

The 4 People You'll Ever Need to Know in Life

Darryl Woods, Start Smart Life

Assessment

1. Do you tend to be:

- Fast-Paced/Outgoing OR **DI**
- Cautious/Reflective **SC**

2. Do you tend to be:

- People-Oriented OR **IS**
- Task-Oriented **DC**

3. Do you tend to be:

- Structured OR **DC**
- Relaxed **IS**

4. Do you tend to be:

- Formal OR **DC**
- Informal **IS**

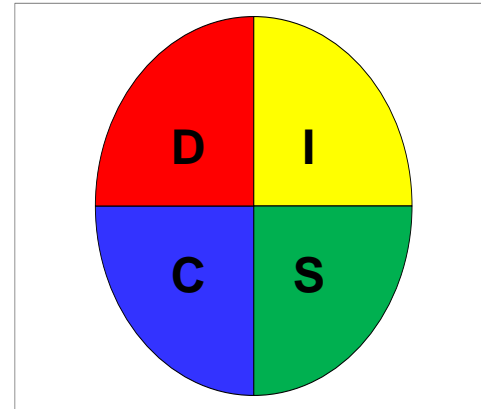
5. Do you tend to be:

- Direct **DI**
- Indirect **SC**



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- Effective communication stems from learning your style and the style of others.
- Does NOT measure:
 - Intelligence
 - Values
 - Skills
 - Experience
 - Training
- 85% predictive accuracy



**** Each style is only our dominant behavior. Most people are a blend of styles. All people demonstrate each style.***

D = Dominant Debbie, Controllers

➤ **Debbie:**

- Ambitious
- Forceful
- Direct
- Decisive
- Independent
- Challenging
- Competitive
- Born Leader
- Goal Oriented

➤ **High D - Indicators:**

- #1: Fast-Paced/Outgoing
- #2: Task-Oriented
- #3: Structured

➤ **High Emotion:**

- Anger/Short Fuse

➤ **Gifted in**

- Accomplishing tasks

➤ **Motivated By:**

- Authority & challenges

➤ **Ideal Environment:**

- Provide challenges

➤ **Possible Limitations:**

- Impatience

I = Influencing Izzy Promoters

➤ **Izzy:**

- Expressive
- Enthusiastic
- Friendly
- Demonstrative
- Talkative
- Stimulating
- Fun

➤ **Finding Izzy:**

- #1: Fast-Paced/Outgoing
- #2: People-Oriented
- #3: Relaxed

➤ **High Emotion:**

- Optimism/Trust

➤ **Gifted in:**

- Persuasion

➤ **Motivated By:**

- Looking Good, Recognition

➤ **Ideal Environment:**

- Open, flexible & fun

➤ **Possible Limitations:**

- Acts impulsively

S = Steady Stedman, Supporter

➤ **Sted:**

- Methodical
- Systematic
- Reliable
- Steady
- Relaxed
- Modest
- Slow
- Sensitive
- Good Listener

➤ **Finding Sted:**

- #1: Cautious/Reflective
- #2: People-Oriented
- #3: Relaxed

➤ **High Emotion:**

- Non-Emotion

➤ **Gifted in**

- Solving people problems

➤ **Motivated By:**

- Peace & stability

➤ **Ideal Environment:**

- Helpful, with no conflict

➤ **Possible Limitations:**

- Internalize feelings

C = Compliant Charley Analyzers

- **Charley:**
 - Analytical
 - Contemplative
 - Conservative
 - Exacting
 - Careful
 - Deliberative
- **Finding Charley:**
 - #1: Cautious/Reflective
 - #2: Task-Oriented
 - #3: Structured

- **High Emotion:**
 - Risk Averse
- **Gifted in**
 - Analyzing tasks-procedures
- **Motivated By:**
 - Excellence & quality
- **Ideal Environment:**
 - Doing the right thing
- **Possible Limitations:**
 - Analysis paralysis

D = Dominant Debbie

- **Communication Style:**
 - Formal, Direct
- **When Communicating to a Controller:**
 - Be clear specific and to the point
 - Stick to business
 - Provide facts and figures for success
 - Be prepared with a plan, specifics
 - Provide alternative solution
- **When Communicating to a Controller don't:**
 - Talk about things not relevant to the issue
 - Leave loopholes or cloudy issues
 - Appear disorganized



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I = Influencing Izzy, Promoter

- **Communication Style:**
 - Informal, Direct
- **Communication Tips – Do's:**
 - Talk about people and their goals
 - Ask for their opinion
 - Allow time for relating and socializing
 - Focus on people and action items
 - Be engaging, faster paced & fun
- **Communication Tips – Don'ts:**
 - Be short, or cold
 - Control the conversation – do dialogue
 - Drive on fact facts & figures



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S = Steady Stedman, Supporter

- **Communication Style:**
 - Informal, indirect
- **Communication Tips – Do's:**
 - Small talk.
 - Show that you care.
 - Move casually, informally
 - Do not force decisions on them
 - Present case logically, non-threatening
- **Communication Tips – Don'ts**
 - Rush into business
 - Be domineering or demanding
 - Force them to respond quickly to your objectives

C = Compliant Charley Conscientiousness

- **Communication Style:**
 - Direct/Formal
 - Logical & detailed
- **Communication Tips:**
 - Prepare your case in advance
 - Approach in a direct straightforward way
 - Present specifics and facts
 - Take your time and be persistent
 - Do not appeal to feelings
- **Communication Tips – Don'ts:**
 - Be over-friendly, casual or informal
 - Push too hard or seem unrealistic w/deadlines
 - Be disorganized



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