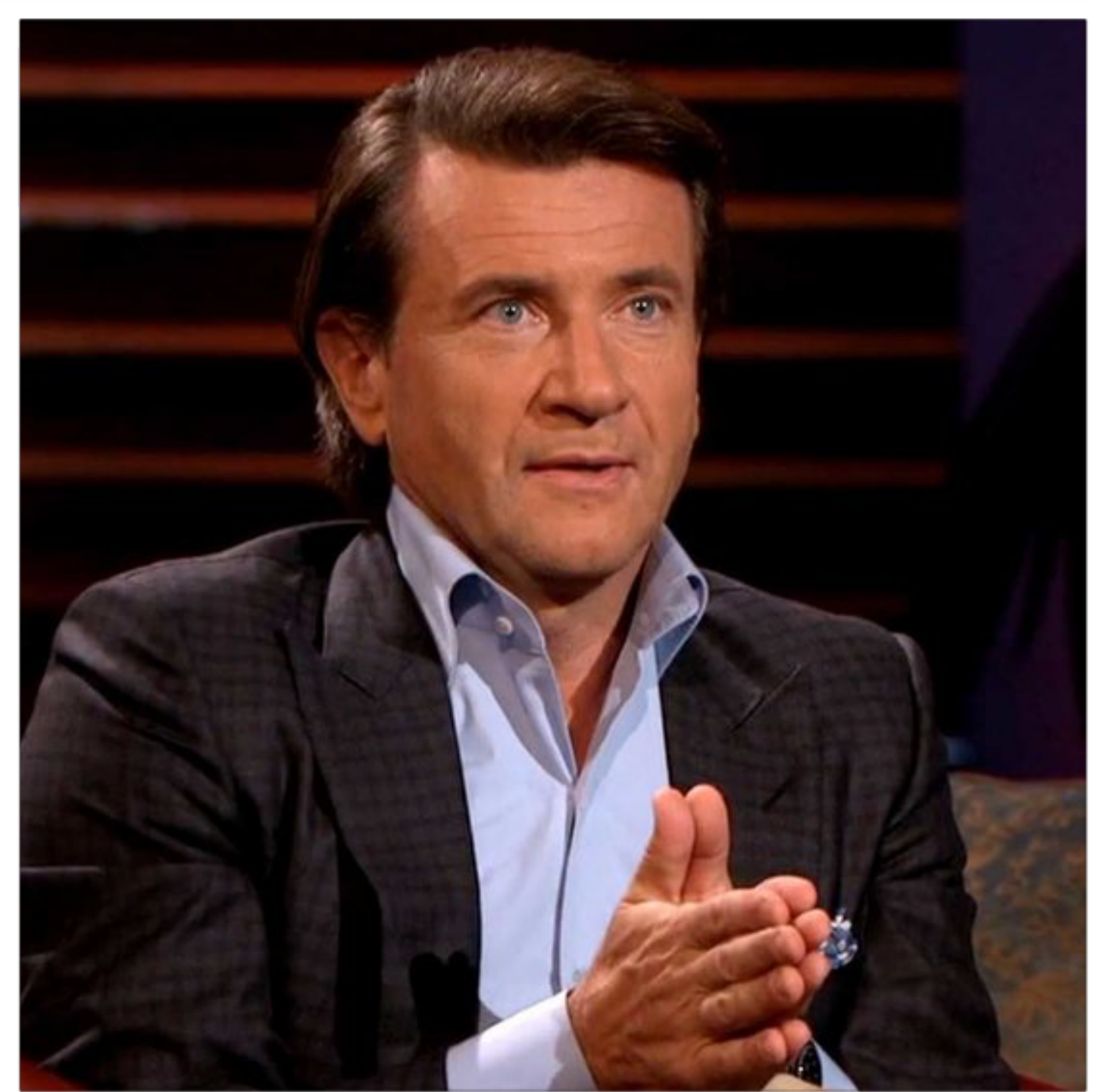
1. Comfortable
2. Ask Questions
3. Appear
4. Quality
5. Rushed





# Recognize The Analytic

# Low Responsiveness



1. Facial Expression
2. Impression
3. Creative
4. Left Alone
5. Critical

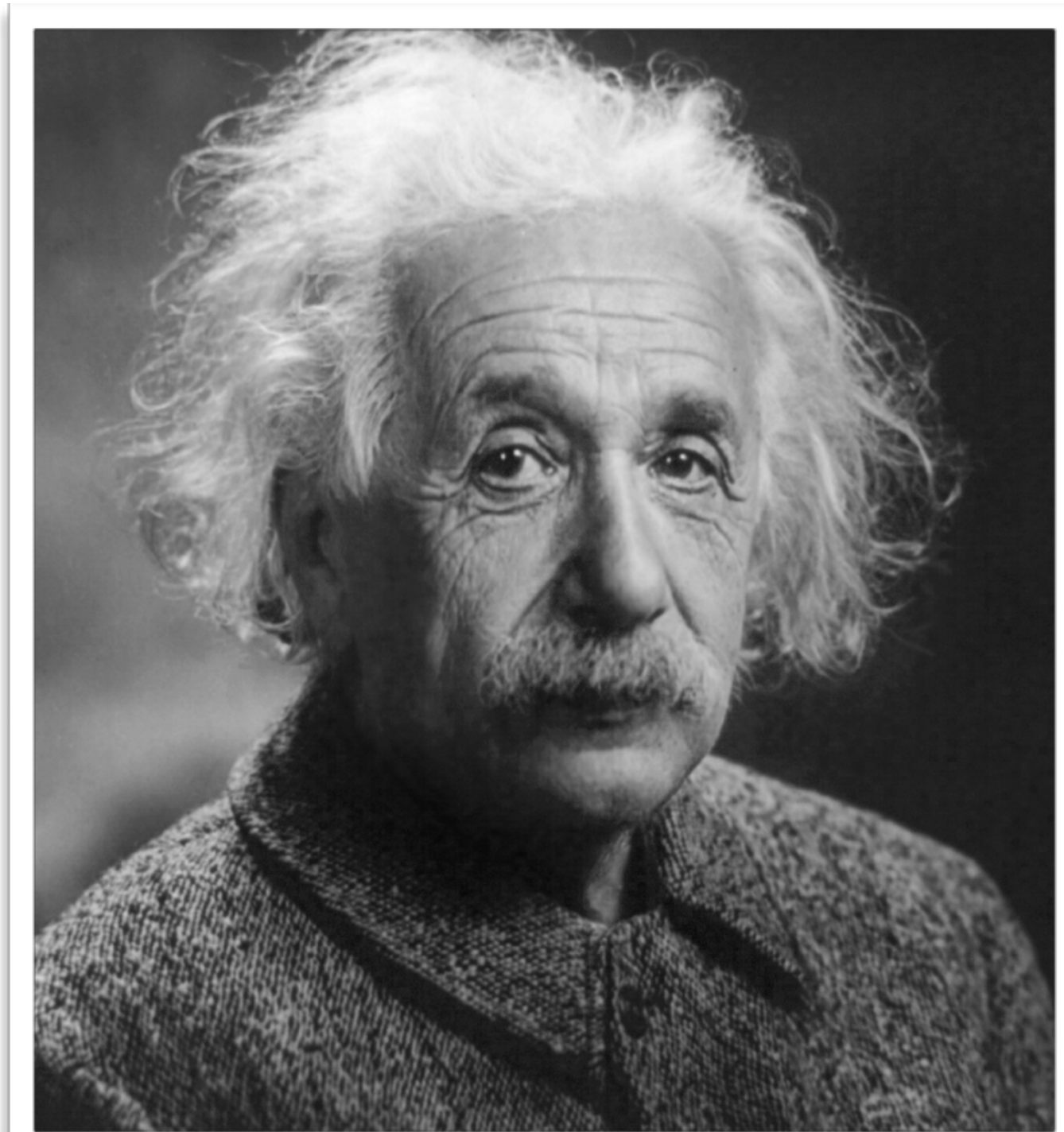
# When working with Analyticals

1. **Allow them 3-5 seconds to respond**
2. **Ask for and answer with specific information**





# Analyticals - when working with others

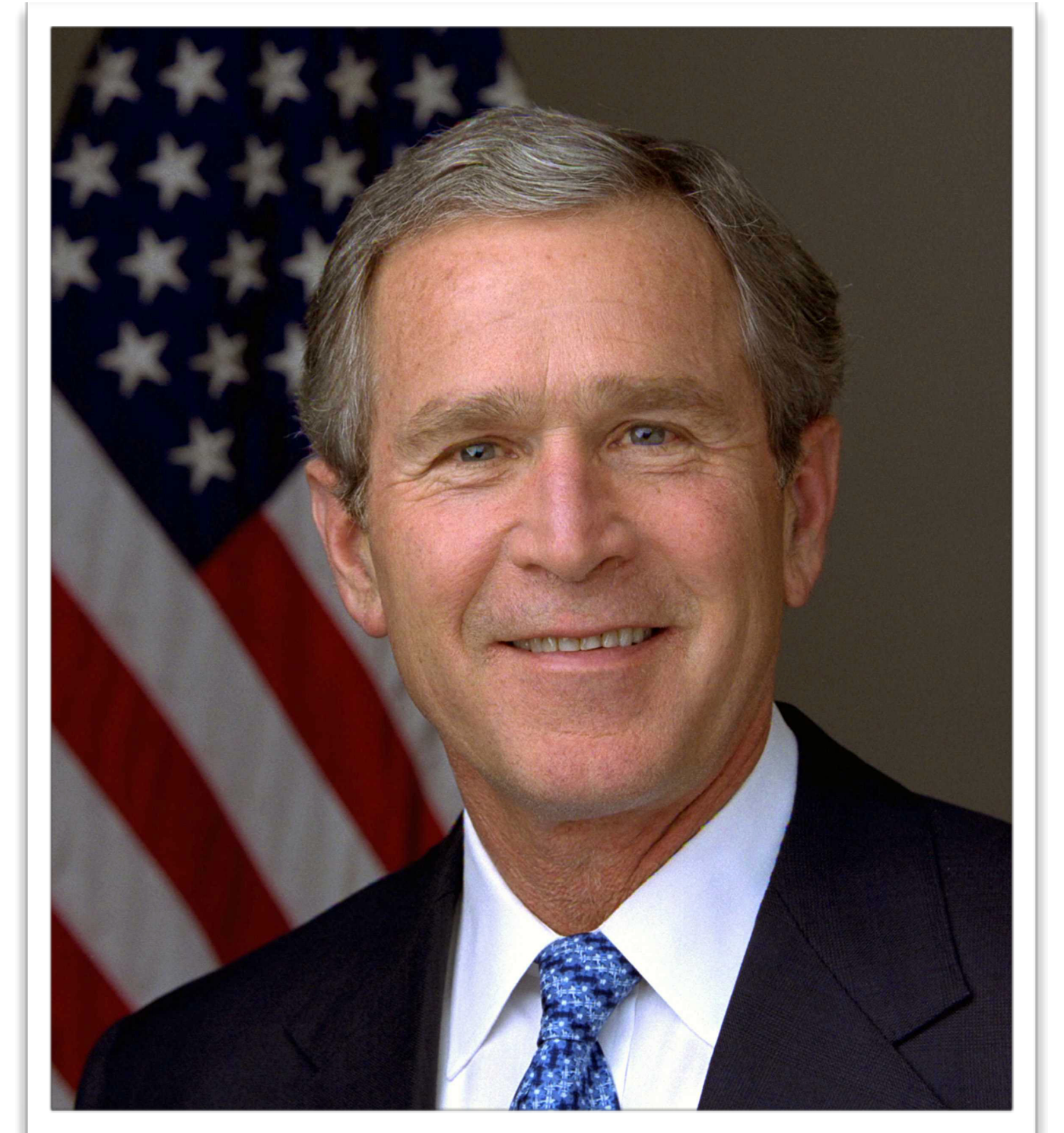


- 1. Tell others when you need time to think**  
**Prioritize “the list”:** A  
**2. items**  
**must be done today B**  
**items can wait**



# Analytical - positive perceptions

- a. **Orderly**
- b. **Thorough/Prudent**
- c. **Accurate/Vigilant**
- d. **Industrious**





# Analytical - Negative perceptions



**Critical**

**a. Moralistic**

**b. Unresponsive/Slow**

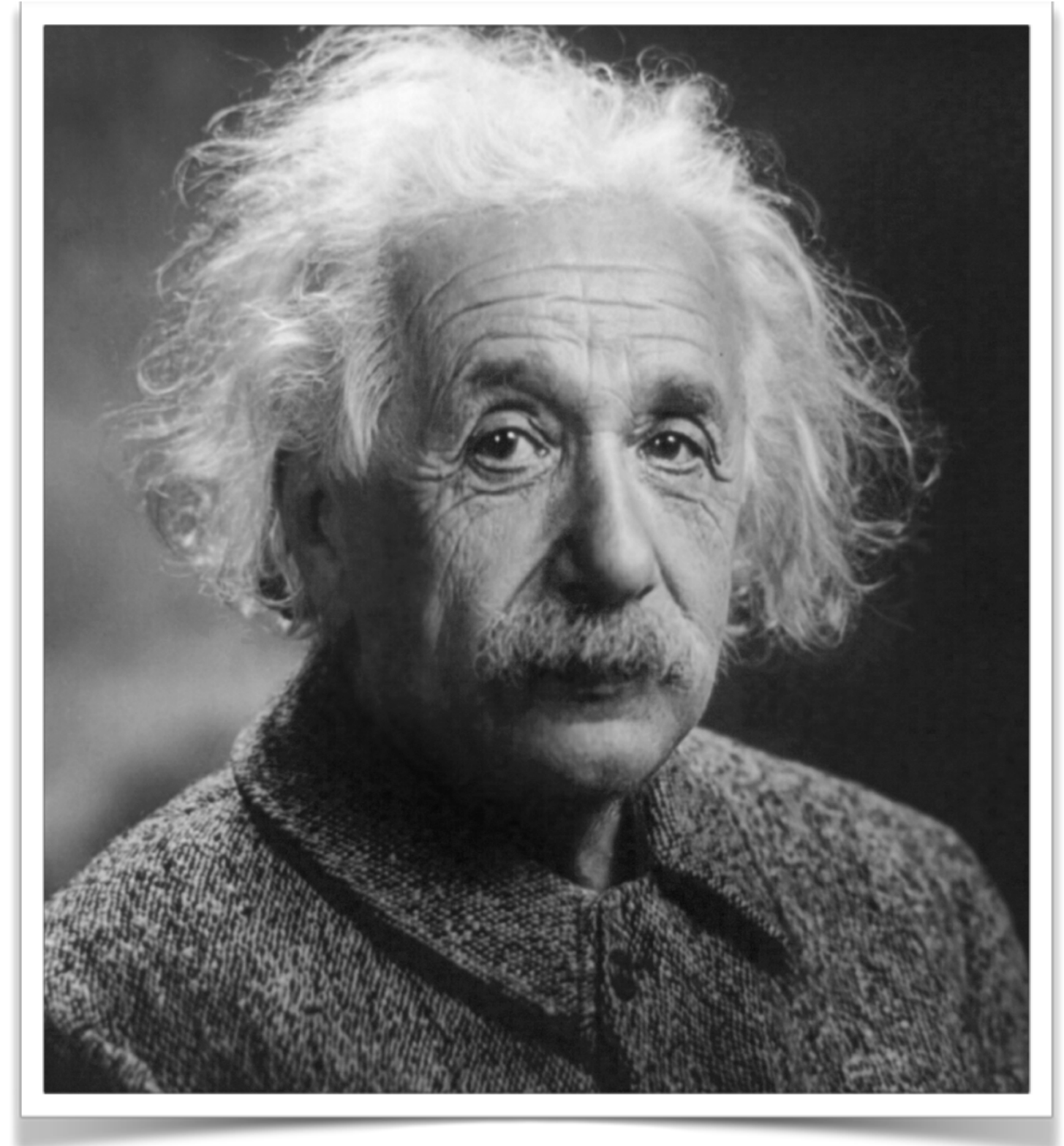
**c. Stuffy/Indecisive**

**d.**



# Analytical Pattern Review

1. What climate or atmosphere should be established when interacting with an Analytical?
2. What are an Analytical's priorities regarding use of time?
3. At what pace is an Analytical most comfortable?
4. In what form do Analyticals like information?
5. How can you win acceptance from an Analytical?
6. How can you instruct an Analytical in accomplishing a task?
7. What kind of support will an Analytical require from you?
8. How does an Analytical make a decision?
9. The next time you work or speak with an individual using an Analytical pattern, what are three behaviors you can use that will put the two of you on the same wavelength?





# What you need to understand from the Analytical perspective:

- \* Attention to details
- \* Goal oriented - tasks
- \* Motivated by correctness and quality
- \* Basic fear - criticism of their work
- \* Under pressure - can become overly critical of self and others



**You know you're an Analytical when  
you....**

**Begin your summer vacation by  
reading all your insurance policies**



**You know you're an Analytical when  
you...**

**Make a hobby out of checking the  
claims of laundry detergents.**





**You know you're an Analytical when  
you...**

**Run out of gas on purpose to find  
out exactly how far your car goes on  
a gallon of gas**



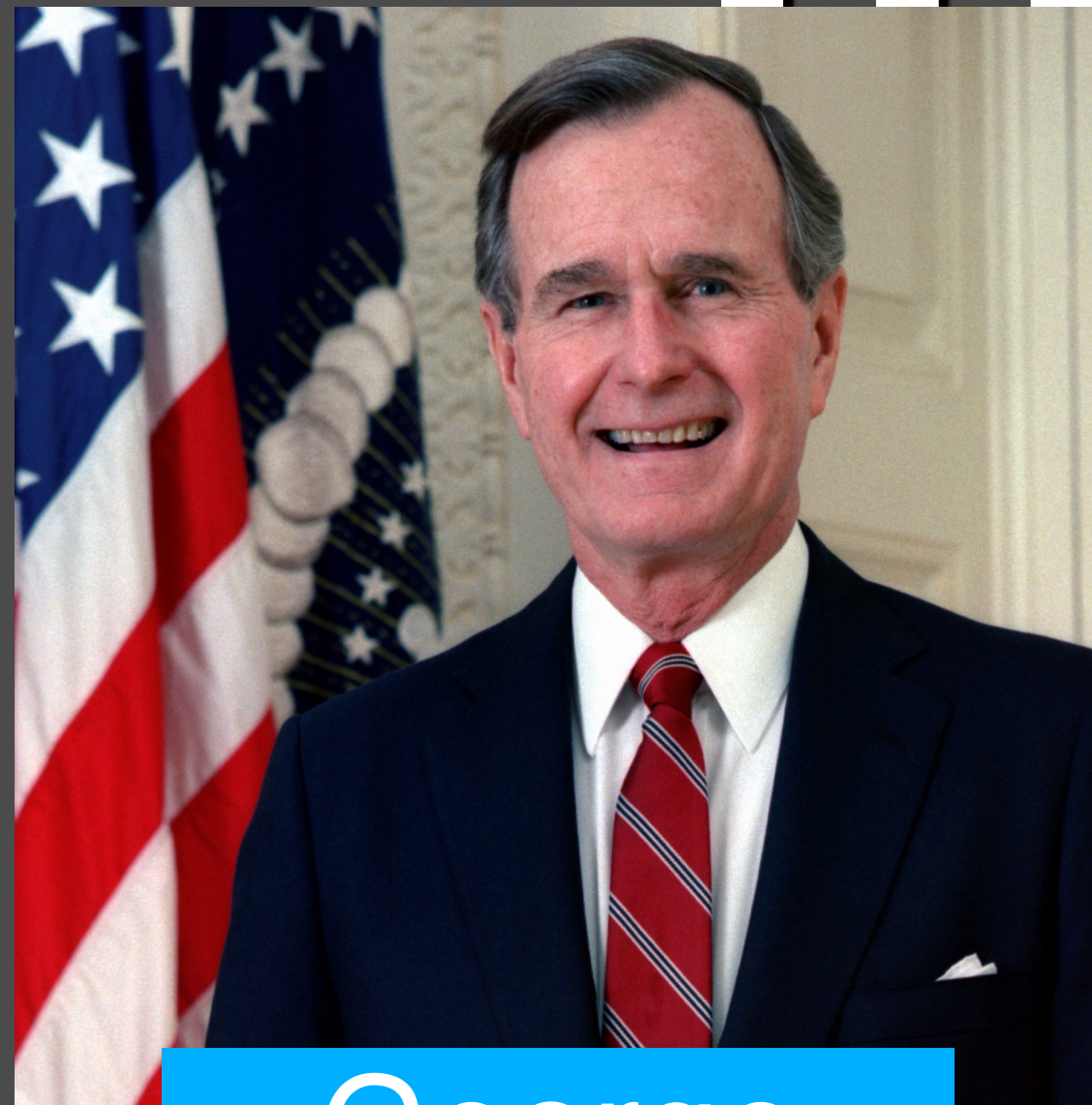


# Amiables act

like



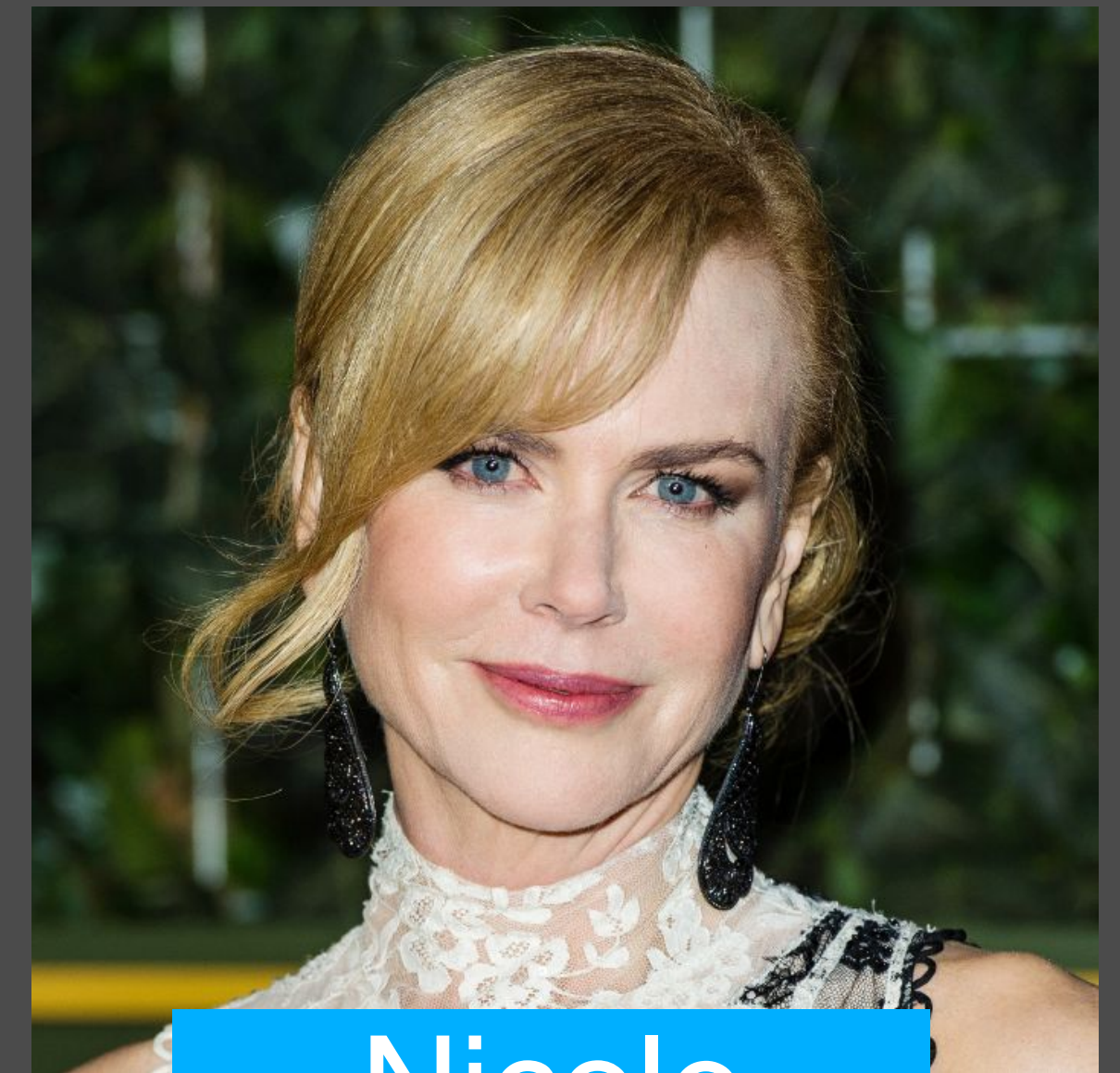
adam  
sandler



George  
Bush SR



Mr. Rogers



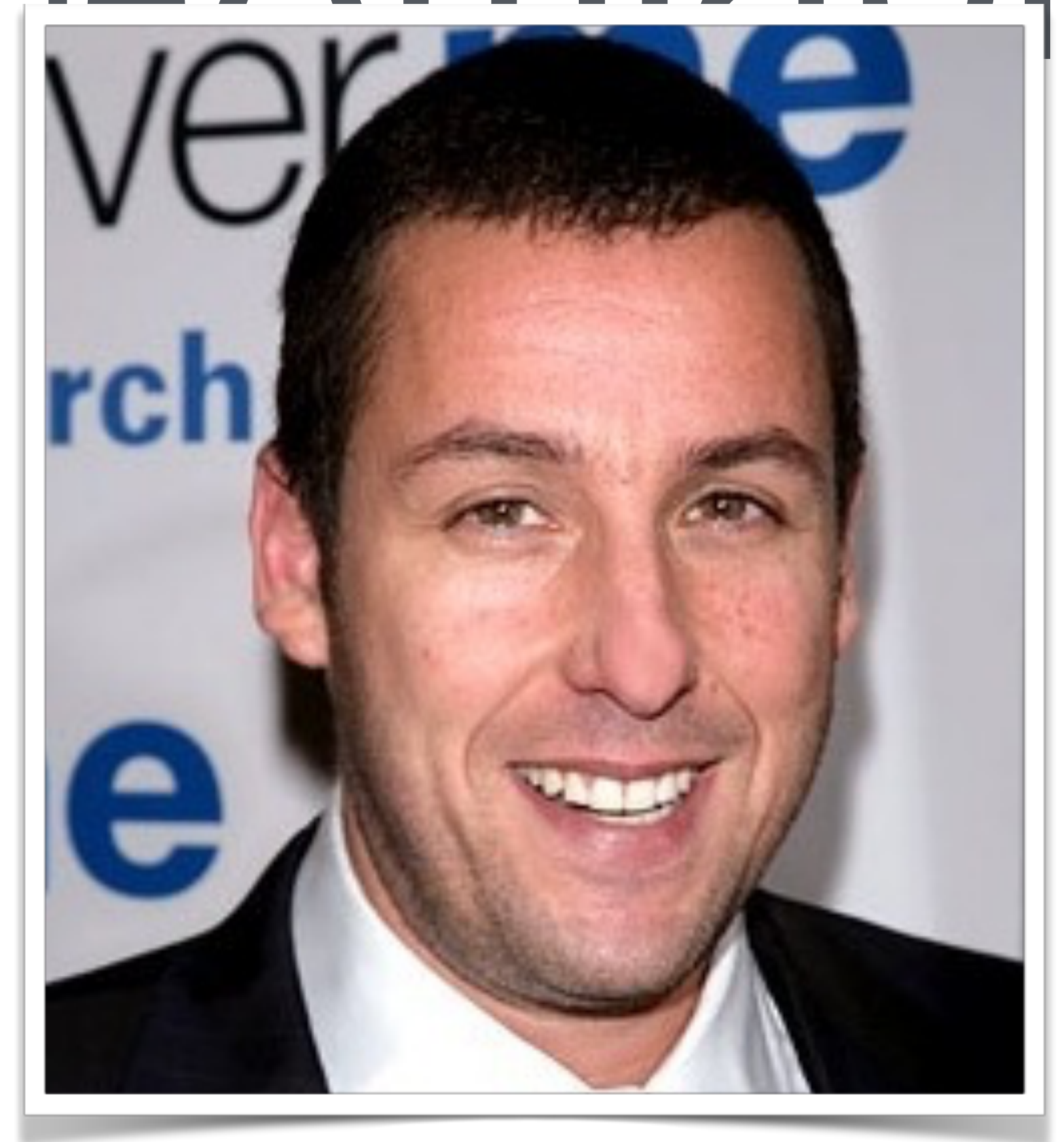
Nicole  
kidman



# LOW Assertivene SS

1. Listeners
2. Less-Talkative
3. Certain Distance
4. Others
5. Ideas

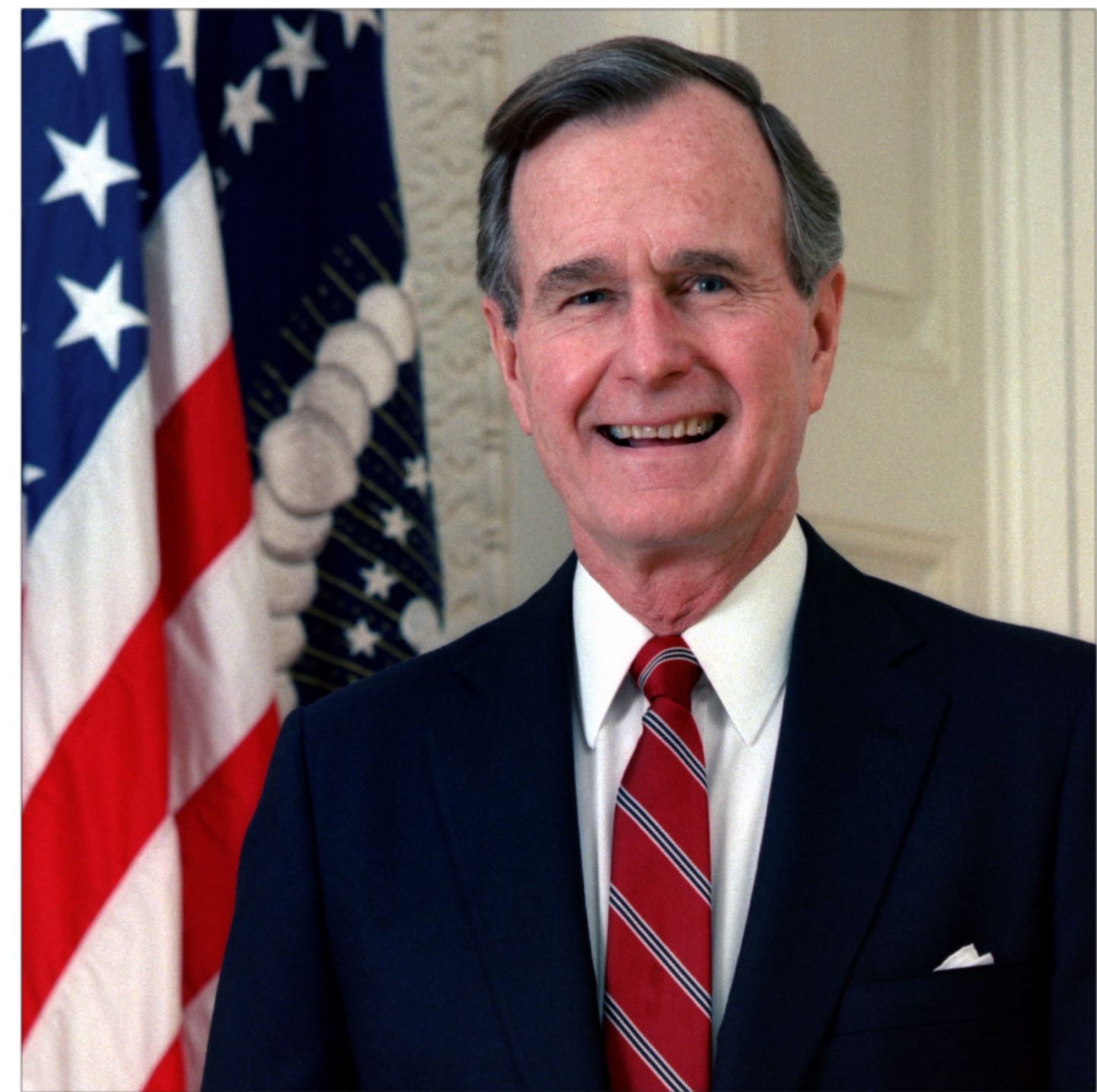
Recogni  
ze  
The Amiable





Recogni  
ze  
Amiable

High  
Responsive  
ness

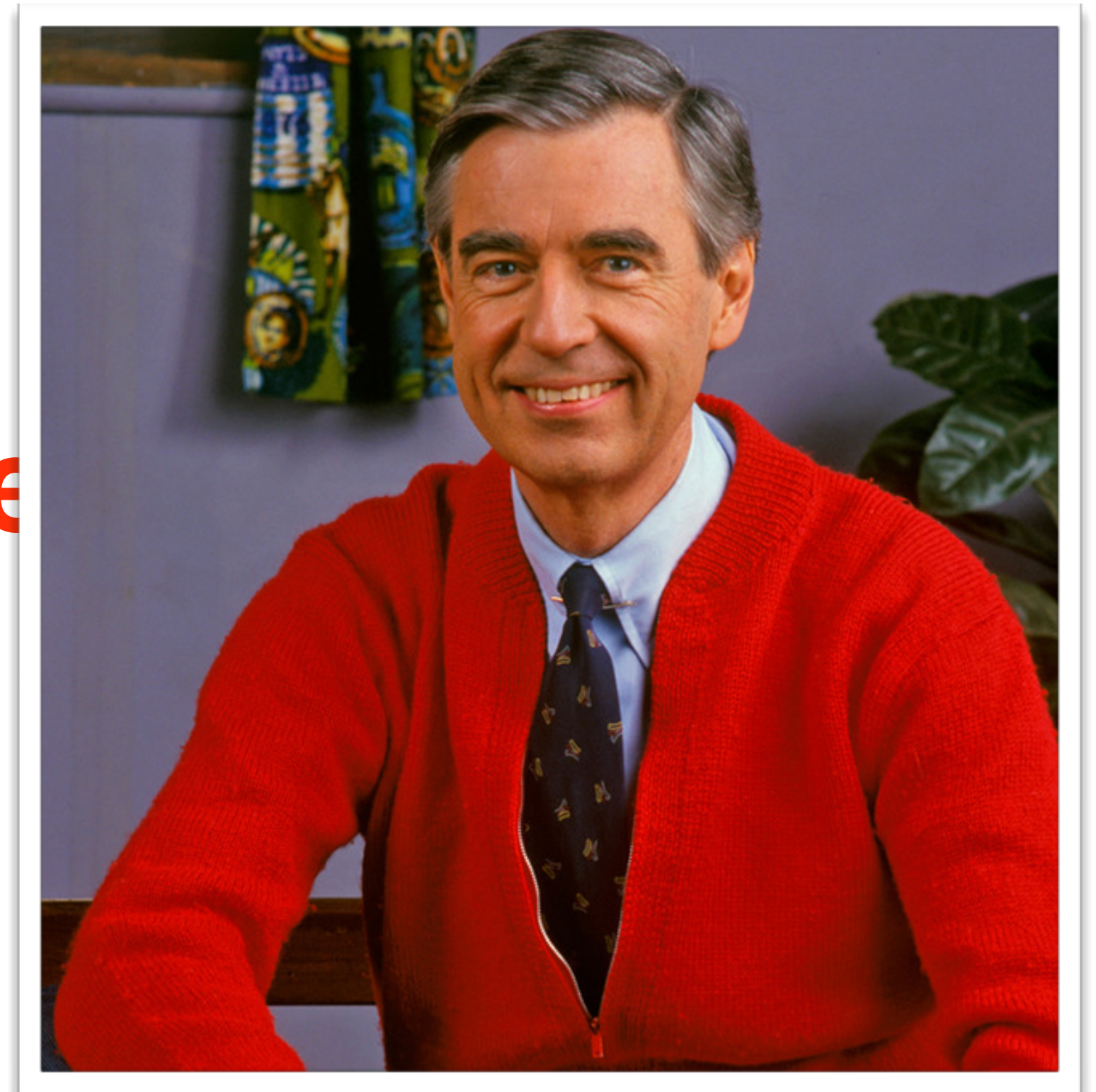


1. Team Oriented
2. Meander
3. Observe You
4. Phony
5. Too Quiet



# When working with Amiables

1. Give them time and space
2. Give them specifics and a softer tone of voice



# Amiables - when working with others



1. **Speak with more voice inflection and use a louder tone of voice**  
**Be quicker to voice**
2. **opinions**



# Amiable - positive perceptions

**Supportive**

**a. Patient**

**b. Loyal/Willing**

**c. Respectful/Cooperative**

**d.**





# Amiable - Negative perceptions



## Emotional

- a. Retiring/Unmotivated
- b. Ingratiating
- c. Dependent/Conforming
- d.



# Amiable Pattern Review

1. What climate or atmosphere should be established when interacting with an Amiable?
2. What are an Amiable's priorities regarding use of time?
3. At what pace is an Amiable most comfortable?
4. In what form do Amiables like information?
5. How can you win acceptance from an Amiable?
6. How can you instruct an Amiable in accomplishing a task?
7. What kind of support will an Amiable require from you?
8. How does an Amiable make a decision?
9. The next time you work or speak with an individual using an Amiable pattern, what are three behaviors you can use that will put the two of you on the same wavelength?



# What you need to understand from the Amiable perspective:

- \* Consistent performance
- \* Goal oriented - team
- \* Motivated by maintenance of status quo
- \* Basic fear - loss of stability/change
- \* Under pressure - can become overly willing to give up





**You know you're an Amiable when  
you....**

**Listen for 30 minutes to a sales call for  
snow removal equipment – and you live in  
San Diego**



**You know you're an Amiable when  
you...**

**Are so diplomatic when you fire a  
person they thank you and offer to  
take you out to lunch**





# What is Personality Adaptability

- \* Anticipating others preferred way of communicating
- \* Adjusting our personality even if it feels uncomfortable
- \* We think we are more adaptable than we really are
- \* None of us has “perfect” adaptability

# Key points about adaptability

- \* Adaptability is a tool
- \* Adaptability is situational
- \* It is an attitude and a skill



# The Skill of Modifying

1. Not
2. Pressure
3. Relationship
4. Valuable

# improving adaptability Dominant

- \* Reduce your emphasis on controlling people and conditions
- \* Be more patient
- \* Be more accepting and open to others
- \* Listen more

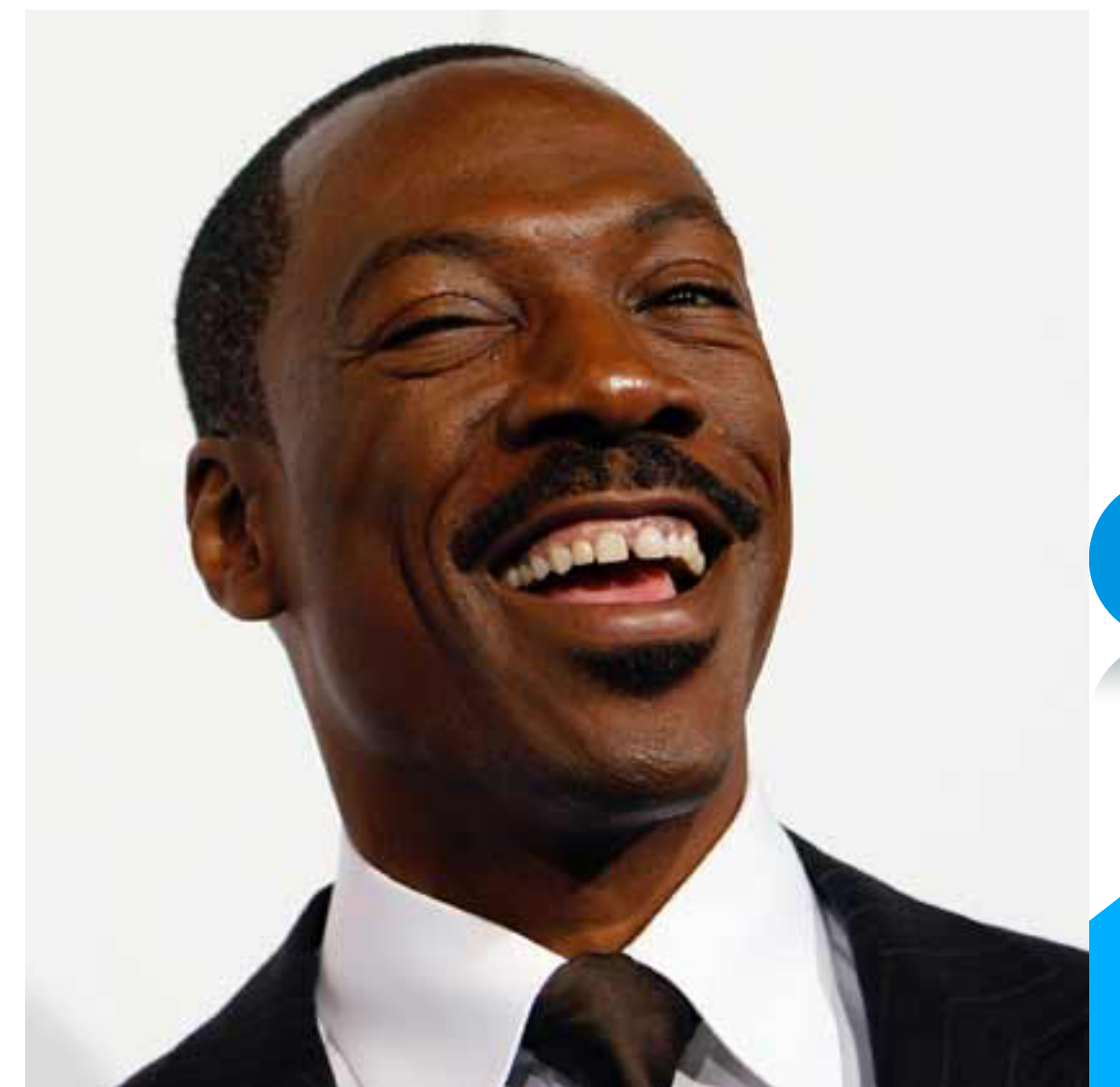
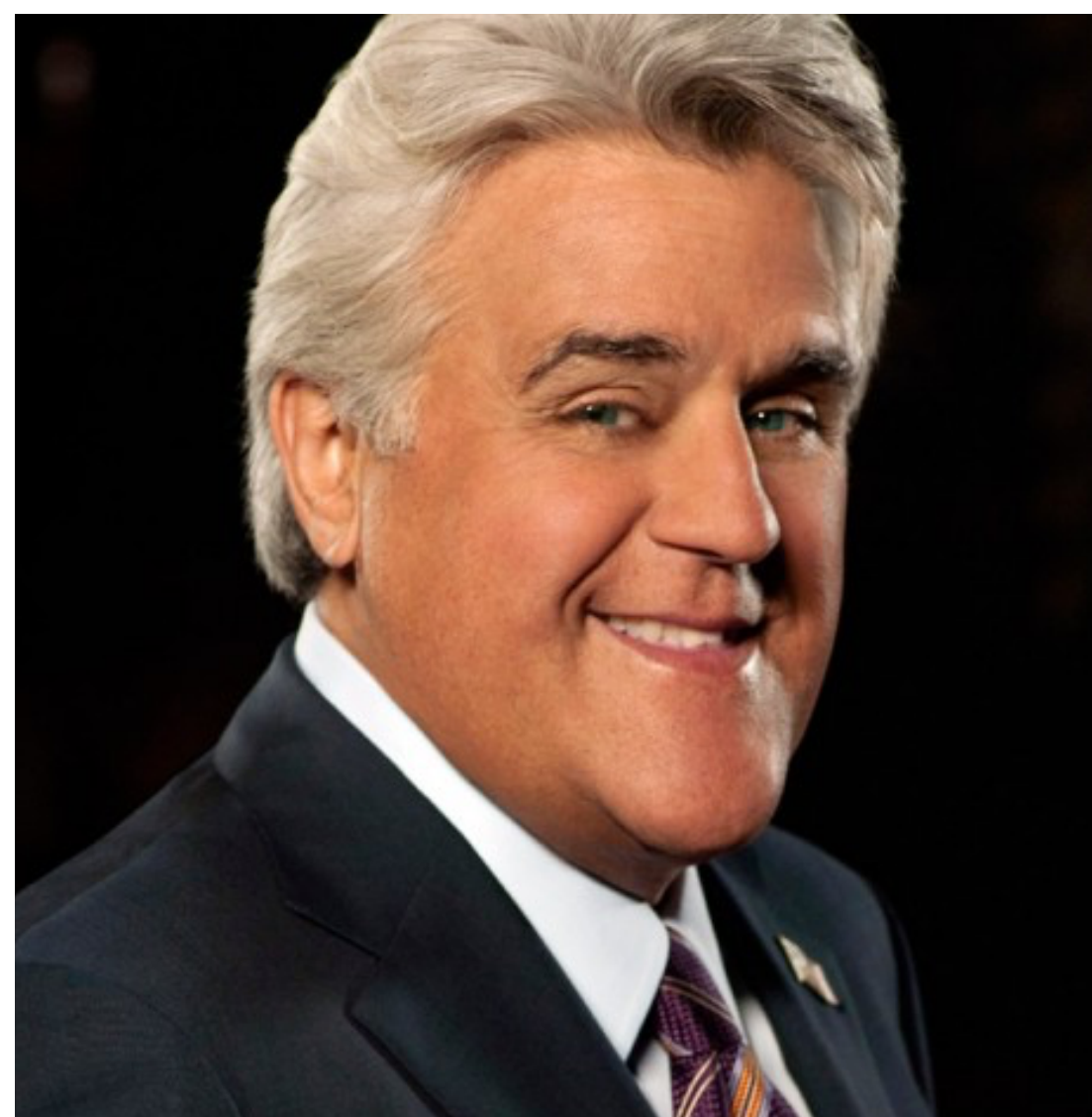
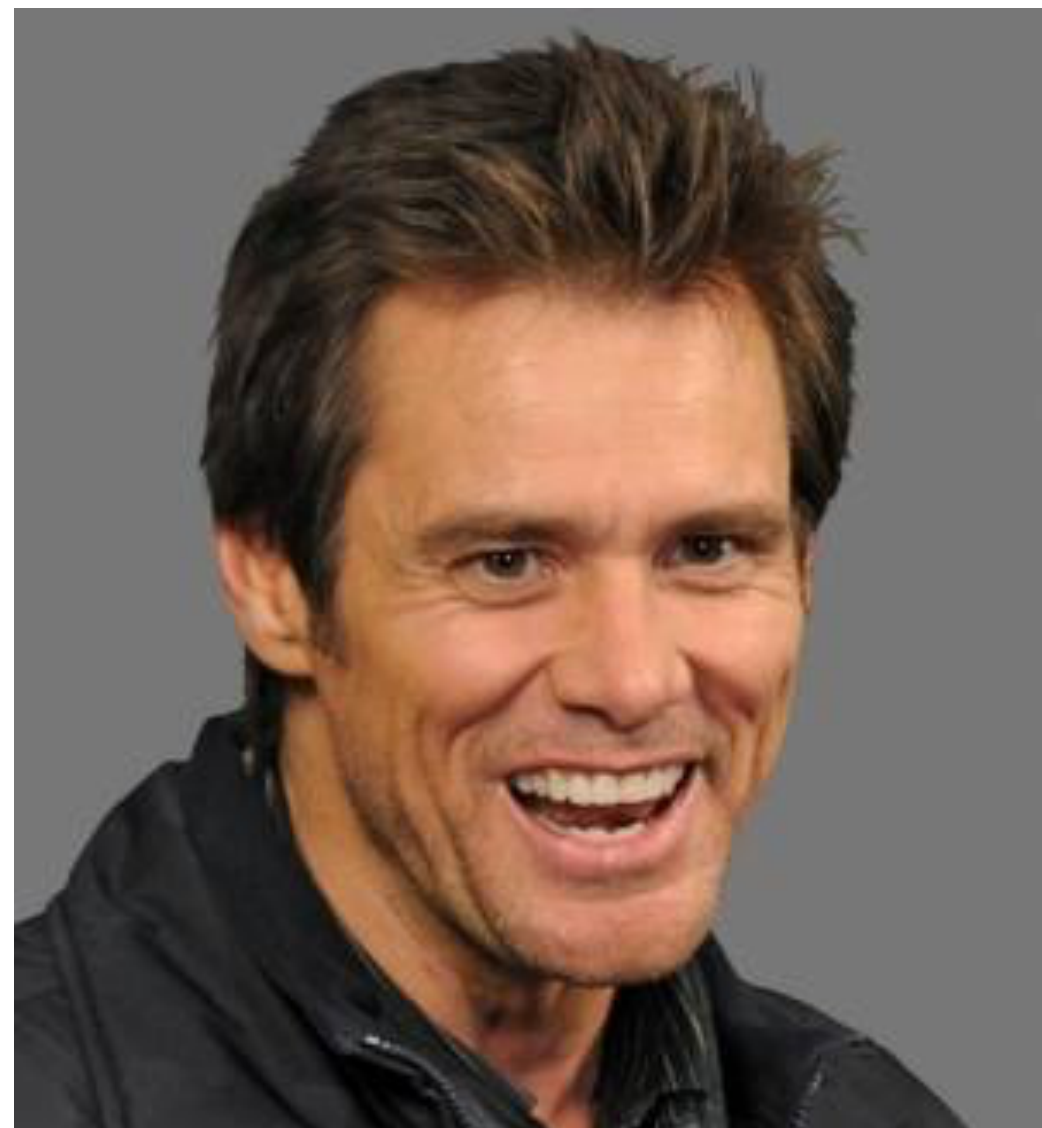




# improving adaptability

# expressive

- \* Reduce your emphasis on approval from others
- \* Be open to facts and data
- \* Be more prepared and organized
- \* Listen more

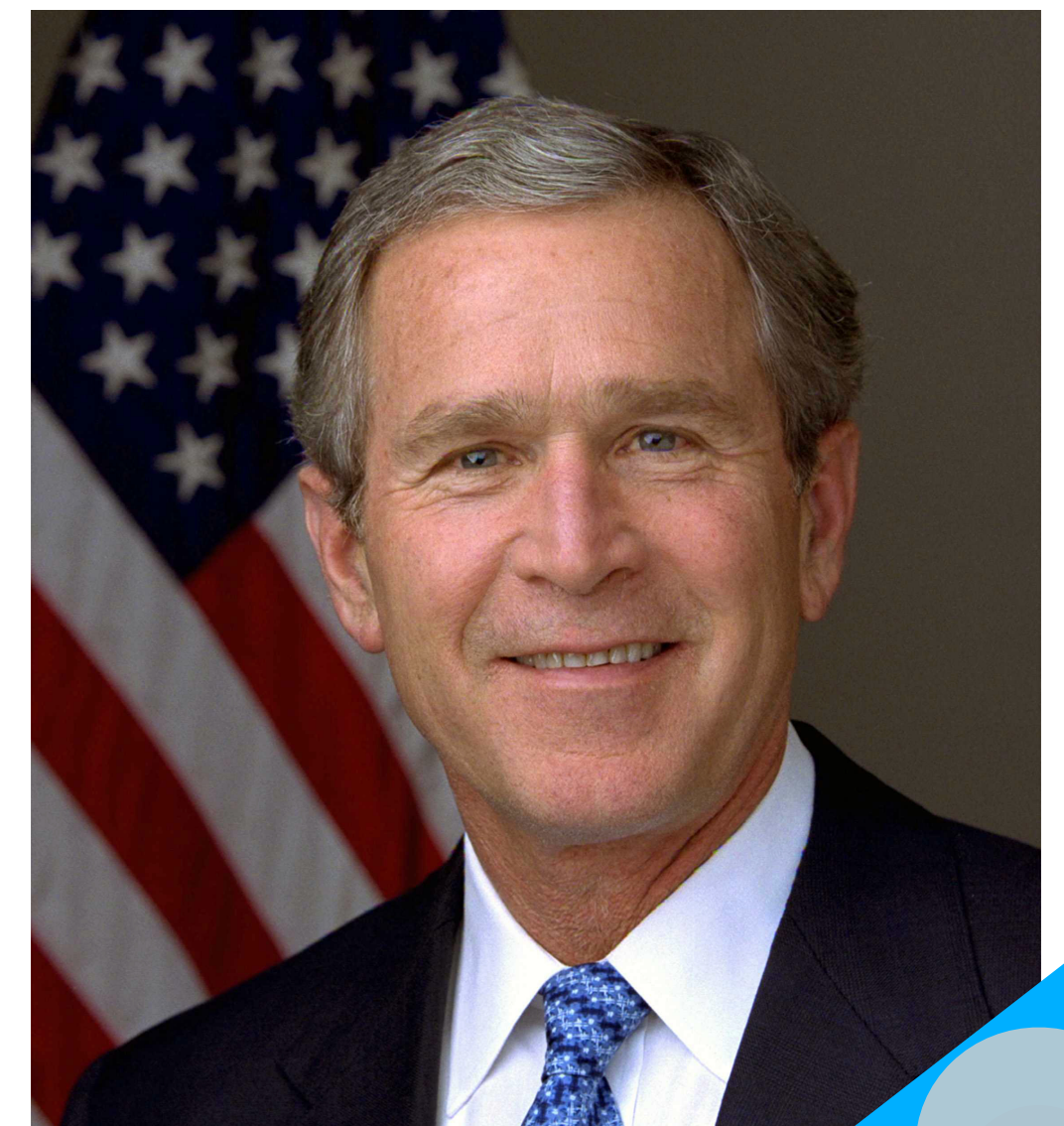
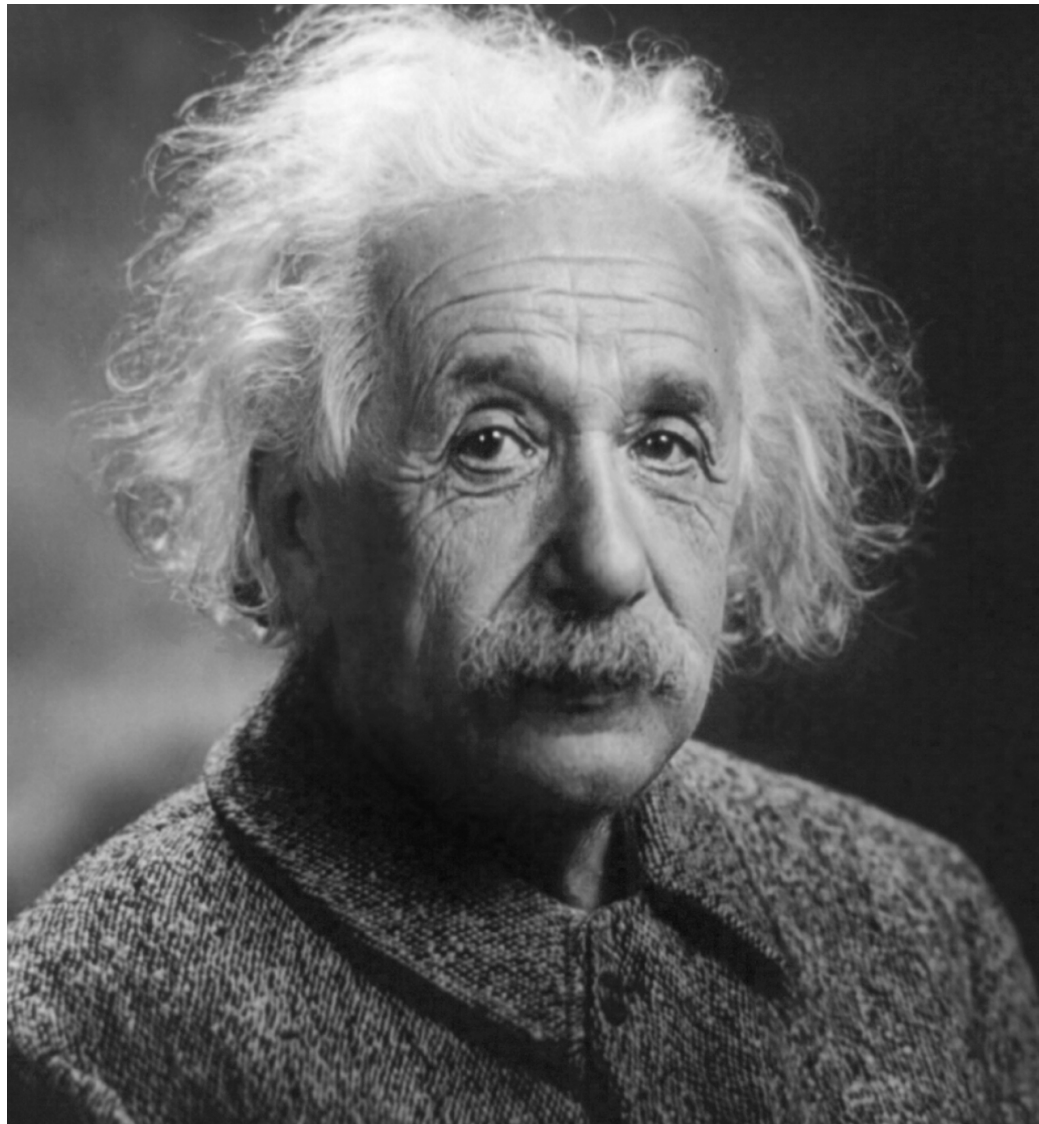




# improving adaptability

# Analytical

- \* Reduce your emphasis on perfectionism
- \* Be more flexible in solving problems
- \* Be more open to the views of others





# improving adaptability

# Amiable

- \* Reduce your emphasis on resistance to new ideas and opportunities
- \* Be more direct with your opinion
- \* Be quicker to adapt





# Assessing Peoples Styles

## Getting on an elevator on a business morning

Am Waits in line but if it's too crowded takes the stairs.

Ex Holds up the elevator to let others in; says "Always room for one more!".

Dm Walks up, gets on the elevator, pushes button to close door.  
An Counts the number of people on the elevator and if it exceeds the limit, makes someone get off.





# Assessing Peoples Styles

## Shopping for groceries:

Dm Shops without lists, tends to leave checkout line to get forgotten items.

Am Brings coupons and calculator to be sure of getting best deal.

An Is prepared with a detailed list.

Ex Enjoys telling you where everything is in the store.



# Assessing Peoples Styles

## On the golf course:

An Is a great score keeper, plays strictly by the rules, and cleans clubs frequently.

Am Golfs the same day, the same time, the same place every week, and has umbrella just in case of rain.

Ex Spends more time in the clubhouse talking to people.

Dm Drives golf cart aggressively, tends to play through groups of other golfers.





# Assessing Peoples Styles

## Gardening



Am Belongs to garden clubs.

An Grows vegetables and has a 3 year supply of canned corn.

Ex Does not allow weeds on own lawn and notifies neighbors upon seeings weeds on their lawns.

Dm Hires someone to mow lawn.



# 4 Different Styles CAMPING





# 4 Different Styles Late to a meeting

