

SEMINAR NOTES

DR. TONY ALESSANDRA

RELATIONSHIP STRATEGIES

Understanding behavioral styles is critical for anyone in business today. Contrary to the popular Golden Rule, people do not necessarily want to be treated the way *you* want to be treated. Everybody has a preferred way they like to be treated, and understanding behavioral styles will help you connect with others in a way that is natural and comfortable to them.

Get ready for an entertaining and insightful seminar delivered by award-winning business trainer and bestselling author, Dr. Tony Alessandra. In this powerful session, you'll learn useful techniques for understanding behavioral styles and dealing more effectively with anybody and everybody you meet. You'll discover the best ways of building rapport, how to break the ice with strangers, how to quickly and accurately size people up, how to adapt your style to make the other person feel more comfortable, and a whole lot more. Once you understand and master these powerful people skills, you'll be better equipped to build and maintain stronger relationships than ever before — personally and professionally.

Dr. Tony Alessandra is internationally known for his behavioral styles training. He is a widely published author, with fourteen books translated into seventeen foreign languages. He earned his MBA from the University of Connecticut - and his PhD in marketing from Georgia State University. As a speaker, Dr. Tony Alessandra has presented his behavioral styles training to literally hundreds of companies in diverse industries and always receives rave reviews. Recognized by Meetings & Conventions Magazine as "one of America's most electrifying speakers", he has been inducted into the Speakers Hall of Fame, and continues to share his powerful insights around the world.

**Powerful
People Skills
for Creating
Instant Rapport**



Dr. Tony Alessandra



RELATIONSHIP STRATEGIES

Powerful People Skills for Creating Instant Rapport

- THE TWO DIMENSIONS OF DISC BEHAVIORAL STYLES

- THE FOUR BASIC DISC BEHAVIORAL STYLES

“Prescription before diagnosis is malpractice.”

“When two people want to do business together, the details never stand in the way.”

“People buy from people they like and trust.”

“Do unto others as they would have you do unto them.”

-Dr. Tony Alessandra

- STRENGTHS & WEAKNESSES OF EACH STYLE

- HOW THEY LISTEN & COMMUNICATE

- **HOW TO LISTEN EFFECTIVELY**

- **DISC STYLES AS CUSTOMERS**

- **HOW TO SELL EACH DISC STYLE**

- **STYLE ADAPTABILITY**

**• ADAPTING WHEN YOU ARE
EACH STYLE**

**• ADAPTING WHEN MANAGING
EACH STYLE**

**• BUILDING CUSTOMER-
FOCUSED TEAMS**

**• COACHING EACH DISC
STYLE**

• THEIR IDEAL VEHICLE...

Overview of the Four Basic DISCstyles

Below is a chart to help you understand some of the characteristics of each of the Four Basic DISC Styles, so you can interact with each style more effectively. Although behavioral style is only a partial description of personality, it is quite useful in describing how a person behaves, and is perceived in personal, social and work situations.

	HIGH DOMINANT STYLE	HIGH INFLUENCING STYLE	HIGH STEADY STYLE	HIGH CONSCIENTIOUS STYLE
PACE	Fast/Decisive	Fast/spontaneous	Slower/Relaxed	Slower/Systematic
PRIORITY	Goal	People	Relationship	Task
SEEKS	Productivity Control	Participation Applause	Acceptance	Accuracy Precision
STRENGTHS	Administration Leadership Pioneering	Persuading Motivating Entertaining	Listening Teamwork Follow-through	Planning Systemizing Orchestration
GROWTH AREAS	Impatient Insensitive to others Poor listener	Inattentive to detail Short attention span Low follow-through	Oversensitive Slows to begin action Lacks global perspective	Perfectionist Critical Unresponsive
FEARS	Being taken advantage of	Loss of social recognition	Sudden changes Instability	Personal criticism of their work efforts
IRRITATIONS	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
UNDER STRESS MAY BECOME	Dictatorial Critical	Sarcastic Superficial	Submissive Indecisive	Withdrawn Headstrong
GAINS SECURITY THROUGH	Control Leadership	Playfulness Others' approval	Friendship Cooperation	Preparation Thoroughness
MEASURES PERSONAL WORTH BY	Impact or results Track records and products	Acknowledgments Applause Compliments	Compatibility with others Depth of contribution	Precision Accuracy Quality of results
WORKPLACE	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured

How to Modify Your Directness and Openness

In some interpersonal situations, you will only be able to identify another person's directness or openness, but not both. In these situations, you need to know how to practice adaptability, one behavioral dimension at a time. With that in mind, let's look at what you can do to modify YOUR level of Directness or Openness before looking at specific guidelines for being more adaptable with each of the four styles.

DIRECTNESS

TO INCREASE

- Speak, move and make decisions at a faster pace
- Initiate conversation and decisions
- Give recommendations
- Use direct statements rather than roundabout questions
- Use a strong, confident voice
- Challenge and tactfully disagree, when appropriate
- Face conflict openly, but don't clash with the person
- Increase your eye contact

TO DECREASE:

- Talk, walk and make decisions more slowly
- Seek and acknowledge others' opinions
- Share decision-making
- Be more mellow
- Do not interrupt
- When talking, provide pauses to give others a chance to speak
- Refrain from criticizing, challenging or acting pushy
- When disagreeing, choose words carefully

OPENNESS

TO INCREASE

- Share feelings; show more emotion
- Respond to the expression of others' feelings
- Pay personal complements
- Take time to develop the relationship
- Use friendly language
- Communicate more; loosen up and stand closer
- Be willing to digress from the agenda

TO DECREASE:

- Get right to the task – the bottom line
- Maintain more of a logical, factual orientation
- Keep to the agenda
- Do not waste the other person's time
- Do not initiate physical contact
- Downplay your enthusiasm and body movement
- Use businesslike language

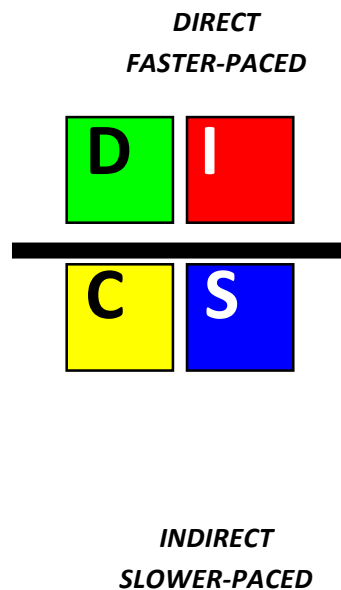
How to Identify Another Person's Behavioral Style

How do you quickly and accurately identify each of the four behavioral styles in order to practice adaptability? You do this by focusing on two areas of behavior – **directness and openness**.

So, to quickly identify the styles of other people ask these two questions:

1. Are they more direct and fast-paced **or** indirect and slower-paced?
2. Are they more guarded and task-oriented **or** open and people-oriented?

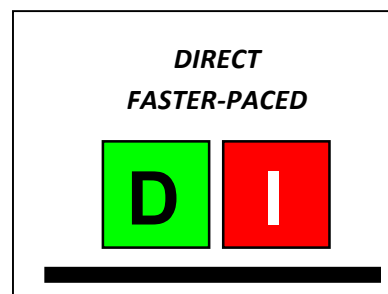
Directness



Direct/Faster-Paced People (D and I Styles above the horizontal line)

Direct Behaviors

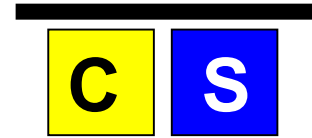
- Frequently uses gestures and voice intonation to emphasize points
- Less patient; more competitive
- Often makes emphatic statements
- Sustained eye contact
- Frequent contributor in groups
- Firm handshake
- Expresses opinions readily
- More likely to introduce self to others



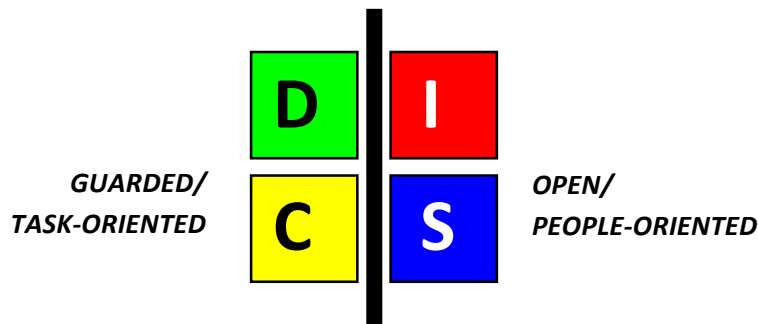
Indirect/Slower-Paced People (S and C Styles below the horizontal line)

Indirect Behaviors

- Infrequent use of gestures and voice intonation to emphasize points
- More patient and cooperative
- Often makes qualified statements
- Gentle handshake
- Infrequent contributor in groups
- More likely to wait for others to introduce themselves
- Reserves expression of opinions



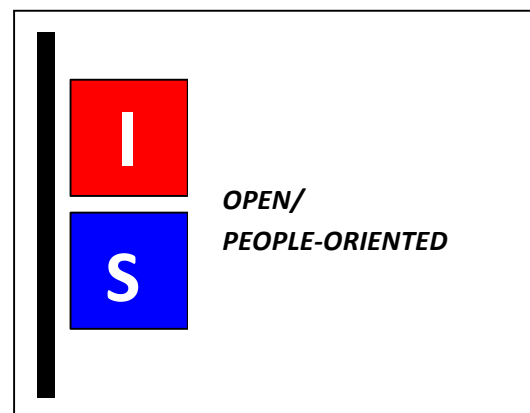
Openness



Open/People-Oriented People (I and S Styles right of the vertical line)

Open Behaviors

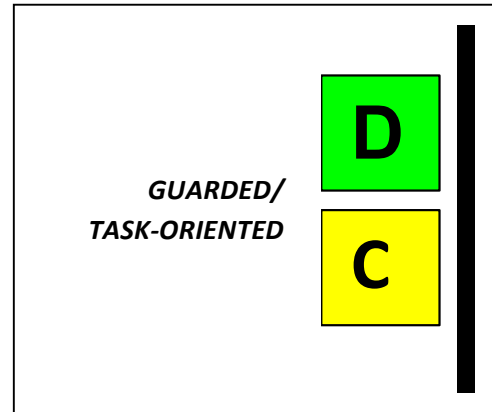
- Shows feelings and enthusiasm freely
- More relaxed and warm
- Emphasizes main ideas
- Goes with the flow
- Conversation includes digressions
- Opinion-oriented
- Animated facial expressions
- Easy to get to know in business
- Friendly handshake
- Initiates/accepts physical contact



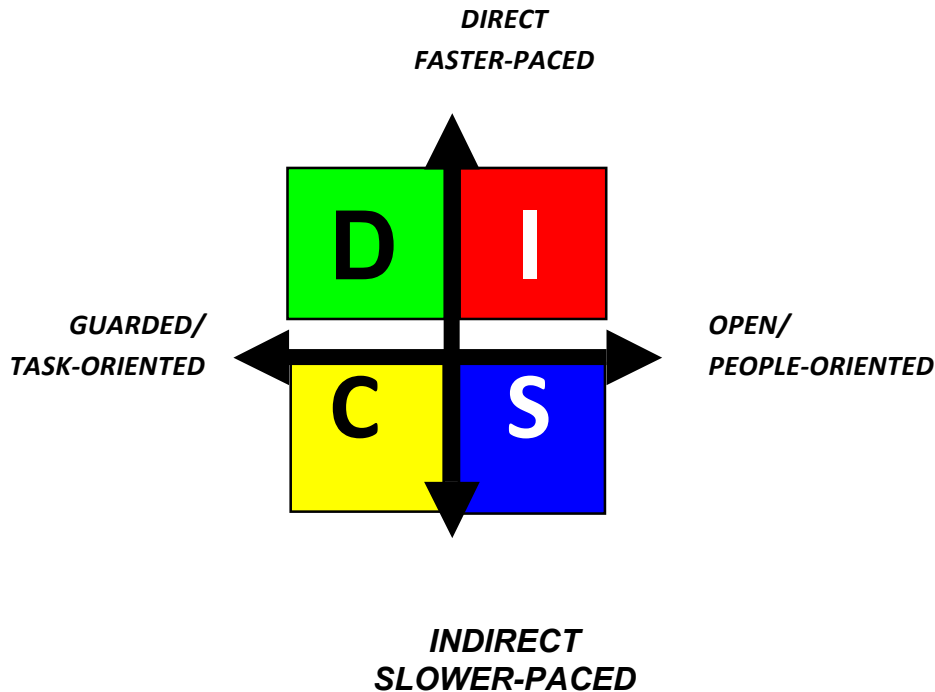
Guarded/Task-Oriented People (D and C Styles left of the vertical line)

Guarded Behaviors

- Keeps feelings private
- Limited range of facial expressions
- More formal and proper
- Avoids/minimizes physical contact
- Goes with the agenda
- Speaks in specifics; cites facts and examples
- Formal handshake
- Conversation stays on subject



The Whole Picture



When you combine both scales, you create each of the four different behavioral styles. Individuals who exhibit guarded and direct behaviors are Dominant Styles; direct and open behaviors are Influencing Styles; open and indirect behaviors are Steady Styles; and indirect and guarded behaviors are Conscientious Styles.

Additional Notes