By understanding different personality and work styles:

- The sources of conflict
- The four square personality grid
- The platinum rule of communication
- The art of me becoming “likeable”

Most workplace conflicts are the result of personality clashes. Understanding the nuances of different personalities is the key to eliminating:

- People stress
- Negative interactions
- Interpersonal conflict

It helps develop your “likeability factor”

- Easy to work with people who are similar to you
- Hard to work with people who are not
- No one wants to be the disliked

Understanding how people think eliminates your “people stress”

- Maintains a positive environment for all
- Reduces personality conflict!

You can use the personality styles of others to your advantage!
NOTE ON CUSTOMER SERVICE
- It almost entirely depends on how someone “feels” about you
- Being pleasant, helpful and “Likeable” are key!
- People dislike and get negative feelings from others who are very different from themselves!!
- Simple examples... that start to generate negative feelings

ORIGIN OF PERSONALITY STYLES
Old Research
- Personality style is mostly genetically determined.
- Parental type is a huge indicator.
- 98% of the population fits into one of four personality types.
  - Most personality tests are based on four types
    - Myers-Briggs, DiSC, etc.
- The other 2% are...

New Research
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PERSONALITY STYLE QUIZ
- Rate each word on a scale of 1-10
  - 1 being the least like you
  - 10 being the most like you
- Move quickly
  - Your first impression is best
  - Don’t worry about right or wrong answers

- Manual add up your totals and write them on the next page:
  - SECTION ONE _____ RELATER
  - SECTION TWO _____ SOCIALIZER
  - SECTION THREE _____ THINKER
  - SECTION FOUR _____ DIRECTOR
What your scores mean:

- 95 or more is considered high
- 65 or less is considered low
- 66 to 94 is considered average

- You will get along best with people in your highest scoring category
- You will experience conflict with people in your lowest scoring category

The 4 Personality Styles

- Relater
- Socializer
- Thinker
- Director

Personality Style Quiz

Personality Style Grid

Conflict

Harmony
**RELATER TRAITS**

- Dependable and trustworthy
  - Mean what they say
  - Able to keep secrets
- Excellent time managers
  - Actually enjoy it
  - Like agendas, structure

**RELATER TRAITS**

- Organized in their own way
  - Pliers and nesters
  - Don’t like clear space
- Keep and save everything
  - Hoarders
  - Won’t throw things away

**RELATER TRAITS**

- Great listeners and body language readers
  - Empathic - can sense feelings and emotions
  - Can tell if others are being truthful
  - Emotional, sensitive and sentimental

**RELATER TRAITS**

- Team player
  - Don’t like to fight or argue
  - Uncomfortable around conflict
  - Slow to ignite and then...boom!
- Humanitarians and environmentalists
  - Slow decision-makers
  - Don’t like pressure
  - Need time to process information

**RELATER TRAITS**

- Low risk-taker
  - Dislike anything unsafe or unproven
  - Don’t enjoy violent entertainment
  - Prefer seeing others overcome challenges

**SOCIALIZER TRAITS**

- Like being in crowds of people
  - Spectator sports
  - Outdoor festivals
- Excellent speakers
  - Great storytellers and comedians
  - Very persuasive
  - Natural salespeople
**SOCIALIZER TRAITS**
- Spontaneous and impulsive
- Don’t like planning and scheduling
- No agenda - spur of the moment
- Extremely positive people
  - Almost always in a good mood
- High energy
- Don’t need much sleep

**SOCIALIZER TRAITS**
- Love having fun!
- High risk taker
  - Thrill seekers
  - Adrenaline rush

**SOCIALIZER TRAITS**
- Hate rules, regulations and paperwork
- Natural motivators to others

**THINKER TRAITS**
- Enjoy numbers, math, statistics, graphs
  - Prefer fields like accounting and finance
- Like rules, regulations and laws
- Don’t like talking
  - Would rather email or send a text message

**THINKER TRAITS**
- Like to figure out how things work
  - Methods, techniques, processes, how-to
- Self-contained introverts
  - Like working alone
  - Don’t enjoy teams

**THINKER TRAITS**
- Love computers, electronics and technology
- Interested in space exploration
**THINKER TRAITS**
- Slow decision-makers
  - Analysis-paralysis
  - Never enough data
- Dislike physical contact
  - Need large personal space
  - Limited handshaking
- Low risk takers

**DIRECTOR TRAITS**
- Great problem solvers
- Visionary thinkers and strategic planners
- Push themselves extremely hard
  - Physical and mental endurance
  - Can be workaholics

**DIRECTOR TRAITS**
- Goal oriented
  - Driven by end results
  - Focused on bottom line
- Extremely persistent
  - Demanding of themselves and everyone around them

**DIRECTOR TRAITS**
- Function well in chaos
  - Good at handling emergency situations
  - Level-headed in a crisis
- Like competitive sports
  - Marathons, tennis
  - Want to beat the clock
  - Push body to the limit

**THE PLATINUM RULE OF COMMUNICATION**
- The Golden Rule:
  - Treat others as **you** would like to be treated

- The Platinum Rule:
  - Treat others as **they** would like to be treated, then **YOU** become likeable!
THE PLATINUM RULE OF COMMUNICATION

- Communicate with people based on their personality style, NOT yours!
- Why?...because it builds a bridge and generates “likeability”
- Principle: It is easier to work with people that like you!

WORKING TOGETHER ON A TEAM

- Identifying the style of another person can help you determine where they fit on the team
- Get to know the other person and relate to them on their level

HOW YOU CAN IDENTIFY THE STYLE OF OTHER PEOPLE?

<table>
<thead>
<tr>
<th>Careers</th>
<th>Hobbies</th>
<th>Pets</th>
<th>Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaters</td>
<td>Nurse</td>
<td>Volunteering</td>
<td>Cat</td>
</tr>
<tr>
<td>Socializers</td>
<td>Politician</td>
<td>Parties</td>
<td>Lizard</td>
</tr>
<tr>
<td>Thinkers</td>
<td>Scientist</td>
<td>Video games</td>
<td>Fish</td>
</tr>
<tr>
<td>Directors</td>
<td>CEO</td>
<td>Marathon</td>
<td>Big dog</td>
</tr>
</tbody>
</table>

WHERE THINGS CAN GO WRONG

Scientists (Thinkers) vs. Executives (Directors)

- Data
- Numbers
- Processes
- Methods
- Statistics
- Charts
- Details

- Results
- Bottom line
- Summaries
- Brief
- ROI
- Projections
- Bullet points

POLLSING QUESTION

- [ ]
**Persuading a Group**

- If you need to persuade a group made up of multiple personality styles:
  - Convince the decision-maker (usually a director)
  - Target the directors because they sway the others

**Communication Strategies**

- **Relaters**
  - Ask about family and personal life
  - Be concerned about emotions/feelings
  - Focus on what is good for everyone involved/team

- **Socializers**
  - Laugh at jokes/let them talk
  - Be able to goof off

**Communication Strategies**

- **Thinkers**
  - Praise their expertise, methods, accuracy
  - Respect what they have to say
  - Ask questions

- **Directors**
  - Pay attention to their goals, help them achieve!
  - Explain just enough detail, be brief!

**Working Together on a Team**

- **Relaters and Thinkers:** work well
- **Socializers and Directors:** work well

- **Relaters and Directors:** do NOT (opposites)
- **Socializers and Thinkers:** do NOT (opposites)

**Why? Basic trait similarities and differences

**Bottom Line**

- YOU validate the strengths of others and YOU become likeable
- Minimize weaknesses of people on a team
- Don’t get stressed by other people’s differences
- Turn frustration into fascination!

**Workplace Harmony is Possible!**
QUESTIONS?

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