



# Communication Techniques To Help You Present, Persuade & Win

*Which Communication Style Are YOU?*



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Communication Techniques

To Help You Present, Persuade, & Win

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This workbook was created to accompany your individual Communication Style Assessment (CSA)<sup>™</sup> that can be taken at:  
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# Author's Note

Do you believe communication is the cornerstone of your success both personally and professionally? Are you curious about how you communicate and how your messages are received? Learn how to sharpen, perfect, and master your communication skills to get people to listen to every word and idea you have.

Our Communication Style Assessment (CSA)<sup>™</sup> is full proof and keeps people honest/real with how they speak and how they show up in their life (perception of how others see you).

The CSA<sup>™</sup> addresses Mastery Communication. It allows you to see the many gifts you have within your communication style as well as some of the challenges you face that may get in the way of you being understood and appreciated. It also helps you become an expert in identifying other Communication Styles, which allow you to leverage all conversations, so your message is received perfectly.

Read on and see how you can become a Communication Master!

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## **Recommended Resources**

# Congratulations and Welcome!

We are thrilled that you have chosen our program as the first step in your journey towards communication skills enlightenment! Through our comprehensive workbook you will learn about the origins of communication styles, how to harness their power and ultimately how you can achieve optimal results through improved communication.

## Introduction

The Communication Style Assessment (CSA)™ is a useful tool designed to help navigate the many layers of human communication styles. For example, our individual communication styles are similar to our blood type. We are born with an innate set of communication preferences, which un-shaped, tend to remain the same throughout our lifetime. It is true that genetics and personality type play an important part in shaping our communication preferences. However, like all behaviors, there is an element of choice in how we communicate with others. With choice comes an opportunity to modify our communication style, depending on the situation, to ensure that we are effective and clearly resonate with our audience.

The first step in learning how to modify our communication habits is to fully understand the components that make up different communication styles.

Your CSA Style will affect how you perceive, interpret and respond to different situations. Before determining your particular style, let's explore some of the factors that can impact how we communicate with others:

- ✚ **Gender** – gender plays a distinctive role in how we view and respond to different situations. Women and men are anatomically different. As such, traditionally, a woman may perform better in a situation where good listening skills are required, and a man may succeed in an environment where a commanding physical presence is a benefit.

✚ **Heritage** – your family’s traditions, belief systems and ethnicity affect how you perceive certain situations when encountering different types of people.

✚ **Geography** – the environment and surroundings you were exposed to as a child serve as a foundation for how you communicate with others. A person who was raised in an inner city will respond differently to various stimuli than a person who grew up in a suburb or a rural farm.

✚ **Learning Style** – Some of us pick up new information easily, while others take longer to fully understand and process a new concept. Therefore, how you learned to listen, speak, and process information are all components of your inherent communication style.

✚ **Generation** – we are living in an age where there is the possibility that FOUR generations may find themselves working side-by-side in the workplace. This translates to the high probability of teenagers working with senior citizens. While both generations bring value to how they approach their respective work, they may have trouble relating to one another and as a result, ineffectively communicate with one another.

The above is just a small window into the many layers that make up different communication styles. By taking the time to understand the complexities of how communication styles are developed, we can begin to unlock the secrets to making ourselves more effective communicators going forward.

You may be thinking, “Can it be that easy?” the answer is a resounding YES! But you don’t need to go it alone. We are here to help you every step of the way!

# Overview

## 1. Communication Styles

Learn about the defining features of your personal communication style:

- a. Discover the inherent reasons why you communicate the way you do.
- b. Evaluate your strengths and talents and learn techniques to improve areas that may be holding you back.
- c. Practice exercises designed to empower your natural strengths and minimize or strengthen areas for improvement depending on your goals.

## 2. Five Communication Styles

Further understand your total communication combination, and learn how to better communicate with all five styles to improve relationships with peers, colleagues, clients, friends and family:

- a. Review your **personalized chart** reflecting ranking scores for each style.
- b. Learn the attributes of each unique style's strengths and challenges.
- c. Develop skills that will help improve your communication skills resulting in more positive interactions with other communication styles.

## 3. Emotional Intelligence (EI)

Emotional intelligence was first introduced back in 1964, but became popular with the 1995 publication of Daniel Goleman's book (Emotional Intelligence). Emotional intelligence ("EI") is the ability to recognize and manage our emotions and influence the emotions of others. Achieving emotional awareness grants us the ability to control our emotions and adjust them to optimally complete tasks

such as critical thinking and problem solving.

Your personal EI level is a key factor in determining your communication style. When we communicate, we are using our emotions along with our intellect to make decisions and connect with others. People who have a higher level of EI have been known to excel in job performance, leadership roles as well as everyday communication and personal interaction. Certain personality types and communication styles have greater correlation to a person's EI level. Each communication style report will have a synopsis of how your emotive response contributes to how you are perceived by others when communicating.

#### **4. Techniques to Transform your Communication Skills**

Practicing this valuable information will allow you to transform not only your communication skills but begin to improve your life TODAY!

- a. The workbook provides detailed exercises and recommendations in a simple step-by-step format.
- b. Our most successful clients choose to have a free consultation with a member of the Whitman & Associates team who will provide a guided review of your report and answer any questions that you may have.
- c. Our team will walk you through resources that are available to support your journey to success. You will receive a variety of recommendations including guided Video Modules, Group Coaching and/or Live Training with Workbooks designed to help you implement necessary changes in your communication approach.

Request a free consultation to discover which options are best for you. Jump-start your next level of success **NOW!**

Go to: <https://whitmanassoc.com/contact/>

**Workshops and Speaking Engagements – are available for your teams and other corporate events upon request.**

**For availability, send us an email today at:**

<https://whitmanassoc.com/contact/>

# The Five Styles Workbook

**Stimulating Motivator** – As a **Stimulating Motivator** you may feel like you are very outgoing and enjoy meeting and dealing with all types of people in both your personal and professional life.

You may feel you are an **Inspiring and Encouraging Motivator** with the following attributes:

- ✚ Exudes Confidence
- ✚ High Energy
- ✚ Ability to quickly shift gears
- ✚ Optimistic and a Positive Thinker
- ✚ Known as a “Mover and Shaker”
- ✚ Serves as an inspiration and is adept at empowering others

## Significance to Business and Teams:

- ✚ As a **Stimulating Motivator** you may enjoy your role as the person who initiates projects and galvanizes the troops toward common goals
- ✚ You may be perceived as captivating and others may find you charming
- ✚ Your communicative approach allows you to easily influence others
- ✚ It is essential that you feel in control of your projects

## WHO YOU ARE:

**Stimulating Motivators** may have a strong need to feel in control and usually move with a constant sense of urgency and excitement to get things accomplished.

## CHALLENGES:

*“Leadership is a way of thinking, a way of acting and, most importantly a way of communicating”* – Simon Sinek

1. You sometimes feel that your communication style may be viewed as overly direct, abrupt and sometimes aggressive; as a result, there is potential to hurt people’s feelings along the way. This perspective

from others is never intentional because you come from a place of helping others get the objectives and projects completed.

 **ACTION STEP** – Try slowing down and think about the best way to position your messages in a way that maintains honesty, while delivering it from a place of kindness and respect. This will help you to take a breath and think before you provide any feedback or recommendations. By employing this technique, your audience will feel more comfortable, and you will gain their trust quickly. Practice your delivery in front of a mirror so you can monitor your body language to ensure that your gestures are open and friendly.

2. Sometimes you may feel you are a classic overachiever. You may feel that your high level of enthusiasm may translate into an obsession because your desire to achieve future goals is so high. This may cause you to feel anxious for yourself and perhaps those around you.

 **ACTION STEP** – It is helpful for you to take time for yourself and live in the moment. Do not become so consumed with the future that you ignore the present. Think to yourself, “I always find a way to get things done. It’s my nature, so why worry about it now?” Focus on what you need to accomplish in the now and develop a logical plan to achieve your goals. Prioritize your action items and move on. The future will work itself out, as it always does for you.

2. Sometime you may feel like you move so quickly that you overlook key details to complete your goals efficiently and effectively.

 **ACTION STEP** – Start with a “to-do-list” at the beginning of each day. Prioritizing your tasks will help you slow down and see the details that are right in front of you. This will also help you form a productive and focused schedule to meet your daily goals.

## HOW YOU SPEAK:

People often tell you that you speak quickly. That’s fine as long as you don’t expect your audience to be able to keep up with your thoughts. If

you assume everyone will keep up with you, this may create angst and confusion for your audience. Typically you like zooming out and see things from a “big picture” approach which may cause you to sometimes overlook key details when you present a new topic to your audience. As you present, your ideas and concepts, you may find that slowing down will result in creating more clarity in your message.

 **ACTION STEP** – Prepare your remarks ahead of time and ask someone else to review them to ensure that you are communicating to the point of being understood. Feedback is a key tool to help you thrive and be able to lead others.

### **WHERE YOU THRIVE:**

Sometime you may feel like you operate best when you are in control and are expected to act as a key decision maker. Because you love to be an inspiration, you embrace and respond well to the energy of others. You probably feel like you do well in a fast-paced environment; be aware that your excitement for things to move quickly may cause issues, resulting in project extensions and ultimately a delay in goals.

 **ACTION STEP** - Before initiating a project, take the time to review what might need attention to detail and pinpoint where you may need assistance. You love people so try to surround yourself with a team with different communication styles to fill in gaps in your blind spots. This action will help to ensure your projects are completed on time and without errors. Consider the *Precise Assessor* or the *Observing Designer* to be part of your team and try to choose the people that share your work ethic for the best match.

### **HOW YOU ARE PERCIEVED:**

People may perceive you as very powerful, positive, high energy and may tend to be overwhelmed or verbalize that they are intimidated by you. Remember you may exude a high level of confidence so people may tend to feel threatened by this personality trait.

 **ACTION STEP** – You are you! You may find success when you are able to tone down and modify your enthusiasm to match the level of the other communication styles on your team. To achieve this, try to monitor your breathing and speak more slowly. By breaking things down into simple steps, you will help others follow along with your thought process more easily.

## **ACTION PLAN FOR CHANGE – “HOW TO”**

**Attitude** – Building solid, mutually respectful relationships is a crucial step in achieving your bottom-line results. Your enthusiastic nature can be intoxicating if you take the time to measure your approach and slow down enough for others to relate to your message.

 **ACTION STEP** – Get some perspective. Everyone on the team plays a role, you are not in this alone. Remaining humble will help you foster a positive attitude and maintain perspective. Take a moment to walk in other people’s shoes to understand their perspectives and opinions. Ask for feedback and really listen to the responses. A good tool to help you listen more effectively is to take detailed notes and ask follow-up questions to gain clarification. At the end of your discussion/meeting, say something like, “correct me if I am wrong, I’m hearing you say... (repeat back your understanding of what has been discussed, agreed upon and the next steps that need to be accomplished).”

**Now** - Remember to breathe and slow yourself down and enjoy the moment.

 **ACTION STEP** – Take time for yourself. Read, meditate, exercise, do something outdoors or do whatever you truly enjoy to fully appreciate the present. If you feel like you are constantly running from task to task often forgetting to reflect on your motives, you may forget to think about and create who you want to be. You can choose to change something only when you understand the core reason behind your actions. If you feel like you are running with blinders on, you may miss the opportunity to learn the lessons needed to

learn in the NOW.

**Tenacity** – Tenacity comes naturally to you. Be mindful that others may find your high level of tenacity tiring when attempting to keep up with your pace. Be aware that you may be viewed as having a strong persona which may come across as pushy or uncooperative to those that don't know you.

 **ACTION STEP** – Although tenacity comes naturally to you, it's funny that you may find you procrastinate on projects that you do not enjoy. To be tenacious with all projects, you should consider what will bring you joy when it is complete. Try to find areas in the project that can be fun and not as taxing. Try to reframe your thoughts about the various tasks that need to be accomplished and focus on the feeling you will have when you complete the project.

**Direction** – Having a clear direction is usually critical for you. Flexibility is essential when the time comes to shift gears in order stay on course. Since you usually like to be in control of your future and the situations in front of you, being flexible may not come easily to you. Taking the time to understand different points of view will help you see the benefit in changing course and because people are important to you, this will help allow for more flexibility into the situation. You are an empathetic supporter, and are an anchor of reality, so use those skills to help guide you and others in this process.

 **ACTION STEP** – Use your critical thinking skills. Look at historic information and past experiences for insight into how to plan and execute towards the future you are seeking. Write out your goals, and detail your action steps to stay grounded in the direction you are pursuing.

**Belief** – Sometime you may have a tendency to feel that your way is the right way. Use your natural love of people to help you pause and listen to others' points of view. Your natural instincts are to be in constant search of results, and you may generally expect others to feel the same way as you. You must remember that what feels or appears easy to you may seem

more difficult and challenging to others. Be mindful to listen to others to gain a sense of how best to communicate with different communication styles. Believing in you is crucial within your communication style. In fact, you may feel that if you do not believe in yourself, you will not be able to move forward. It is one of the factors that keep you motivated and energized.

 **ACTION STEP** – If you are struggling with a specific belief system (e.g. “I am not good enough”), reflect back and embrace this feeling without judgment. Try to visualize the various images or memories that appear which seems to have contributed to this belief. In this moment in time, begin to understand the illusion that you have created. Perhaps the memory or image is from when you were a child. Realize this belief originated when you were a child, not the adult you are today. Reframe the image or memory to be one that is empowering and useful to your current situation by making it a positive learning experience.

## **Your Communication & Emotional Intelligence (EI) – How We React and Adjust to Others**

-  **Higher Level of Emotional Intelligence** - You like to bring a high energy to any situation and your emotional response is invigorating and uplifting.
-  **Lower Level of Emotional Intelligence** - When faced with extreme challenges you may initially feel overwhelmed but will eventually calm yourself down and come out the leader of any situation.

# Stimulating Motivator - Action Planner

<b>Behavior(s) Needing Improvement</b>	<b>Commitment Strategy using "How To's" Listed Above</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.

**Heartfelt Advocate** – As a **Heartfelt Advocate** you may feel like you have the natural ability to be very insightful when presented with the opportunity to help others. Typically you enjoy giving advice and supporting people to help them achieve their goals.

You are a **Giving and Supportive Advocate** with the following attributes:

- ✚ Supportive and Understanding
- ✚ People Problem Solver
- ✚ Sensitive and People Oriented
- ✚ Empathetic
- ✚ Compassionate listener
- ✚ Harmonious nature

### **Significance to Business and Teams:**

- ✚ As a **Heartfelt Advocate** you are the person who performs in a steady and patient manner
- ✚ It is usually essential that you feel you are helping others
- ✚ People may tell you that one of your superpowers is your talent of listening to people
- ✚ You may feel things deeply and are very caring in your communicative approach

### **WHO YOU ARE:**

**Heartfelt Advocates** are usually driven toward helping others for the overall good of the team. You may typically enjoy being an effective team member who is driven to prioritize feelings and tends to go with the flow to foster harmony.

### **CHALLENGES:**

*“If you are depressed you are living in the past. If you are anxious you are living in the future. If you are at peace you are living in the present.” – Laozi*

1. As the quote implies, if you have been hurt in the past, you may find that your feelings may be getting in the way of your goals.

 **ACTION STEP** –This quote is a good reminder that nothing comes from thinking about the past, for the present is all that matters. If you find yourself thinking about the past, try to change your thought pattern to experience and enjoy the moment. Maybe try to examine your environment and what is going on around you. What are the circumstances? What is triggering your response and why? This will help you live in the now and also take the power away from past emotions and allow you time to be objective about those old feelings. By doing this, you can focus with clarity on your goals.

2. Sometimes you may have a tendency to lose sight of your goal when it comes to others' feelings.

 **ACTION STEP** – Take the time to honor your own goals and begin to live in the moment for yourself versus prioritizing others. You can only control your own feelings and emotions; you do not have power over anyone else's. When you remember this simple concept, you will begin to let go of this illusion and focus on your own goals and objectives. The sooner you embrace this, the quicker you will be able to achieve your own goals.

3. Sometimes you may find it is difficult to speak up and be assertive with your opinion.

 **ACTION STEP** – If you do not speak up, nothing will ever change. Think about what is the worst thing that will happen if you were to speak up? Embrace these feelings and images. Now focus on your breathing and take a deep breath, and with your exhale allow those negative feelings to release. Feel the difference in your body. Continue to do this exercise for as long as it takes to release this feeling of fear. You are on your way to conquering your fear and advocating for yourself. Be heard!

## **HOW YOU SPEAK:**

You are usually a soft-spoken person and speak at a moderate pace while

always considering others feelings. This allows you to come across as very likeable. Once people get to know you, they find you charming, considerate, and helpful.

 **ACTION STEP** – Become aware of the value of your opinion and the volume, which you need to speak to get your point across. There are times where others may think you are whispering and may not hear what you have to say. By increasing the volume of your voice you will improve your chances of being heard, and people will feel you have something important to say. You will be perceived differently which will shift the perception and boost your confidence level!

### **WHERE YOU THRIVE:**

You shine when helping others work together as one cohesive team. You enjoy being in a supportive role, however you crave support and accolades from supervisors and those around you. You perform best when receiving encouragement and feeling appreciated.

 **ACTION STEP** – Your brain has a confirmation bias based on your version of a particular memory. This is a built-in defense mechanism, which may not always be helpful or accurate. Be willing to revisit the facts of past events as objectively as you can and solicit the input of others that were privy to the situation to re-evaluate the situation.

### **HOW YOU ARE PERCEIVED:**

Because you are intuitive, your natural inclination is to say yes when asked for help by others. You are perceived as a likeable person that is gentle and kind. People perceive you as a thoughtful, calm and approachable.

 **ACTION STEP** – Although you are perceived as approachable and very agreeable, take the time to evaluate the situation before saying yes. When asked to perform, does it support your goals and objectives or is it undermining what you are trying to accomplish? By answering these questions, the appropriate decision will become

clearer. Even though it is not your natural tendency, do not be afraid of being perceived as adversarial. In fact, by not saying yes to everything you will be perceived as a strong and confident person who has conviction in his/her own objectives.

## **ACTION PLAN FOR CHANGE – “HOW TO”**

**Attitude** –It’s important to draw healthy and clear boundaries so others do not take advantage of your good nature.

 **ACTION STEP** – Shift from victim to creator mode by taking responsibility. You can do this by telling yourself, “I create my everyday existence;” “I am responsible for myself and in charge of my destiny.” Every time you encounter a challenging situation view it as an opportunity to learn and to choose an optimal path for healthy growth and personal well-being.

**Now** – It’s time to learn to let go of the past since you cannot go back and change it. You only have one chance at life, find your voice and do not wait for things to happen to you, instead make them happen for you.

 **ACTION STEP** – To help with living in “the Now,” start with forgiving past mistakes so you may fully appreciate the moments of today. When you are reminded of a mistake, embrace the opportunity to deal with the underlying issue. Forgive yourself and vow to move on. Remember that we only have control of how we react in the present moment, the past cannot be changed, and the future is waiting on your response to the here and now.

**Tenacity** –Learn to say “no” when appropriate. Be tenacious in sharing your views and making sure you are heard.

 **ACTION STEP** – You can shine by being steadfast and unwavering towards your goals. One way to do this is to make your goals measurable and break them down into small bite size pieces. Use the following “SMART” acronym to keep you goals handy and readily

available. “S” is for Specific detailed steps; “M” is for measurable results; “A” for achievable outcomes; “R” for realistic and reasonable efforts; and “T” is for specific time frames. With all this said, be sure to reward yourself and celebrate all the mini successes along the way.

**Direction** – Pay attention to your timeline and remain focused on what needs to be done to eliminate the minutia and drama around you. Form a clear plan using the SMART goal method outlined above, so you can turn your purpose into reality.

 **ACTION STEP** – Be open and visualize the ideal outcome for yourself. Athletes use this technique all the time. One of the most successful coaches in NBA history, Phil Jackson, claims that visualization is one of the most important tools for his ongoing success. This enabled him to coach with great success, in the fields of basketball, football, baseball, field and track. Do not hesitate to review and re-evaluate your steps to stay focused on your direction.

**Belief** – Believe that your goals and dreams are as important as the next person’s.

 **ACTION STEP** – One of the ways you can work on your belief system is to address your negative thought patterns. Every time you have a negative thought, simply change the pattern by saying five (5) positive thoughts in its place. Let the positive thoughts sink in for 20 seconds. If you do this every day it will become a good habit that will yield results. Your colleagues and co-workers will begin to respond to you in a more positive way.

## **Your Communication & Emotional Intelligence (EI) – How We React and Adjust to Others**

 **Higher Level of Emotional Intelligence** – You bring a considerate and understanding emotional energy to all situations.

 **Lower Level of Emotional Intelligence** – When faced with extreme challenges you can experience feelings of wanting to be alone and avoiding others.

# Heartfelt Advocate - Action Planner

<b>Behavior(s) Needing Improvement</b>	<b>Commitment Strategy using "How To's" Listed Above</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

**Precise Assessor** – As a **Precise Assessor** you are an independent and discrete person. You are self-disciplined and a natural people problem solver.

You are a **Determined, Precise and Discrete** person with the following attributes:

- ✚ Hard worker
- ✚ Methodical
- ✚ Analytical Nature
- ✚ Conscientious Dreamer
- ✚ Stable
- ✚ Critical Thinker

### **Significance to Business and Teams:**

- ✚ As a Precise Assessor you are usually comfortable weighing the advantages and disadvantages of a given situation
- ✚ It is essential that truth and accuracy is represented in all circumstances
- ✚ You excel at developing a methodical approach for assignments and projects
- ✚ You are very tactful and non-confrontational and may hold back when sharing your point of view

### **WHO YOU ARE:**

Independent Assessors are diligent and objective workers who like to investigate and research for answers. You are relentless in your need for accuracy and precision to maintain order in your life.

### **CHALLENGES:**

*"Do not waste your energy trying to change opinions ... do your thing, and do not care if they like it." – Tina Fey*

1. Sometimes you may find that perfectionism can hold you back. You may approach situations with extreme caution which may potentially resulting in missed opportunities.

 **ACTION STEP** – Honor your work and what you have created. Learn to trust the process to find relief from your perfectionist mentality. You are good at goal setting and need to define timelines and set clear deadlines. Once deadlines have been set, evaluate the project and move forward with next steps. Do not forget to celebrate each small victory to help keep you focused on your goal. Too many tasks at one time can be overwhelming.

2. You may feel that too many tasks at one time can be a bit overwhelming.

 **ACTION STEP** – Utilize your critical thinking skills to create a step-by-step outline detailing how to proceed with your projects before you begin. Prioritize tasks on what needs to be done to efficiently and effectively meet deadlines. Remember to strive for the results that are best for the project's success. Do not wait for the perfect moment – start now. Remember, mistakes or missteps can be your best lessons. Get started and just do it!

3. You may tend to avoid conflict which may hinder your potential and progress.

 **ACTION STEP** – Remain objective. To achieve this, organize your thoughts into a clear outline to methodically share your perspective with the people who have opposing views on the situation being discussed. There are no win or lose situations. There is only the best outcome for the project. Remember; always identify the opportunity when faced with conflict.

## HOW YOU SPEAK:

Sometimes you may speak at a slower pace and choose your words deliberately. You are usually careful with your words in order to ensure that there are no hard feelings.

 **ACTION STEP** – To get your point across effectively, it is crucial that you are timely with your thoughts and responses. For example, while

you are beating yourself up about things not being perfect, someone else has already come up with a solution and made their voice heard. Their solution may not be better than yours, but you missed the opportunity. Remember, analysis is paralysis! Timing is everything.

## **WHERE YOU THRIVE:**

You feel that you thrive best when you have concrete and tangible parameters to work within, so you can create a detailed plan where all pieces fit together perfectly.

 **ACTION STEP** - Remember to take a moment, breathe and give yourself permission to be flexible so that you can stretch out of your comfort zone and embrace your environment. You have heard the expression, that two heads are better than one, three heads are better than two, etc. To hear others suggestions, you must listen to what others have to say. Then weigh the pros and cons of your blended solution to find out if it will be more effective for long-term results. By taking the time to consider all viewpoints, you will be able to take your work to the next level.

## **HOW YOU ARE PERCEIVED:**

Sometimes you may be perceived as a detailed person that is very dedicated to your endeavors without infringing on others. People may perceive you as disciplined, cautious, possibly shy and may assume you do not like change.

 **ACTION STEP** - Begin to take chances. One of the ways you can do this is by engaging with people and taking an interest in them. At times your nature is to be introverted. Get started with easy conversation, try simply asking about their day. This will show that even though you are on the quiet side, you still care about the people you work with. Another thing to consider with your cautious demeanor is that you may be missing promotion opportunities. To move quickly, count backwards as follows: 5, 4, 3, 2, 1, go! When you hit the number "1" take action, do not think about it, just move. This

will take some practice. The more you do it the more comfortable it will become. The only thing you have to lose is being skipped over because you missed your chance to speak up!

## **ACTION PLAN FOR CHANGE – “HOW TO”**

**Attitude** – Be aware of your thoughts, especially when you are sharing something with someone, and it is different than what you are feeling. After creating your plan, trust in the detailed process you have developed. Stop correcting what has already been addressed so that you can move forward and meet your goals and deadlines.

 **ACTION STEP** - Listen to your thoughts. What are they saying? Are they positive? Are they negative? Pay attention to how this is affecting your attitude. Do not judge your observation, do not add any more negative energy to these thoughts, simply look at them and think about how you can shift them into a positive statement. For example, “I am not good enough to lead this new project.” Say to yourself, “I know I just had a limiting belief that I am not good enough (no judgment just the fact of the thought).” Now shift your thought with logic and fact, “I am good enough and have proven the quality of my work with my participation in the past two projects.” The key to changing your attitude is to practice shifting your pattern of overanalyzing everything. It is a muscle memory habit and will get easier the more you utilize this skill.

**Now** – Although you are grounded in the moment, make sure you have an open mind to future possibilities. Do not be afraid to listen to others’ ideas and dreams. This can help you address your own issues regarding being fearful of new concepts. Due to the effort that you are putting out, you need to know when to let go and make it happen. It is the concept of “diminishing returns” in other words, knowing when the cost outweighs the effort.

 **ACTION STEP** – Live in the NOW – What will happen if you live life knowing that each day can be your best day? Often times we think that opportunities are for others. Enjoy life at this very moment and

appreciate where you are versus focusing on what is ahead of you. A good exercise to do this is to sit quietly and just observe one object that is in front of you. For example, it can be a flower, your stapler, a book, or a potted plant. The first time you try this exercise, set a timer for two (2) minutes. Those two (2) minutes will feel like 30 minutes. Each time you do this exercise, you will notice the two (2) minutes seems to move faster and faster. Once that happens, set your timer to four (4) minutes, then six (6) minutes, all the while working your way up to 10 minutes. This gives you time to focus and gently clear your mind to make room for new ideas, thoughts, and desires. By implementing this exercise, you will begin to unravel the mystery called you.

**Tenacity** – Take the time to utilize your self-disciplined nature and learn something new, to build your confidence moving you forward. Once you feel confident, tasks will become easy for you.

 **ACTION STEP** – Be Tenacious – you are naturally tenacious in areas that you have interest. However, what if you are not interested in a project but know you need to complete it? This is when you want to find some area of interest in a project to get the ball rolling. Try to think of how it can add to your surplus of knowledge, where you might be able to use it on another project, etc. By using this process, you will be motivated to complete similar projects in the future.

**Direction** – Know the difference between being diligent with your work and obsessing over the details. Review your plan often and continue to put emphasis on your timeline and deadlines so you can stay on track with your goals.

 **ACTION STEP** – An easy way to know if you are heading in the right direction, is to recognize when the tasks necessary to meet your goals seem effortless. There may be times when you are not the project owner and do not have ultimate control over the direction of a project. Remember, you can only control how you respond to the tasks you are responsible for.

**Belief** – Try to address each of your thoughts in a positive manner. When you have a negative thought, stop, breathe and reframe it into a positive thought. Do not be afraid of making a mistake. Every error can be corrected, and can possibly present a new opportunity.

 **ACTION STEP** – Stay connected to your thoughts and notice if they promote belief in you. When we truly believe in ourselves, we begin to take chances and open up the world of possibility.

## **Your Communication & Emotional Intelligence (EI) – How We React and Adjust to Others**

-  **Higher Level of Emotional Intelligence** - You inspire others to be more inquisitive and ask the question “why”, something that comes naturally to you, when constructing and executing a plan.
-  **Lower Level of Emotional Intelligence** - When faced with extreme challenges you can experience feelings of puzzlement and confusion because there may not be any logical outcome. Also, at times, others may perceive you as being withdrawn.

## Precise Assessor- Action Planner

<b>Behavior(s) Needing Improvement</b>	<b>Commitment Strategy using “How To’s” Listed Above</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

**Observing Designer** – As an **Observing Designer** you enjoy thinking and solving problems in a creative and logical way.

As an **Observing Designer** you are:

- ✚ Goal Oriented
- ✚ Focused
- ✚ Inventive
- ✚ Creative
- ✚ Innovative
- ✚ Genius

### **Significance to Business and Teams**

- ✚ As an **Observing Designer** you are the person who accepts challenges
- ✚ It is essential that you feel you are able to do your work on your terms
- ✚ You have a unique ability to excel in your chosen area of focus
- ✚ You are very creative, ingenious and detailed in your mental processes

### **WHO YOU ARE:**

**Observing Designers** are always keenly focused on achieving their goals in a thoughtful and methodical way.

### **CHALLENGES:**

*“Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life. – Amy Poehler*

1. You may often feel that social environments can sometimes feel awkward for you.

✚ **ACTION STEP** – Working in a collaborative environment can help make situations less awkward. Take the leap and join groups that have similar interests as you. Challenge yourself to extend beyond your comfort zone and get to know others who may compliment your skills. An easy way to get to know someone is to ask about their job, family, hobbies, favorite sport to watch, etc. Asking questions around

general topics will open doors and make you more comfortable making conversation and learning new things.

2. Try to be aware that you may sometimes stop short of success due to your fear of how others may perceive you. It takes courage to let people see who you are and what you stand for.

 **ACTION STEP** – Fear can skew our perception in certain situations and make us think things are worse than they really are. Is it possible you are sabotaging your own success because you might fail? Be strong and courageous. To help you learn to be courageous, complete the following task; write down three (3) areas in your life that you are going to take action within the next 60 days. Under each of the three (3) areas create a list of tasks that will take you out of your comfort zone to complete. Be firm with the 60-day deadline and list small steps you need to take every day to achieve each of these goals in 60 days. You will surprise yourself with much you will grow after completing this exercise. Chances are you will accomplish more than you ever thought you could!

## HOW YOU SPEAK:

You typically speak at a moderate pace and prefer not to talk as much as others. When you have to explain a concept, you are thorough and passionate about your findings. As you explain the details of your idea, you may lose people's interest due to the amount of detail you feel is necessary to get your point across. You usually like to be clear and concise while sharing ideas in order to gain the support and interest of others.

 **ACTION STEP** – Be aware that others may quickly lose interest if you provide too much detail. To be sure you are articulating clear points you must create an agenda or outline and then edit it three (3) to five (5) times before you share your ideas with others. This step of editing your information down into key points is crucial to gaining a positive outcome. Your ideas may foster creativity in others and in turn result in better results all around.

## WHERE YOU THRIVE:

You work best alone with your thoughts and prefer to create a detailed plan before moving forward. You thrive on finding creative solutions to existing problems.

 **ACTION STEP** – Before sharing a project, think about the communication styles within your audience. Tailoring your message to inspire collaboration will go a long way towards reaching your end goal and make you more approachable to your peers and colleagues.

## HOW YOU ARE PERCEIVED:

Others may perceive you as introverted, a loner or guarded. They may also feel that you come across as aloof and think that you prefer to work alone, so they may not approach you to share ideas or collaborate on a project.

 **ACTION STEP** – Although alone time is necessary for you to explore and create, too much may be detrimental to your ability to be perceived as a team player. Try to find the areas of interest to you in the workplace that promotes interaction. To continue to grow your career, this step of engagement is necessary and will be appreciated and noticed by those around you.

## ACTION PLAN FOR CHANGE – “HOW TO”

**Attitude** – Take the time to challenge yourself by going to more social events as well as taking the time to be more considerate of others. This action will likely progress your career forward and help you become more open-minded.

 **ACTION STEP** – Many people have a wealth of information to share if you find the right way to engage them. Take the time to reach out and listen to others, you may find you have more in common than you originally thought possible. Realizing that there are other people who share your interests can be very reassuring and help you develop

more meaningful relationships.

**Now** – Find ways to work in a team environment where there is opportunity to share your perspective and learn about others opinions. Differing opinions can often lead to more beneficial outcomes.

 **ACTION STEP** – It easy for you to become so consumed with future opportunities that you may miss what is in front of you in the moment. One way you can focus on living in the NOW is to set the timer on your phone for one-hour increments. Each hour the timer will go off. Get up and stretch. Then instead of emailing someone on your team with an update, walk over to their desk (if they are in the same location) and bring them up to speed verbally. This will force you to stop every hour to look up from your desk and see what is going on around you. You are not the type to stand around the water cooler and chitchat, so this exercise will allow you to be more open to human interaction throughout your day. Be mindful of stopping every hour and SEE what happens around you! In actuality, the present moment is all you have; so make it the primary focus of your time.

**Tenacity** – Be aware of your tenacity, which can become a form of stubbornness. This can keep you from seeing the bigger picture.

 **ACTION STEP** – Although tenacity comes naturally to you, you may get stuck in the details and miss potential opportunities to move forward on a project. You must force yourself to take the time to step back and seek the opinion of a trusted colleague. Ask them to review the status of your project to see if you have missed anything that may be important to the success of the project or idea you are working on. Asking for help is key, to continue to develop your interpersonal skills and will help others view you as the brilliant and helpful person you are!

**Direction** – Begin to collaborate with others to accelerate results. By understanding others' points of view, you will be able to determine if your

current path is the right one or if you need to make adjustments.

 **ACTION STEP** – By establishing your active listening skills, you will show others that their opinions are important to your thought process. Remember, you have two ears and one mouth, so you should be listening, at least, twice as much as you speak. Becoming an active listener is not easy to achieve. To help you on your way, here are a couple of tips: 1. Write down the key points/objectives that people say during meetings; 2. Ask clarifying questions to fully understand what is being said and to gain clarity for all involved. This clarity will help decide next the steps to move forward with your idea or project; what the expectations are for everyone involved; timelines to accomplish objectives and agree upon deliverables. This also holds everyone involved in the project accountable to meet deadlines; and 3. After you ask all your questions be sure to summarize what your understanding is as to what was just discussed and agreed upon.

**Belief** – Developing empathy will help you truly understand the feelings of others. Putting yourself in someone else’s shoes will change how you behave in nearly every situation. In turn, you will have less adversarial interactions and people will be more responsive to your ideas.

 **ACTION STEP** – Often times our beliefs become our reality. If we think that we are the only one with the correct answers then we limit the possibilities of an improved outcome. Is your brain telling you that all the ideas being shared are not going to work or you feel your idea is better? To edit this behavior, open your mind to others’ input and feedback. Be patient and allow yourself time to breathe and digest others perspectives. Once you become honest with yourself and realize you need to be more accepting of other viewpoints, change is inevitable. By using this process, you will find others are more open to hearing your creative ideas and ingenuity. This is the road to collaboration and genius!

**Your Communication & Emotional Intelligence (EI) – How We React and Adjust to Others**

- # **Higher Level of Emotional Intelligence** - You bring imagination and inventiveness, which feeds your emotional well-being. You may be classified as an inventor.
- # **Lower Level of Emotional Intelligence** - When faced with extreme challenges you can experience a feeling of being trapped, frustrated and perplexed.

# Observing Designer - Action Planner

<b>Behavior(s) Needing Improvement</b>	<b>Commitment Strategy using "How To's" Listed Above</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

**Innovative Organizer** - As an **Innovative Organizer** you are a natural entrepreneur and especially enjoy achieving lofty goals.

As an **Innovative Organizer** you are:

- ✚ A data-driven decision maker
- ✚ Creative
- ✚ Exceptional Executor
- ✚ Investigative
- ✚ Direct
- ✚ Driven

**Significance to Business and Teams:**

- ✚ As an **Innovative Organizer** you take an authoritative role in most situations or projects and feel comfortable acting as the boss
- ✚ It is essential that you feel in complete control
- ✚ You are a proven problem solver skilled at finding unique ways to ease difficulties in order to reach goals.
- ✚ You are always up for a challenge. You have a tendency to be rebellious in your communicative approach.

**WHO YOU ARE:**

**Innovative Organizers** aim for the finish line by never losing sight of their goals. You also like to act independently and do extensive research, so they feel confident in their chosen path of action.

**CHALLENGES:**

*“You may have the greatest bunch of individual stars in the world, but if they don’t play together, the club won’t be worth a dime.” – Babe Ruth*

1. You may sometimes miss opportunities by not taking others point of view into account.

✚ **ACTION STEP** – You move quickly when making decisions and you feel that soliciting others opinions or perspectives is a waste of valuable time. Force yourself to take a step back and engage others in a discussion so you can observe other viewpoints. Remember, you

have two ears and one mouth, so you should be listening, at least, twice as much as you speak. Becoming an active listener and collaborator is not easy to achieve. To help you on your way, here are a couple of tips: 1. Write down the key points/ideas that people say during meetings; 2. Ask illustrative questions to fully understand what is being said and to gain clarity for all involved. This clarity will help with what the next steps should be to move forward with your idea or project; what the expectations are for everyone involved; timelines to accomplish objectives and agree upon deliverables. This also holds everyone involved in the project accountable to meet expectations; and 3. After you ask questions, be sure to summarize what your understanding is as to what was just discussed, and agreed upon.

2. Depending on the situation at hand, you may sometimes be perceived as being argumentative when making your point.

 **ACTION STEP** – Remember when you speak, make sure you take all others viewpoints into account and use an appropriate tone of voice for your presentation so that you can be heard. The objective is to make your point and gain “buy-in” from others. This can only happen if you present yourself in an approachable manner. You may have to practice changing your tone of voice and monitoring your body language to not appear defensive. Choose someone you trust to give you honest feedback when you are being argumentative or narrow-minded. This person must be able to provide honest feedback without any repercussion from you in the future. You do not want a “yes” person for this role, so choose this person wisely!

3. At times you might not see important steps because you may be so focused on the goal and not looking at other variables. Because it is your nature to be driven to the goal, you might overlook alternative ideas or better strategies because they are in your blind spot.

 **ACTION STEP** – Instead of trying to figure everything out by yourself at the start of a project, bring all the key people together to

brainstorm a project plan. After the discussion, begin to outline the step-by-step process. While outlining the process, use your critical thinking skills to determine the best path to achieve your goals. Establishing a roadmap this way will allow you to complete the project more quickly and with fewer roadblocks, and just maybe, with a better outcome than if you had tried to do it all yourself!

## **HOW YOU SPEAK:**

You typically speak at a moderate pace and can appear assertive with your words. People may sometimes find you unappreciative when speaking because you tend to leave out the “gratitude component” from your vocabulary.

 **ACTION STEP** – Take a moment before you speak to see who is in the audience that made an achievement possible. Take the time to acknowledge them. This will prompt positive feelings and allow others to see a softer side of you. In turn, others may be more appreciative of your efforts and will be more inclined to contribute to the success of future objectives and goals.

## **WHERE YOU THRIVE:**

You typically like being in an authoritative position and in total control of the project plan. You usually feel validated knowing you are the key to making the project successful. You thrive on the glory of your victories.

 **ACTION STEP** – Before you begin to address a project, take the time to get to know who is on your team and determine how you will acknowledge their contributions at the conclusion. At the onset of a project, ask people on your team what motivates them. At the end of the project (or during) you can reward those who go above and beyond what was expected of them by acknowledging their hard work. These simple acts of appreciation motivate your team to continue to perform at the highest level. These people will move

mountains for you in the future because you let them know how grateful you are for a job well done.

## **HOW YOU ARE PERCEIVED:**

People may view you as an in-charge authority figure. Be careful as this may often times make you seem unapproachable to others.

 **ACTION STEP** – Try to take the time to publicly recognize others and allow for input and feedback. Remember you are one person, not the only person in a team effort. We all have blind spots and do not have all the answers. This is why it is critical to create a team that has balance. A balanced team will have representatives from all five communication styles. This way you work in concert and fill each other's gaps to form a highly effective team that gets things done efficiently.

## **ACTION PLAN FOR CHANGE – “HOW TO”**

**Attitude** – Begin to observe how people respond to you. You may not realize it, but your direct approach may cause you to appear heartless or robotic.

 **ACTION STEP** – You are a natural leader, and your attitude can affect many people in many different ways. By taking the time to work on your well-being you will improve your mood and your direct effect on the mood of others. Taking a few minutes to reflect on what is important to you, and how you can best motivate your team, will help you become more approachable to others.

**Now** – Your tendency is to focus on your future goals, but you may be missing what is happening around you right NOW. To help you find the balance with your desire for forward progress, and the efficient completion of your goals, pause to check in with your team. In the end, you will save time and money by having a more efficient team on your side to expedite your goals toward the bottom line.

 **ACTION STEP** – Make sure you to start by building a team where all style types are present. For example, having detail-oriented communicators on your team will help keep you on track and ensure that the project details are accounted for. Choosing your team carefully allows you to be more open to their ideas and recommendations and see things you might have missed otherwise. Living in the Now will help create a smooth evolution towards the goal.

**Tenacity** – You are naturally tenacious. Harness this energy to focus on each step of the process to move projects along faster without losing quality.

 **ACTION STEP** – Tenacity is your middle name. Make sure you bring your tenacious nature to all facets of your life and not just your professional goals. Having a balanced life is crucial to a healthy existence and being a happier person.

**Direction** – When you have a clear vision for a project, start to build each section of your plan by thinking of those that can help support your goals. Align your team to that vision and rally them to help you get to the finish line.

 **ACTION STEP** – Be aware and take notes of other perspectives and see how they map out with your goals. Asking others for their opinions, surveys or even their beliefs, can accomplish this. Be flexible as you may have to change your direction. Allow yourself to consider all avenues that can get you to the same result.

**Belief** – Remember that you are not the only person that can shine and that others can contribute to your greatness. This will help you to rethink your belief that you stand alone.

 **ACTION STEP** – You are naturally independent and tend to get things done without help from others. The question you need to ask yourself is, “Is there an easier way to achieve my goal(s) with more efficiency

and perhaps with a better quality or outcome?” Ask yourself this question every time you start a project and take others point of view into account without judging them. Even if you disregard their recommendations or feedback, their ideas may open your eyes to other better possibilities. You may find this reflection helpful to your cause and may even have you rethink your own beliefs to arrive at more positive outcomes in all areas of your life.

## **Your Communication & Emotional Intelligence (EI) – How We React and Adjust to Others**

- ✚ **Higher Level of Emotional Intelligence** – You bring a quality of governance along with the need to lead.
- ✚ **Lower Level of Emotional Intelligence** – When faced with extreme challenges you can experience feelings of pressure and you may even become defiant and difficult. You may even stop listening to others recommendations or solutions.

## Innovative Organizer - Action Planner

<b>Behavior(s) Needing Improvement</b>	<b>Commitment Strategy using "How To's" Listed Above</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

## Other Resources

**LIVE THE LIFE OF YOUR DREAMS!**



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# About The Authors

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As a podcast host, she is thrilled to share inspiring content on her two weekly, international podcasts the "[Heart-Centered Sales Leader,](#)" and "[Enlightenment of Change.](#)"

Dr. Mary Ann Pellegrino is an expert in collegiate education. She is a business strategist, psychotherapist, author, consultant, motivational speaker and project manager. In collegiate education she has received numerous awards for largest amount of new college students recruited in the nation and received recognition for the largest school with the highest student success and retention rates. Dr. Pellegrino's formal education is extensive with five degrees with a Doctorate degree in Education Leadership and Counseling. She is currently the owner of [Pellegrino Consulting](#).

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Connie Whitman

After 30 years of training executives and middle management on sales and communication skills, the Wisdom De-Coded team has formulated a unique system that can pinpoint your communication aptitude and provide you with techniques to improve how you express yourself. There are many behavioral models and personality test that attempt to address your core communication behaviors.



Dr. Mary Ann Pellegrino

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