

Insight Edge

The Art of Understanding People...
Made Easy!



Four Goals for Today

- To understand your behavioral tendencies and how they affect others
- To understand, respect, appreciate, and value the people you lead, work with, and spend time around every day
- To develop strategies for working together to increase productivity and proper communication
- To enhance your effectiveness in completing tasks by improving your relationships with others

Effective Communicators

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

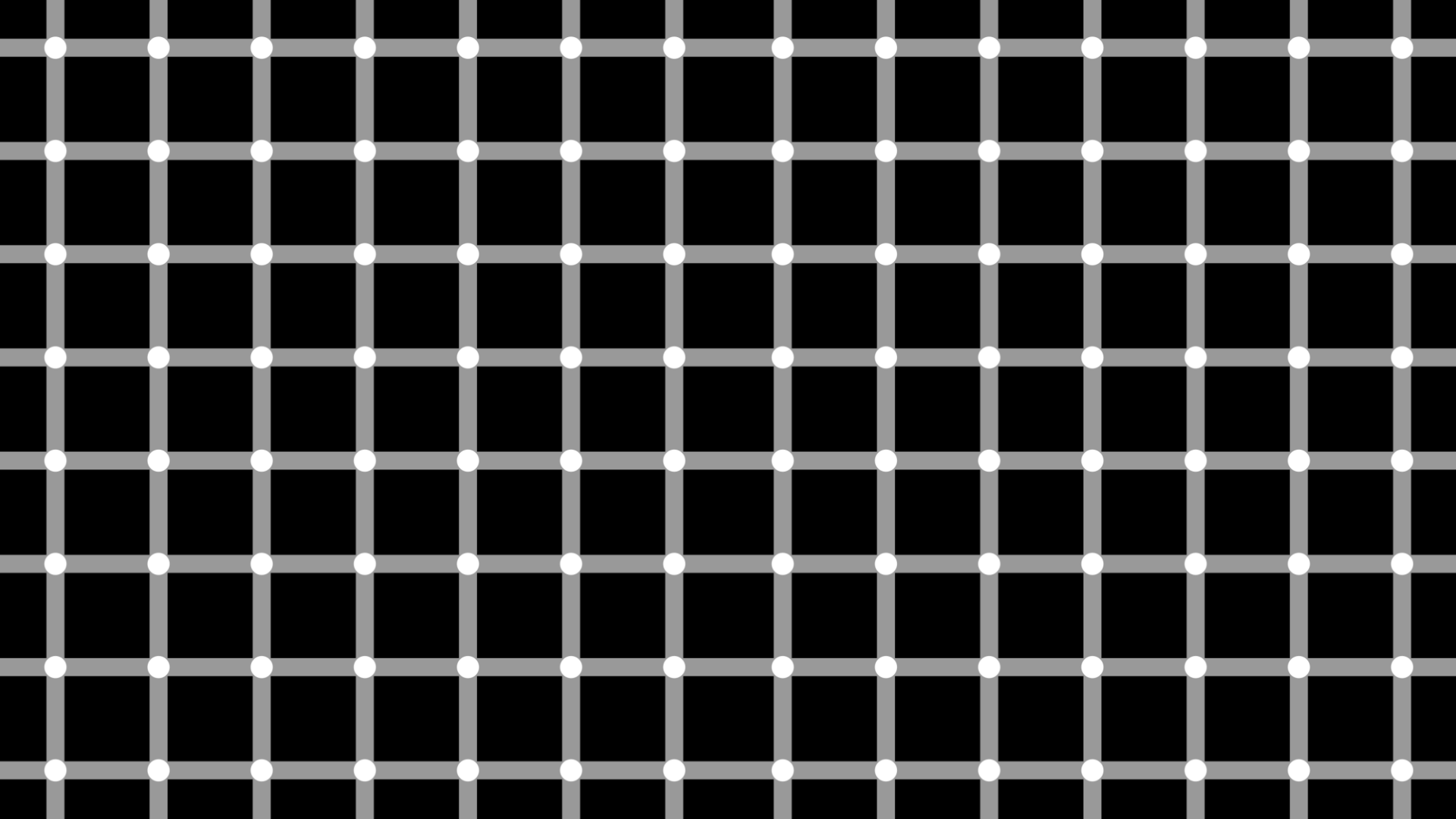
Which is More Important in Communication?

Reality

or

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?



Report Cover – Your Style



Personal Assessment for:

John Smith - Primary/Secondary

This assessment was completed on January 1, 20XX

Page 3 – Your Pattern

- How You See Yourself
- How You Are Perceived
- How You Act at Work

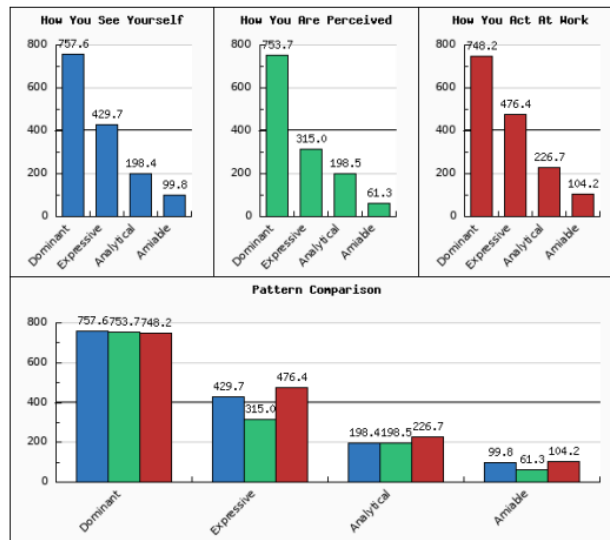


Page 5 – The Four Styles

- Dominant
- Expressive
- Analytical
- Amiable



Page 6 - Graphs



Range	Definition
650-800	High Degree - You use this communication pattern and it is immediately recognized and identified by others.
500-650	Medium Degree - You use this communication pattern and it is quickly recognized and identified by others.
400-500	Low Degree - You use this communication pattern, but it takes some time to be recognized and identified by others.
300-400	Situationally Used - In various situations these communication traits may be brought into play in order to help you effectively communicate with others.
150-300	Sometimes Used - These communication patterns are used infrequently. When Insight Edge concepts are understood and practiced, these traits can be drawn upon as needed to more effectively communicate with another person who uses these patterns.
0-150	Seldom Used - The traits of this pattern are not easily utilized in communications with others who have a pattern unlike your own.

Your Personal Assessment

- Pages 7 and 8 – How You See Yourself
 - Cross out anything you don't agree with
- Pages 9 and 10 – How Others See You
 - Circle anything you don't agree with
- Pages 11 and 12 – Your Behavior at Work
 - Circle anything you don't agree with

Your Personal Assessment

- Pages 13 and 14 – How You May Need to Adapt
 - Choose one or two things that you agree with
- Pages 15 and 16 (or 17) – Being More Effective
 - Choose one thing to work on for the next 30 days

Page 30 - Overview

1. It's OK to be a(n): **Write 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: **your intelligence; your value; your skills or experience; your education or training; your horoscope; your birth order; your culture; your monetary status; your environment; left or right brain; your potential; your upbringing; your competence**

Page 30 - Overview

4. The four major patterns of communication are:
Dominant, Expressive, Analytical, and Amiable
5. According to our studies, the percentage breakdown for the primary pattern of individuals generally occur as follows:
 - **Dominant – 12%**
 - **Expressive – 19%**
 - **Analytical – 32%**
 - **Amiable – 37%**

Page 30 - Overview

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 own!**

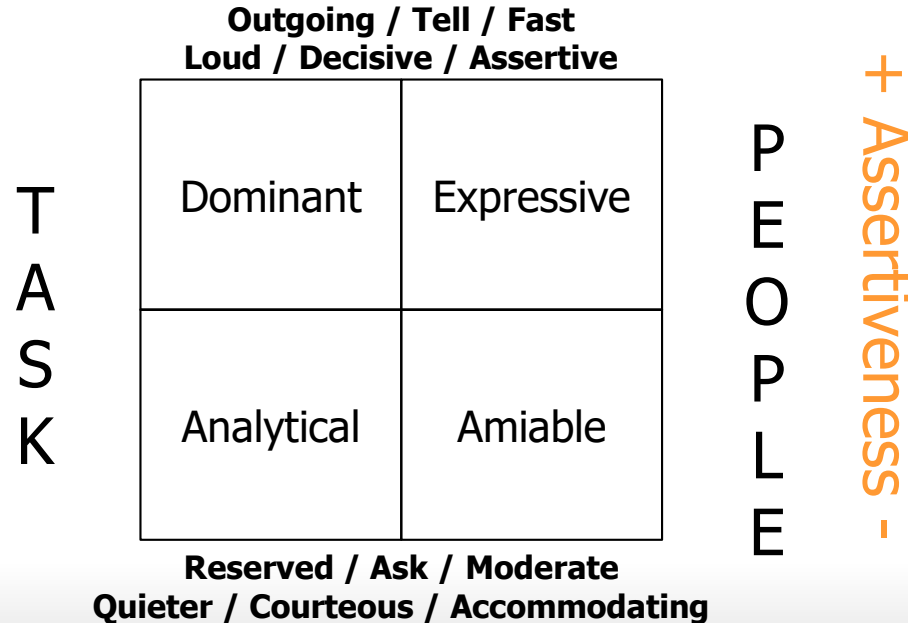
Page 31 – Word Exercise

This exercise clarifies two points:

1. We all have the ability to exhibit the behaviors and characteristics of **all four styles**
2. You will probably favor **two** of the **four** patterns of communication and use them 90-95% of the time

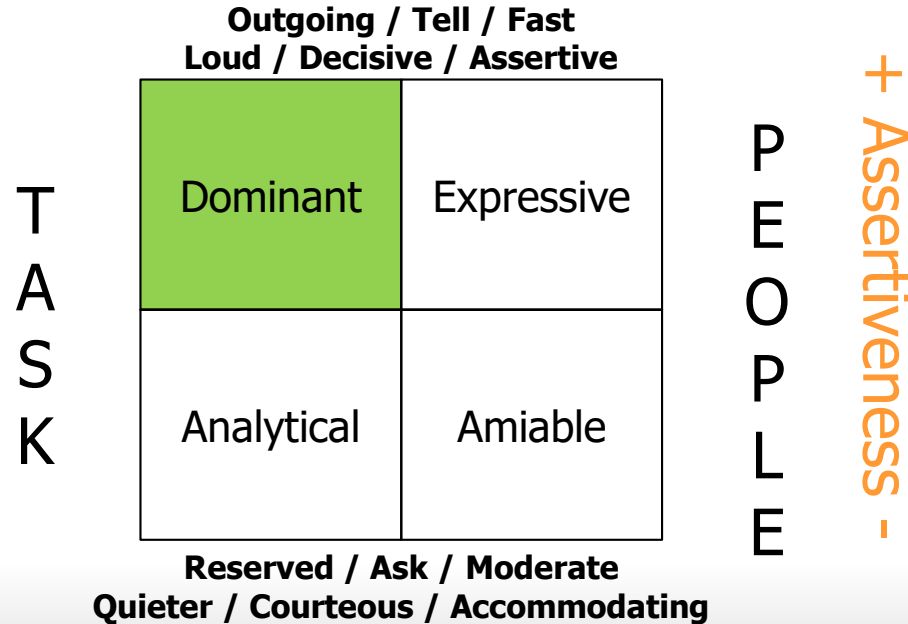
Page 32 – The Pattern Model

- Responsiveness +



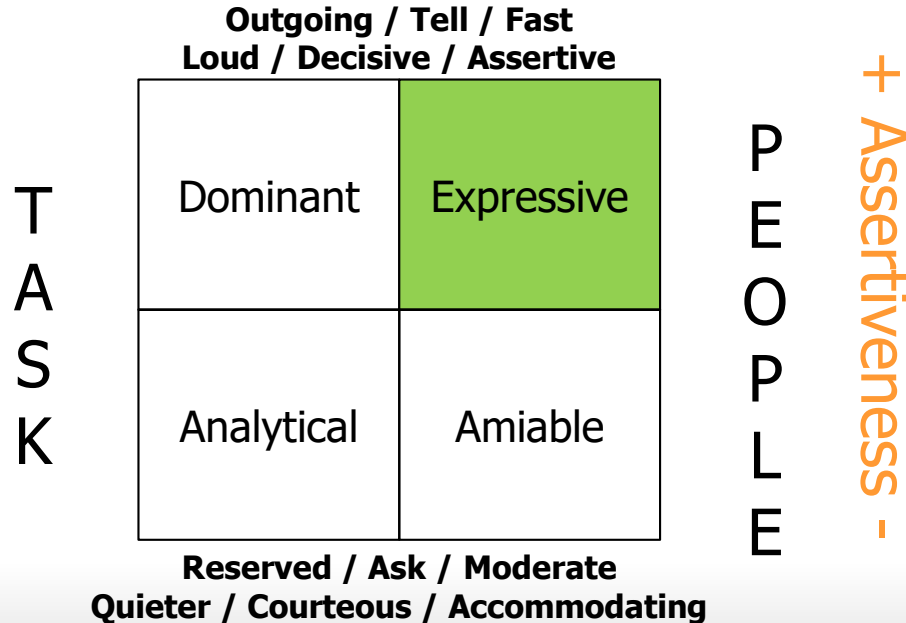
Page 32 – The Pattern Model

- Responsiveness +



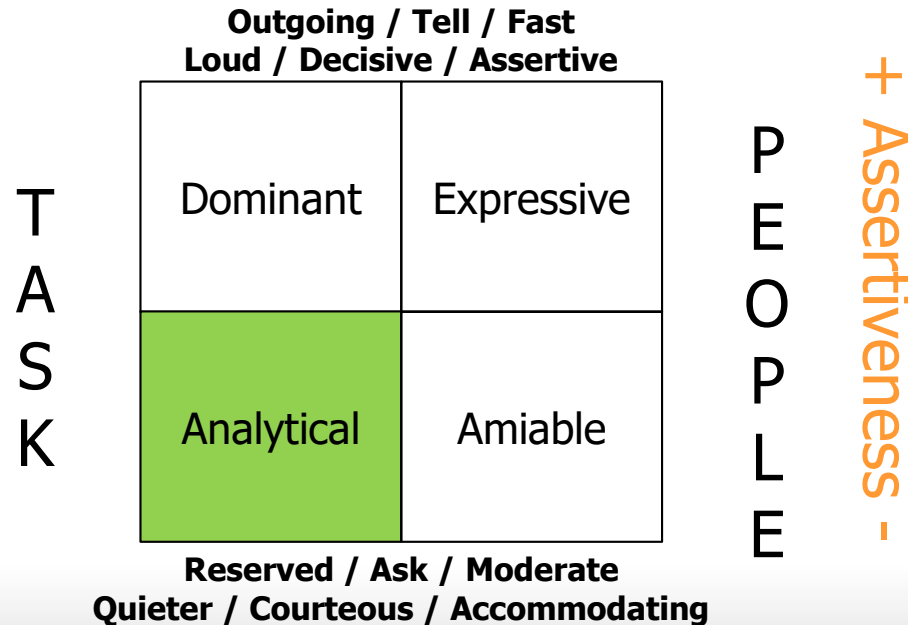
Page 32 – The Pattern Model

- Responsiveness +



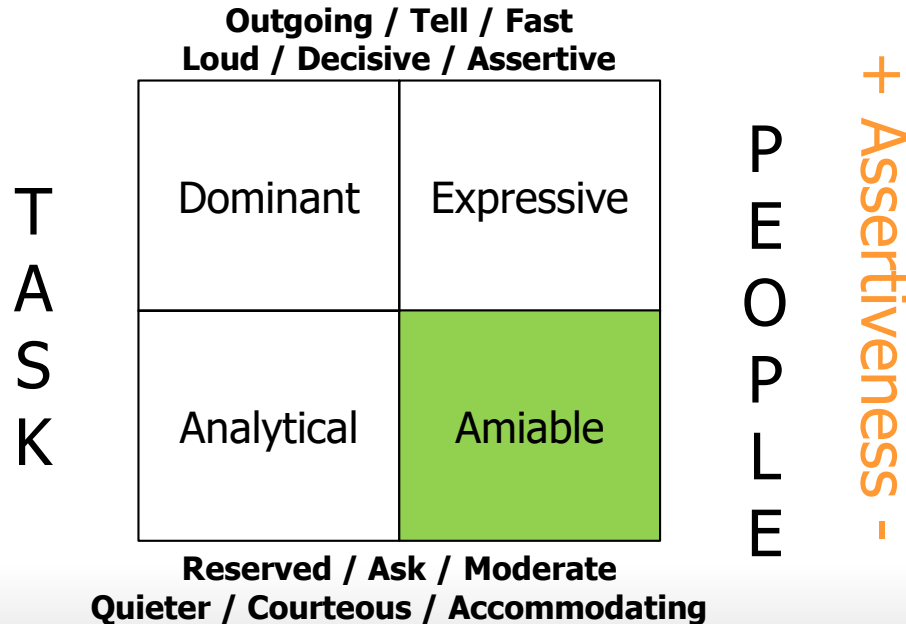
Page 32 – The Pattern Model

- Responsiveness +



Page 32 – The Pattern Model

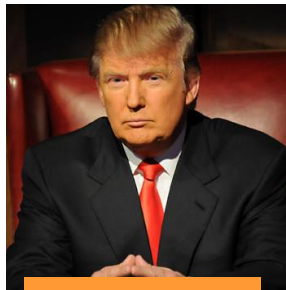
- Responsiveness +



Page 33 – Dominants Act Like



Barack
Obama



Donald
Trump



Hillary
Clinton



Kevin
O'Leary

12%; Task/Accomplishment; The Finger; The List;
2 Minute Conversations; Quick Decisions; Eye to Eye; Tell;
Now; Never Wrong; Build Respect through Common Ground

Page 34 – Recognize the Dominant

High Assertiveness

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



Page 34 – Recognize the Dominant

Low Responsiveness

1. Little
2. Limited
3. Direct
4. Non-Interested
5. Small Talk



Page 35 - When Working with Dominants

1. Take them seriously, not personally
2. Start with the bottom line and allow them to maintain control



Page 35 – Dominants, When Working With Others

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



Page 35 – Positive Perceptions

- a. Decisive
- b. Fair
- c. Efficient
- d. Determined



Page 35 – Negative Perceptions

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



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 reminisce about the good old days when it was legal to duel with guns to settle arguments

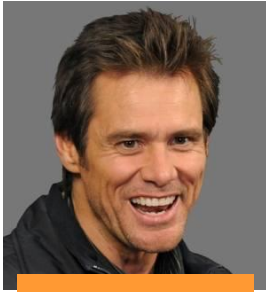


You Know You're a Dominant When...

You arrive at work at 8:00 AM and by 8:03 no one is speaking with you



Page 37 – Expressives Act Like



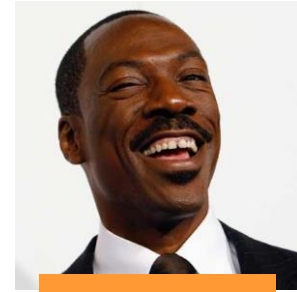
Jim
Carrey



Jay
Leno



Julia
Roberts



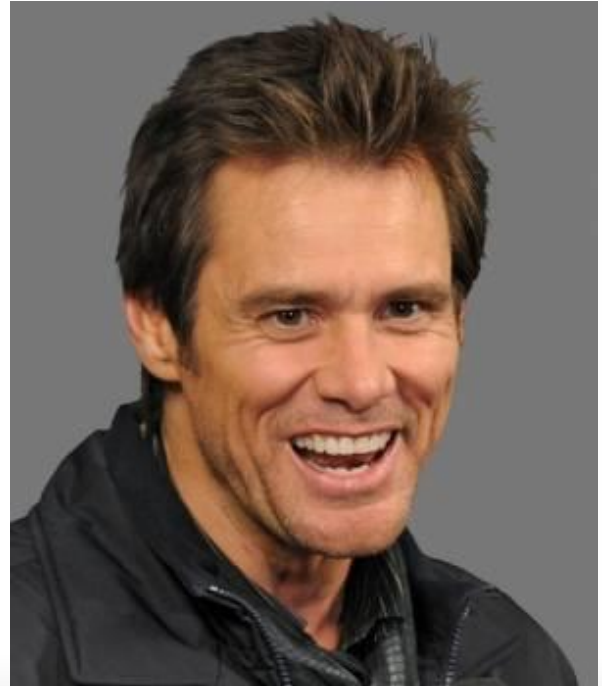
Eddie
Murphy

19%; Touch; Center Stage; Smile; Animated;
Overcommit; Big Picture vs. Details to Get There;
Look Good; Roller Coaster

Page 38 – Recognize the Expressive

High Assertiveness

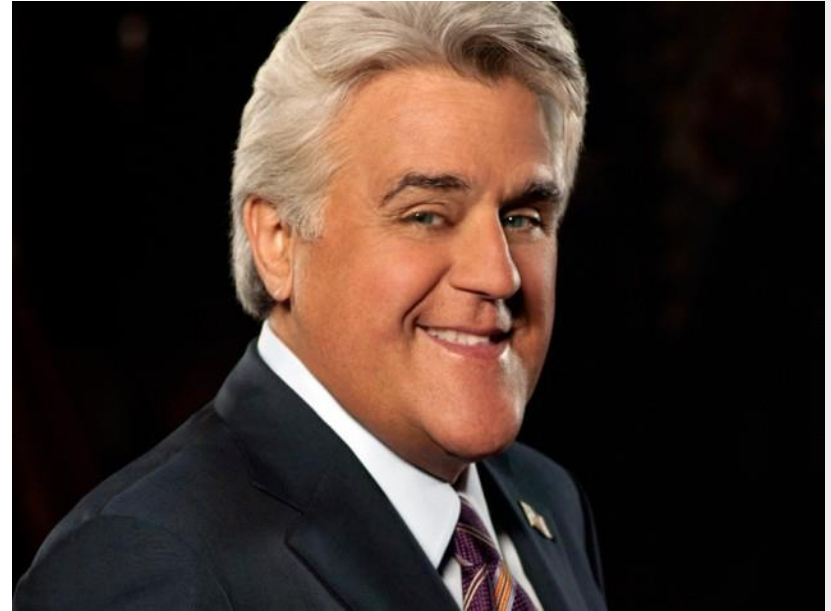
1. Faster
2. Unlimited Energy
3. Emotion
4. Quickly
5. Pressure



Page 38 – Recognize the Expressive

High Responsiveness

1. Broad Range
2. Playful
3. Wander From
4. Disclose
5. Opinions



Page 39 – When Working with Expressives

1. Paraphrase and playback agreements and understandings
2. Give them the big picture first



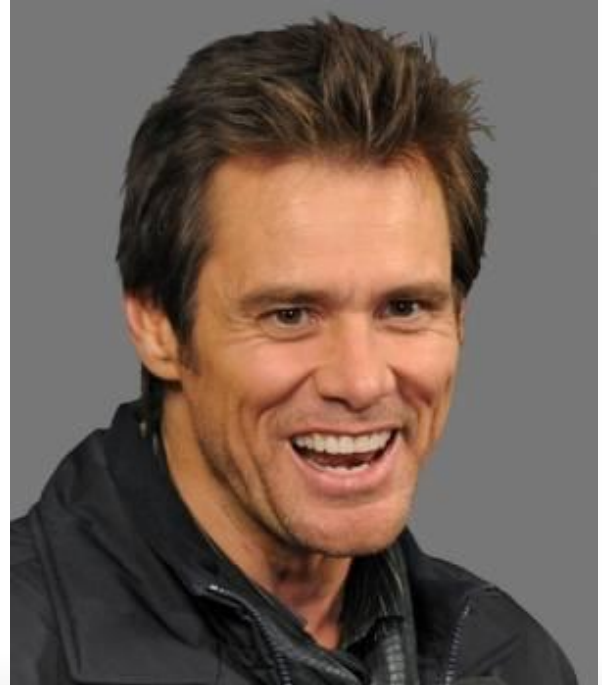
Page 39 – Expressives, When Working with Others

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



Page 39 – Positive Perceptions

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



Page 39 – Negative Perceptions

- a. Manipulative / Dishonest
- b. Undisciplined / Undependable
- c. Reactive
- d. Self-promotional



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

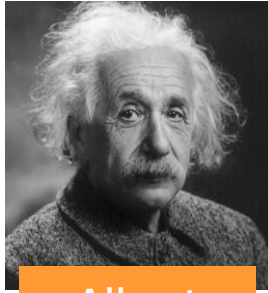


You Know You're An Expressive When...

You dial a wrong number and talk to the person
for half an hour anyway



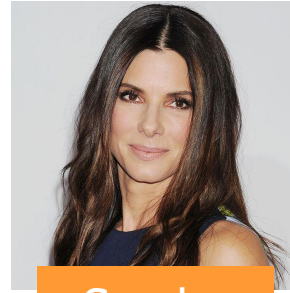
Page 41 – Analytics Act Like



Albert
Einstein



Mister
Spock



Sandra
Bullock



George
W. Bush

32%; A to Z; High Value/Quality; Right the First Time;
Attentive to Detail; Processes; Facts; 3 to 5 Seconds; “The Look”

Page 42 – Recognize the Analytical

Low Assertiveness

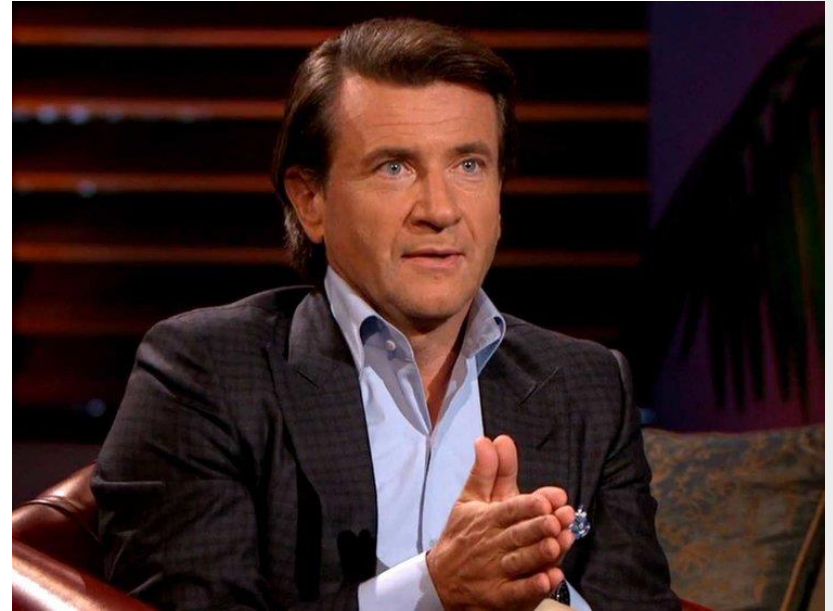
1. Comfortable
2. Ask Questions
3. Appear
4. Quality
5. Rushed



Page 42 – Recognize the Analytical

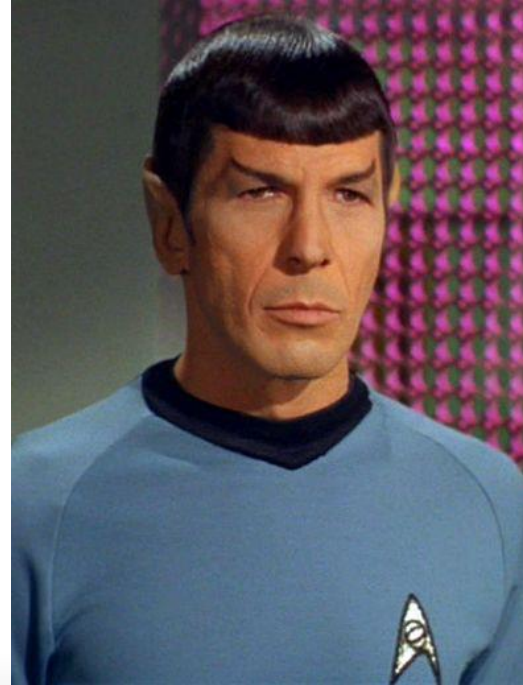
Low Responsiveness

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



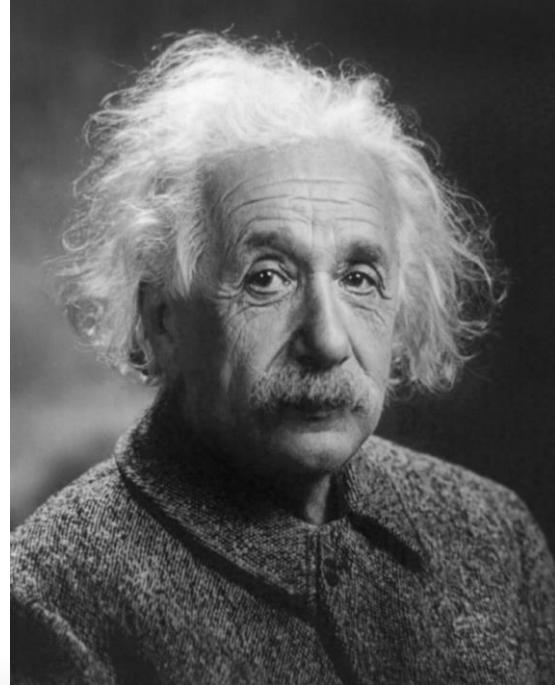
Page 43 – When Working with Analytics

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



Page 43 – Analyticals, When Working with Others

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



Page 43 – Positive Perceptions

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



Page 43 – Negative Perceptions

- a. Critical
- b. Moralistic
- c. Unresponsive/Slow
- d. Stuffy/Indecisive



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



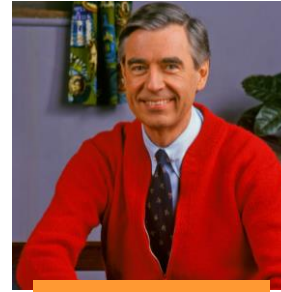
Page 45 – Amiables Act Like



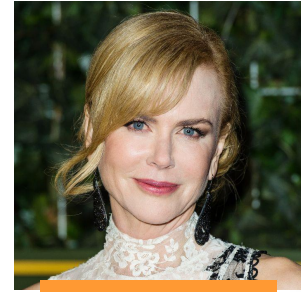
Adam
Sandler



George
Bush



Mister
Rogers



Nicole
Kidman

37%; Relationship and Team Buy-In; Avoid Conflict;
Peacemakers; Only Act When They Trust You;
You Never Know Where You Stand; Listen; Ask

Page 46 – Recognize the Amiable

Low Assertiveness

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



Page 46 – Recognize the Amiable

High Responsiveness

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



Page 47 – When Working with Amiables

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



Page 47 – Amiables, When Working with Others

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



Page 47 – Positive Perceptions

- a. Supportive
- b. Patient
- c. Loyal/Willing
- d. Respectful /
Cooperative



Page 47 – Negative Perceptions

- a. Emotional
- b. Unmotivated
- c. Conforming
- d. Dependent



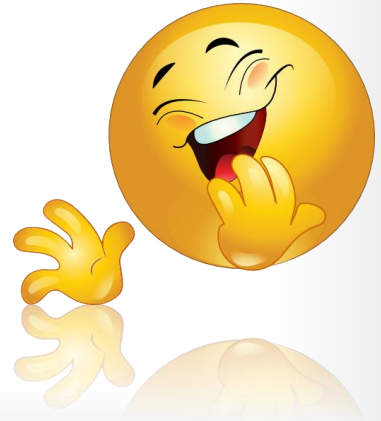
You Know You're an Amiable When...

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



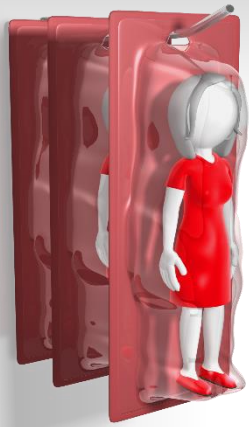
You Know You're an Amiable When...

You are so diplomatic that when you fire someone they thank you and offer to take you out to lunch



How The Four Styles Arrive Late to a Meeting





Insight Edge

The Art of Understanding People...
Made Easy!



Page 30 - Your Profile is Not:

- A measurement of intelligence
- An indicator of someone's value
- A measurement of skills or experience
- A measurement of education or training
- Connected to astrology or the stars



Page 30 – The Four Styles

- Dominant – 12%
- Expressive – 19%
- Analytical – 32%
- Amiable – 37%



Key Behavioral Style Factors

- Goals: What motivates you based on your behavioral style?
- Fears: What demotivates you or what conditions are you motivated to avoid?
- 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 Motivation Concepts

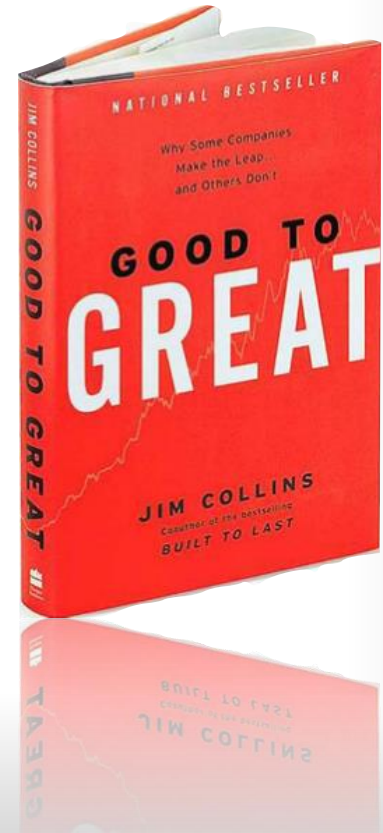
- You cannot motivate other people
- All people are motivated
- People do things for their own reasons, not yours

Successful Communicators

- Understand how their behavior impacts others
- Understand their reactions to other people
- Know how to maximize on what they do well
- Convey a positive attitude about themselves which causes others to have confidence in them
- Know how to adapt their behavior to meet the needs of other people and situations

Good to Great

- “Good is the enemy of great.”
- Opening line in the book Good to Great by Jim Collins



One Thought

- The reason why there is an epidemic of poor communication is because many people are not willing to pay the price of consistently communicating in a way that respects others.



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

Page 36 – Dominant 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?

Page 36 – Dominant Review

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?

The Expressive Perspective

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

Page 40 – Expressive 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?

Page 40 – Expressive Review

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?

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

Page 44 – Analytical 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?

Page 44 – Analytical Review

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?

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

Page 48 – Amiable 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?

Page 48 – Amiable Review

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?