Lead
According to Style
“Life would be easy if it weren’t for the people.”
Understand you to understand others
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
✓ Your style is not an excuse
✓ No style is bad – no judgement
✓ Don’t label yourself or others
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
New projects, consider the task list

Decision, quick; think out loud

Decisions, need details; think internally

New Projects, consider the people
Decisions, quick; think out loud

New projects, consider the task list

Decisions, need details; think internally

New Projects, consider the people

OMAG
Dominance

• 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

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

“The Enthusiast”
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"
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

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

Henry Wadsworth Longfellow
Characteristics

Goals

Challenges

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

– Stephen Covey
Manage Difficult Relationships
WWW
Learn more or connect with OMAG at www.omag.org

PHONE
Contact OMAG by calling (405) 657–1400 or (800) 234-9461

ADDRESS
3650 S. Boulevard
Edmond, OK