SOCIAL STYLE™: How to Recognize Behaviors to Maximize Client Relationships

Threaded marketing group

GUIDING SHIFT STRATEGY STRUCTURE PEOPLE

22 years in
Corporate Marketing
and Communications

Kelly Jo Jefferis

CPSM, LEED Green Associate
Founder & President,
Threaded Marketing Group

Threaded
marketing group

Over **35 years** in
Human Resources
Development

Louyse Poirier

Ph.D., SHRM-SCP
President,
Guiding Shift

GUIDING SHIFT
STRATEGY
STRUCTURE
PEOPLE

How skilled are you in recognizing behaviors that drive positive and productive interactions with clients?

SOCIAL STYLE®

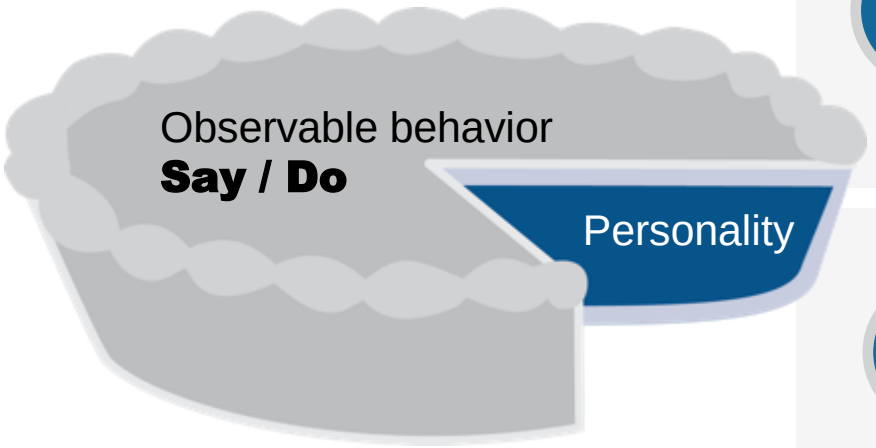
Introduction to SOCIAL STYLE™

TRACOM® GROUP

THE SOCIAL INTELLIGENCE COMPANY®

Version 4.0

Observable Behaviors vs. Personality



Behavior
What you say (verbal) and do (non-verbal)

SOCIAL STYLE®
A pattern of actions others can observe and agree on for describing one's behavior

Interpersonal behavior
What you say and do when interacting with other people

Personality
Everything a person is: their ideas, values, hopes and dreams

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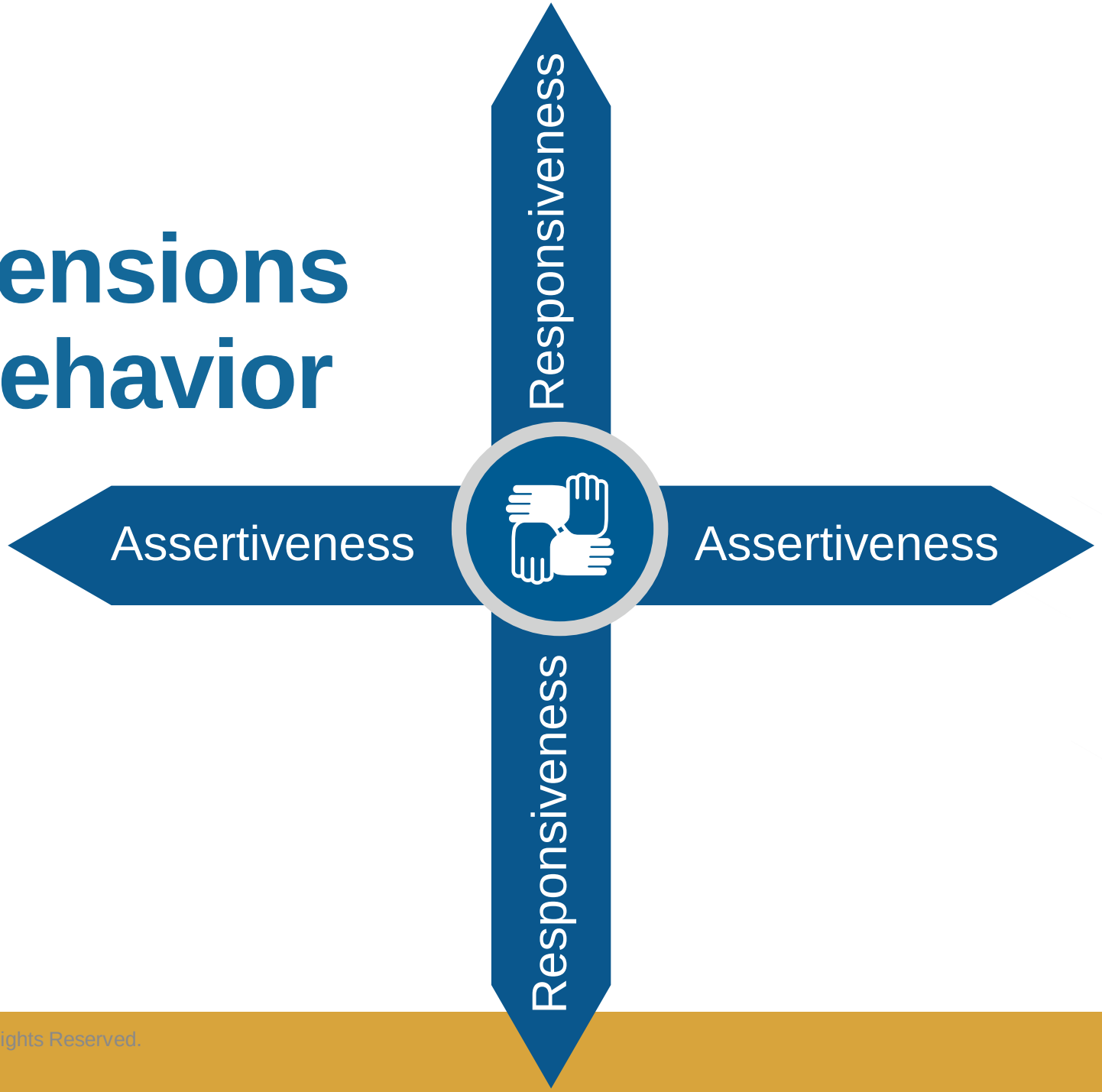
Dimensions of Behavior



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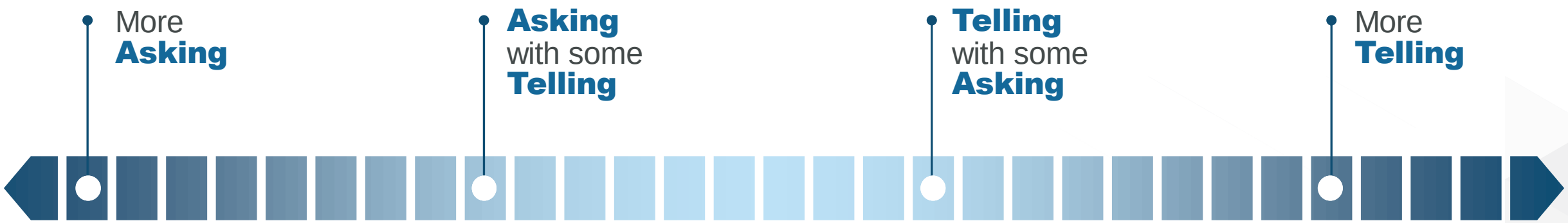
Assertiveness

The degree to which we “ask” or “tell” when interacting with others



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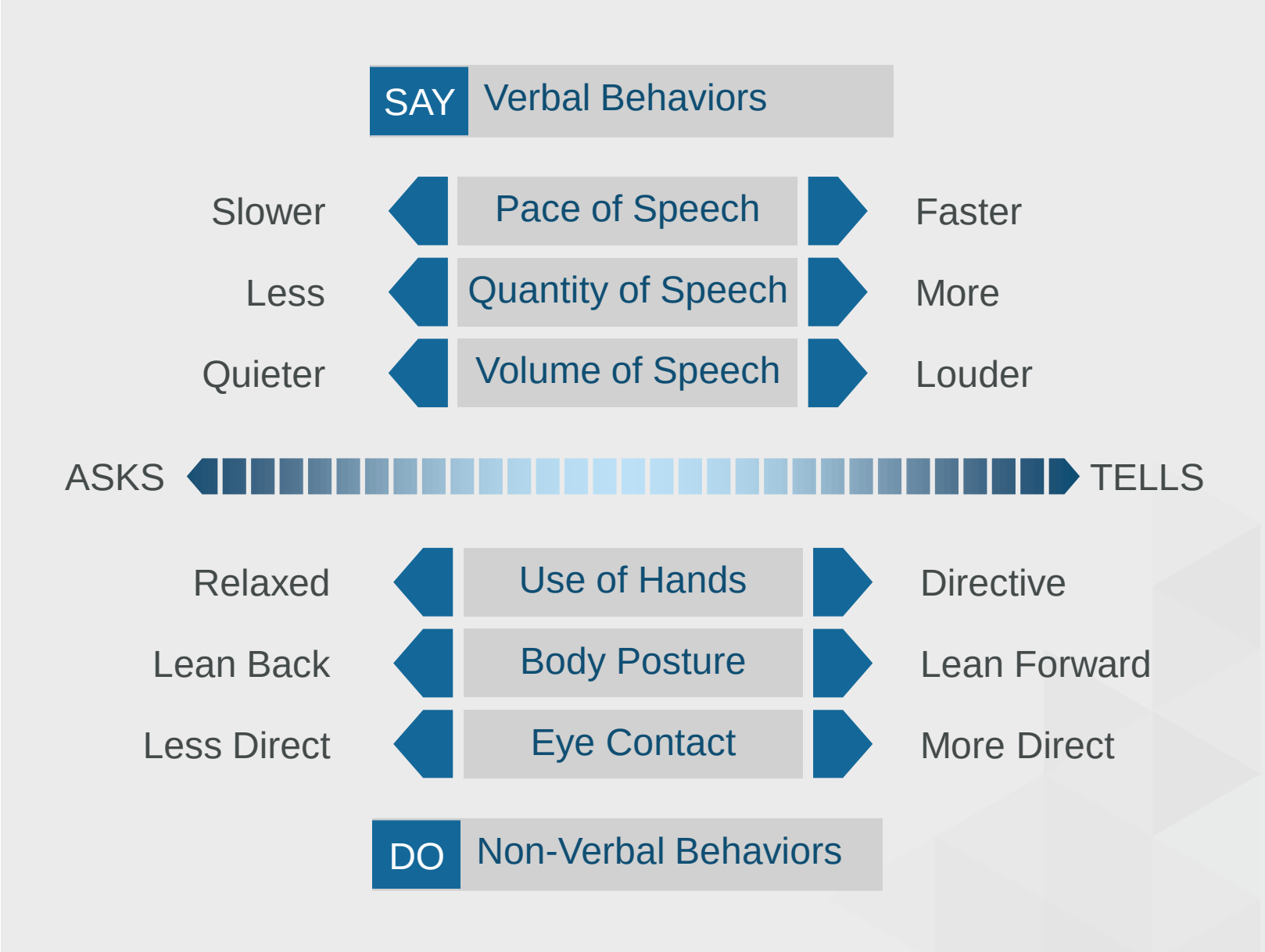
Assertiveness Behaviors



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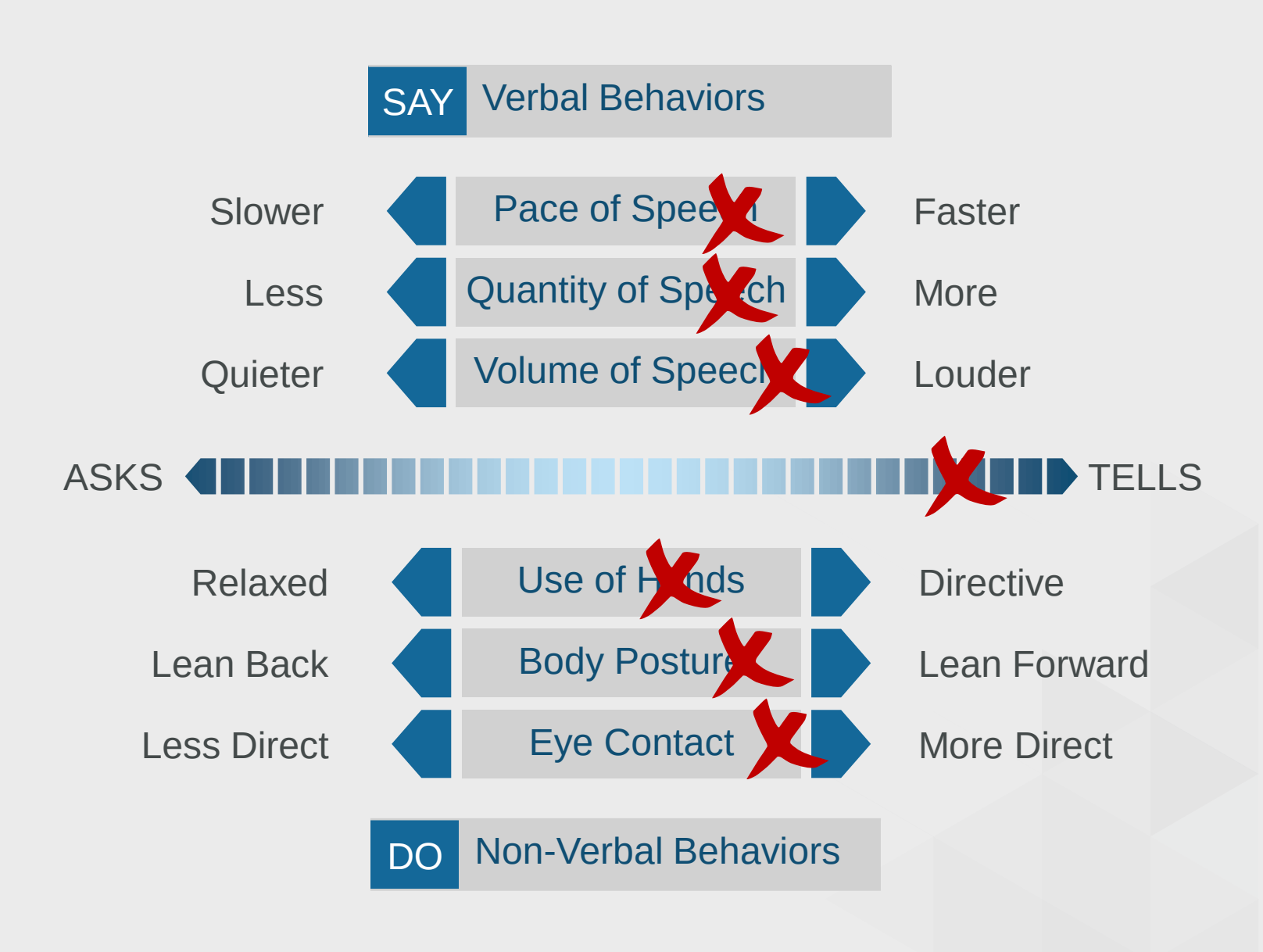
Assertiveness Behaviors



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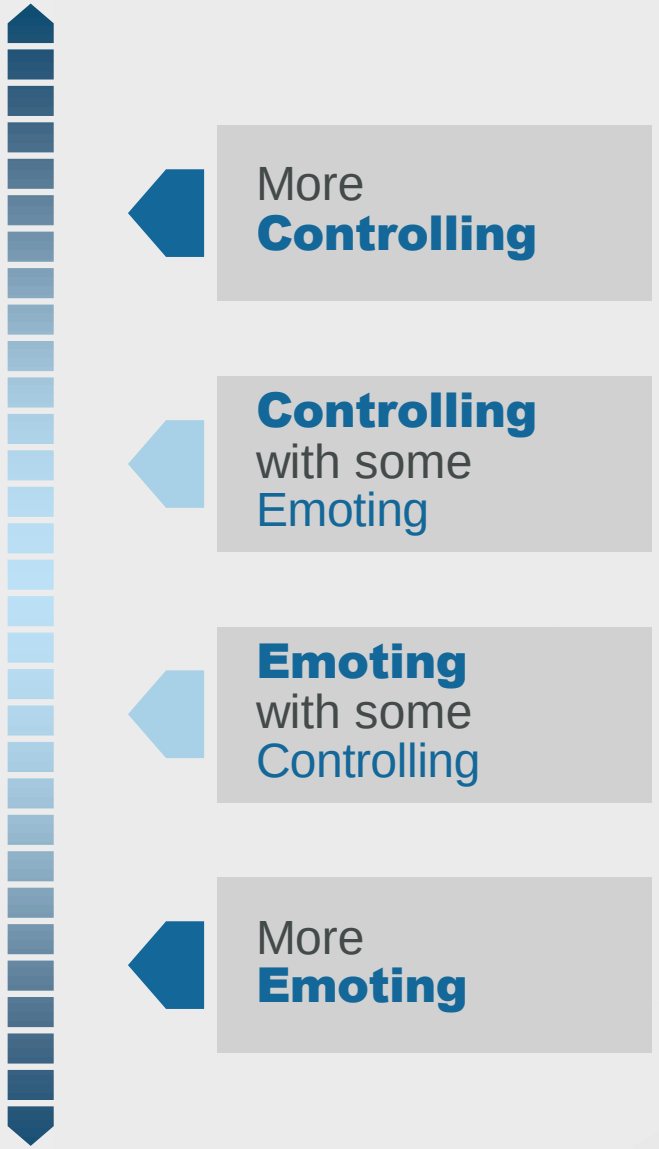
Responsiveness

The degree to which we control or display emotions when interacting with others



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Responsiveness Behaviors

SAY Verbal Behaviors

DO Non-Verbal Behaviors

Controls

Less Inflection	Task	Facts / Data	Less	Rigid	Controlled
Emotion in Voice	Subjects of Speech	Form of Descriptives	Use of Hands	Body Posture	Facial Expression
More Inflection	People	Opinions / Stories	More	Casual	Animated

Emotes

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Responsiveness Behaviors

SAY Verbal Behaviors

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Emotes

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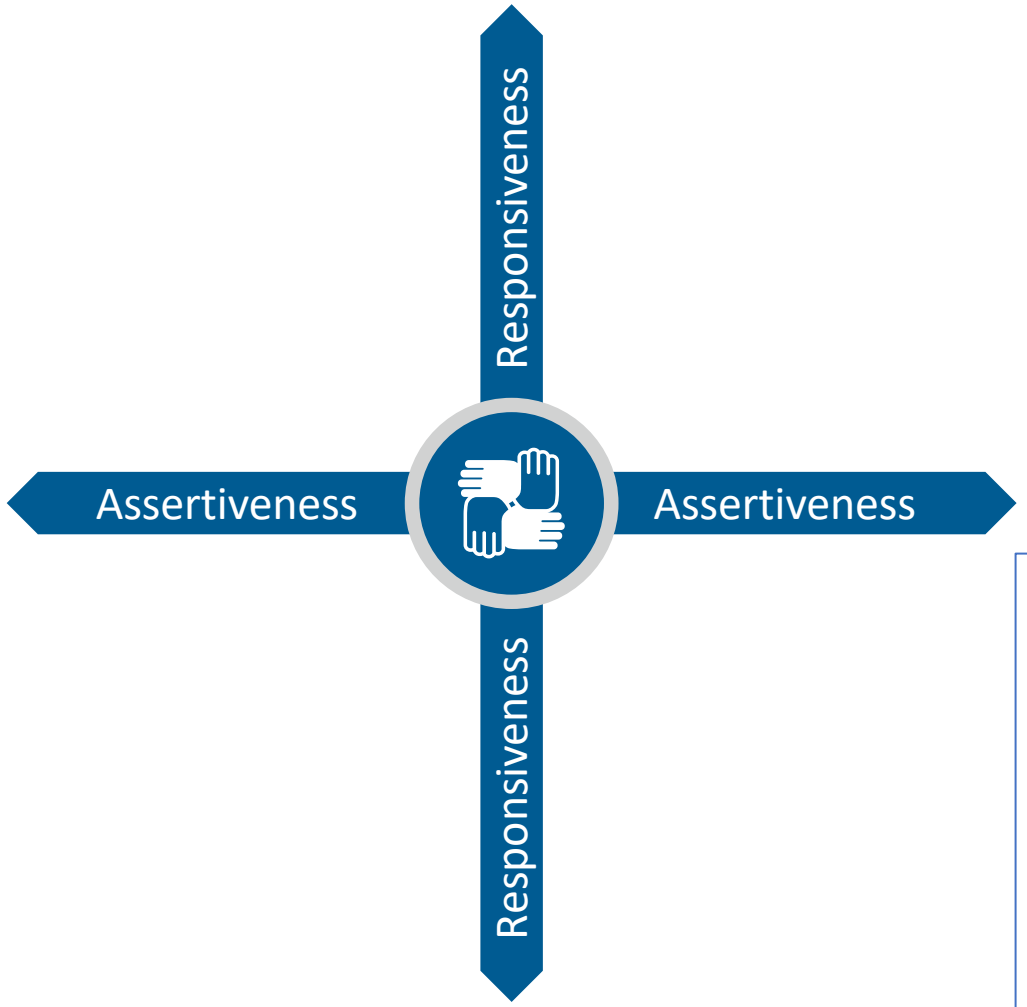
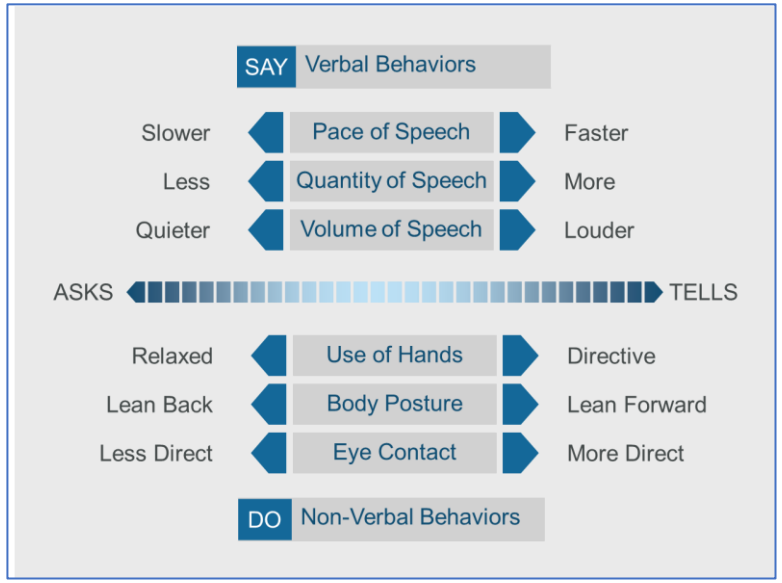
Assessing Your Social Style



Assertiveness



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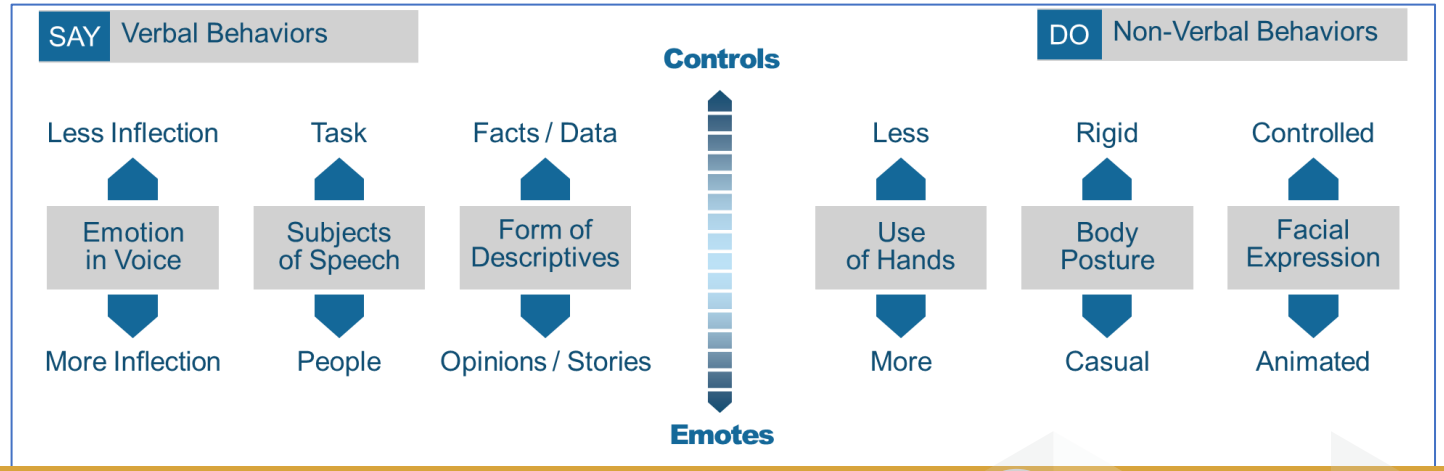

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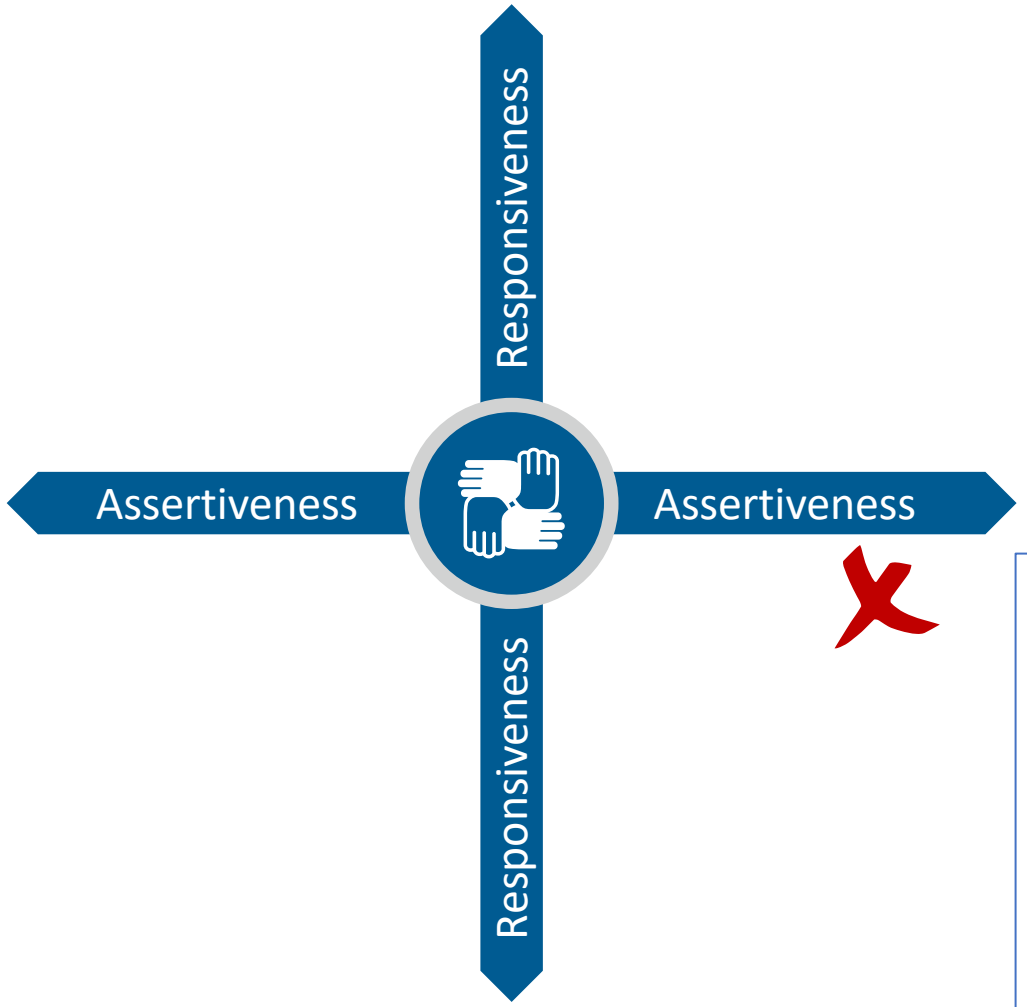
Assessing Your Social Style



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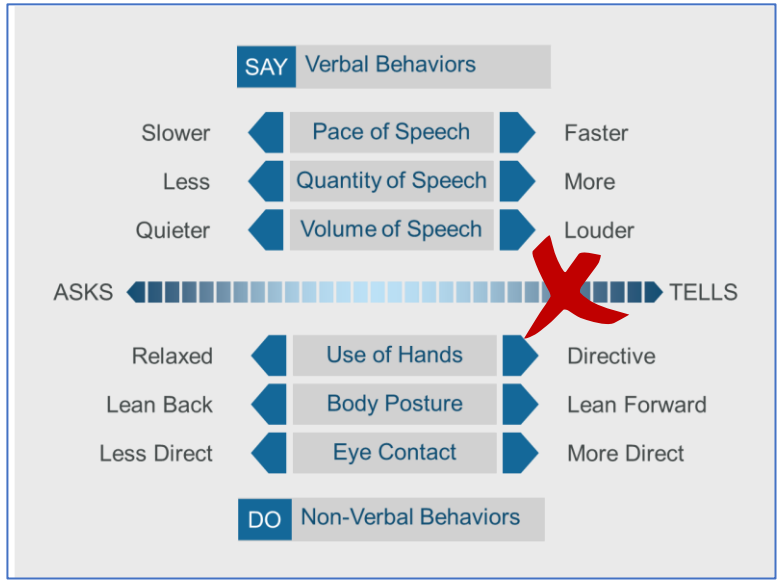

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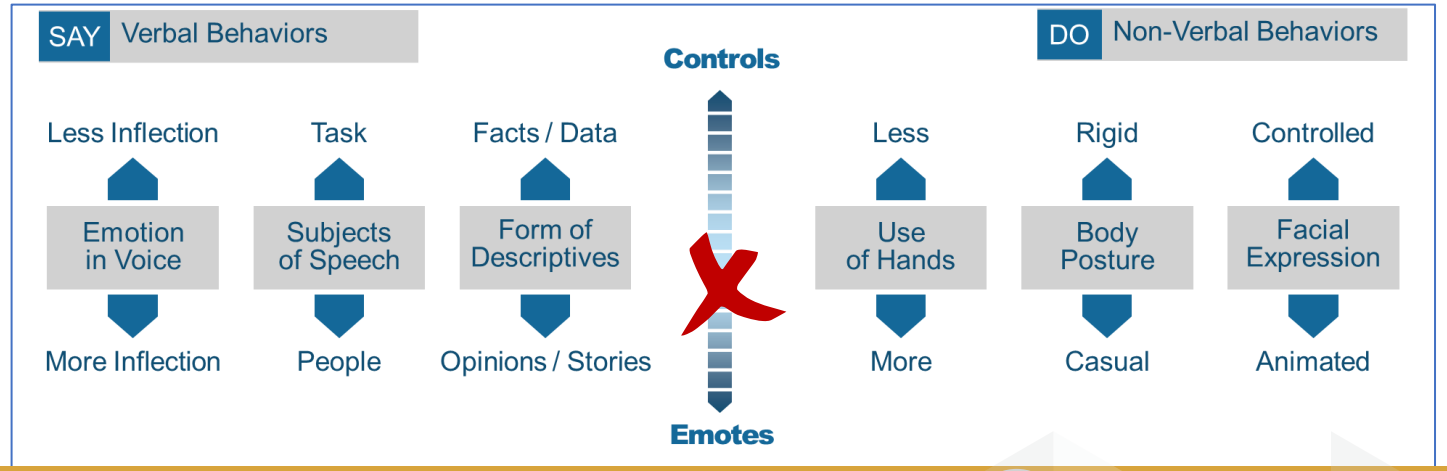

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SOCIAL STYLE®

SOCIAL STYLE Model™

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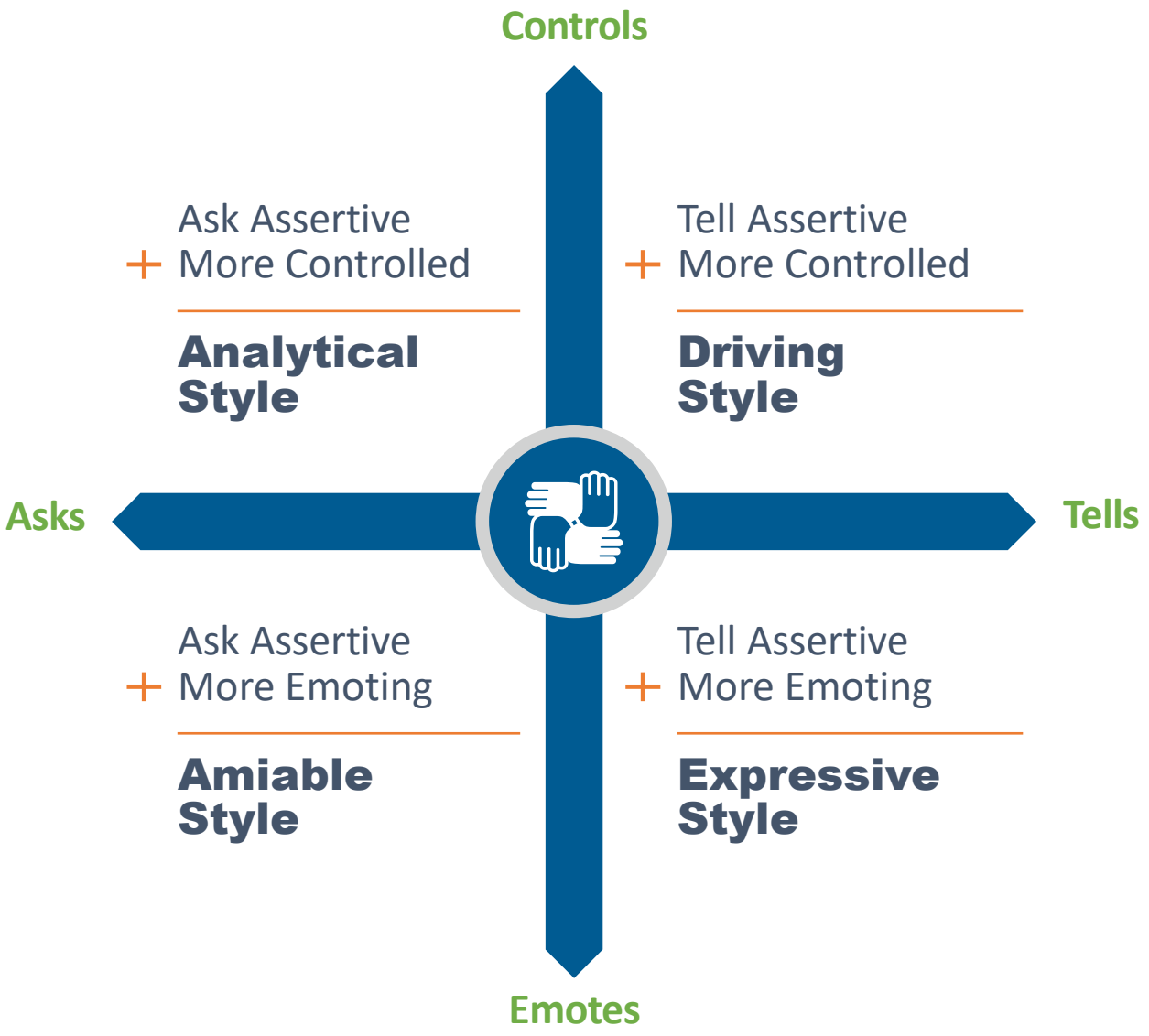
SOCIAL STYLE Model™



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SOCIAL STYLE®

SOCIAL STYLE Behaviors

Controls

Analytical

Task oriented; technical
Works slowly, collects data, asks questions
Likes organization, structure & processes
Precise, attentive to detail,
Takes action cautiously; seeks accuracy
Avoids personal involvement

Driving

Task oriented; goals/results
Works quickly and impressively
Likes control & risk-taking
Cool, independent, competitive
Decisive in action and decision-making
Avoids inaction

Asks

Tells

Amiable

People oriented; team player
Works slowly alongside others
Likes to build relationships; wants to be liked
Supportive, listens, good counselling skills
Takes action cautiously; seeks agreement
Avoids Conflict

Expressive

People oriented; persuasive
Works quickly and excitedly with others
Likes to be involved and recognized
Impulsive, creative, energetic
Spontaneous action and decision making
Avoids isolation

Emotes

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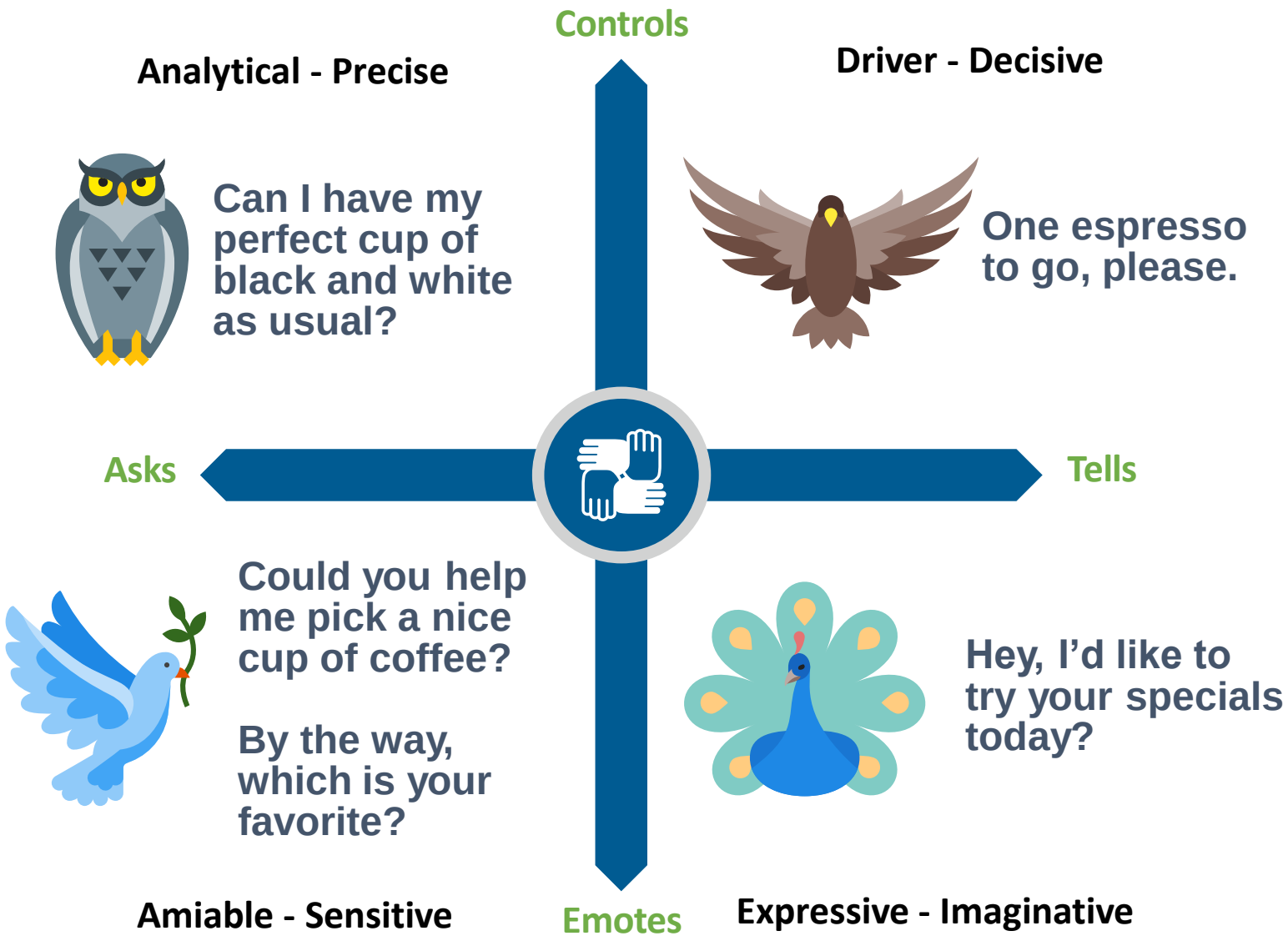
SOCIAL STYLE Model™



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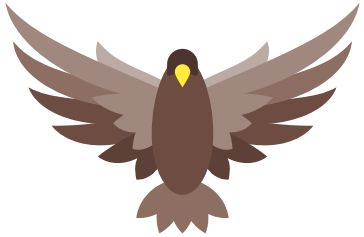
Analytical - Precise

Amiable - Sensitive

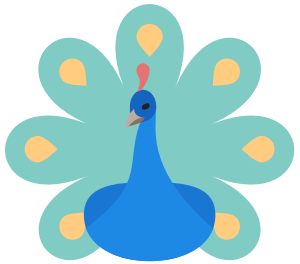
In your group of "like" styles discuss the following:

What style behaviors do you connect with most?

Driver - Decisive



Expressive - Imaginative



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Need, Orientation, and Growth Action

Need
The goal of each Style

Orientation
The common behavior used to achieve the need

Growth Action
Behavior that is rarely used by each Style. Using this behavior more often would increase this Style's effectiveness

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SOCIAL STYLE
Key Characteristics

Controls

Asks

Tells

Emotes

Analytical

Need: To be right
Orientation: Thinking
Growth Action: To declare

Driving

Need: Results
Orientation: Action
Growth Action: To listen

Amiable

Need: Personal security
Orientation: Relationships
Growth Action: To initiate

Expressive

Need: Personal approval
Orientation: Spontaneity
Growth Action: To check

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Key Points

Style is not personality.

Refers only to observable behavior.

Behavior is a continuum, not an “either/or.”

People behave with one Style most of the time.

There is no “best” Style.

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Assessing Your Client’s Social Style

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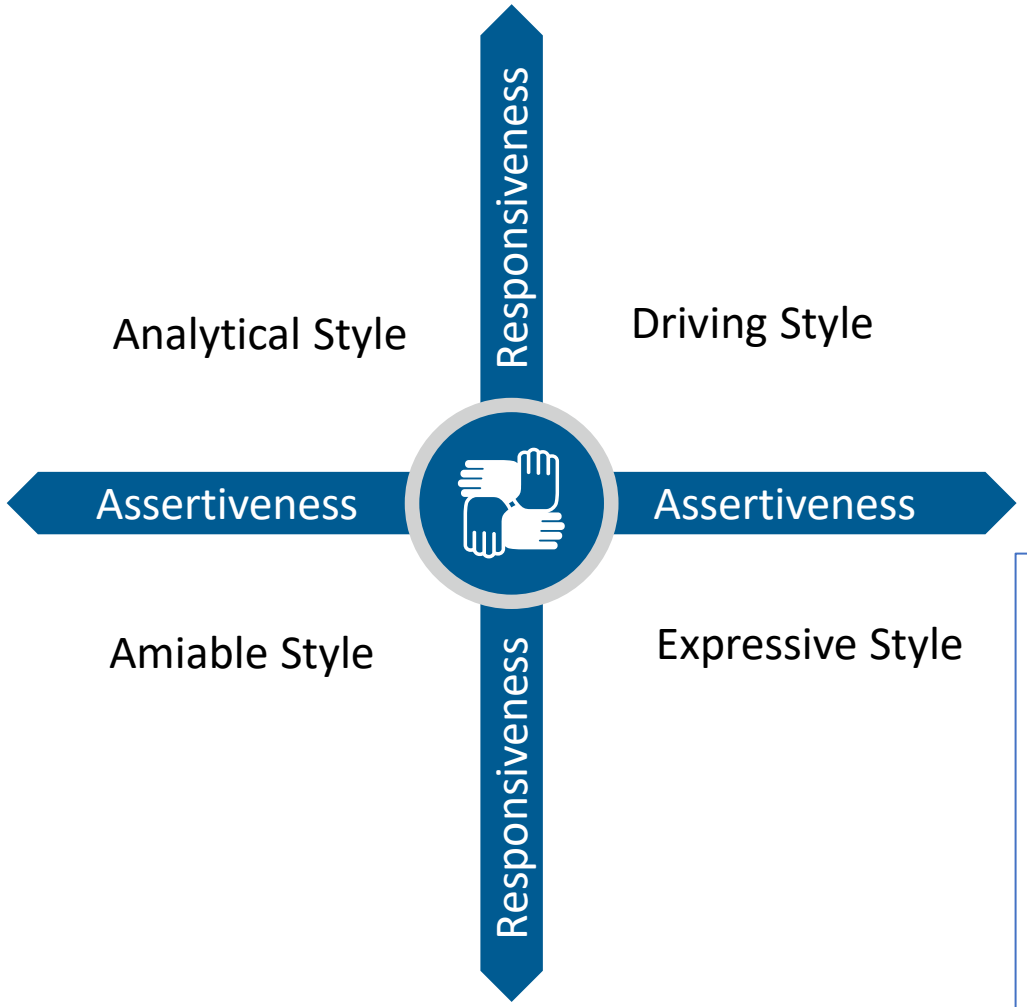
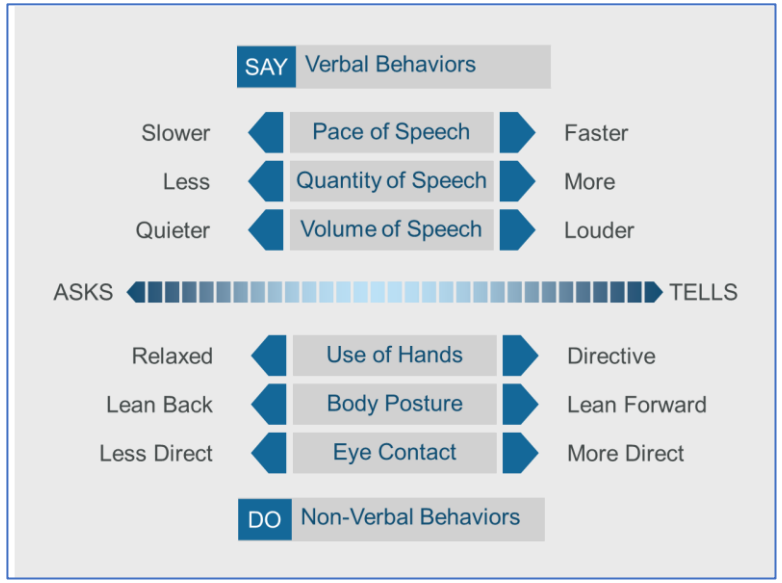
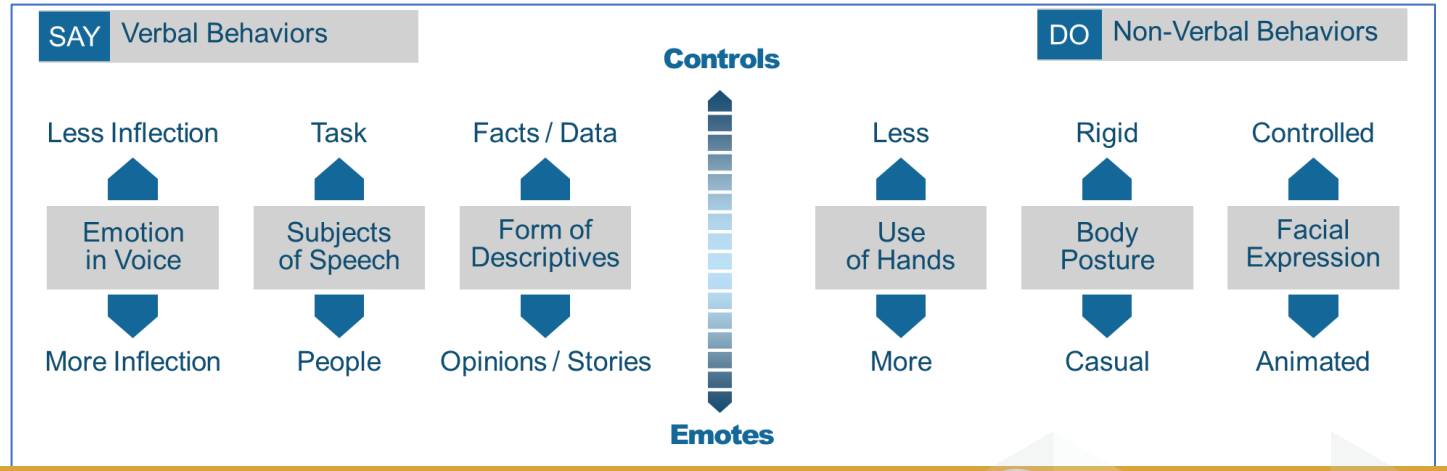
Assessing Your Client's Social Style



Assertiveness



Responsiveness



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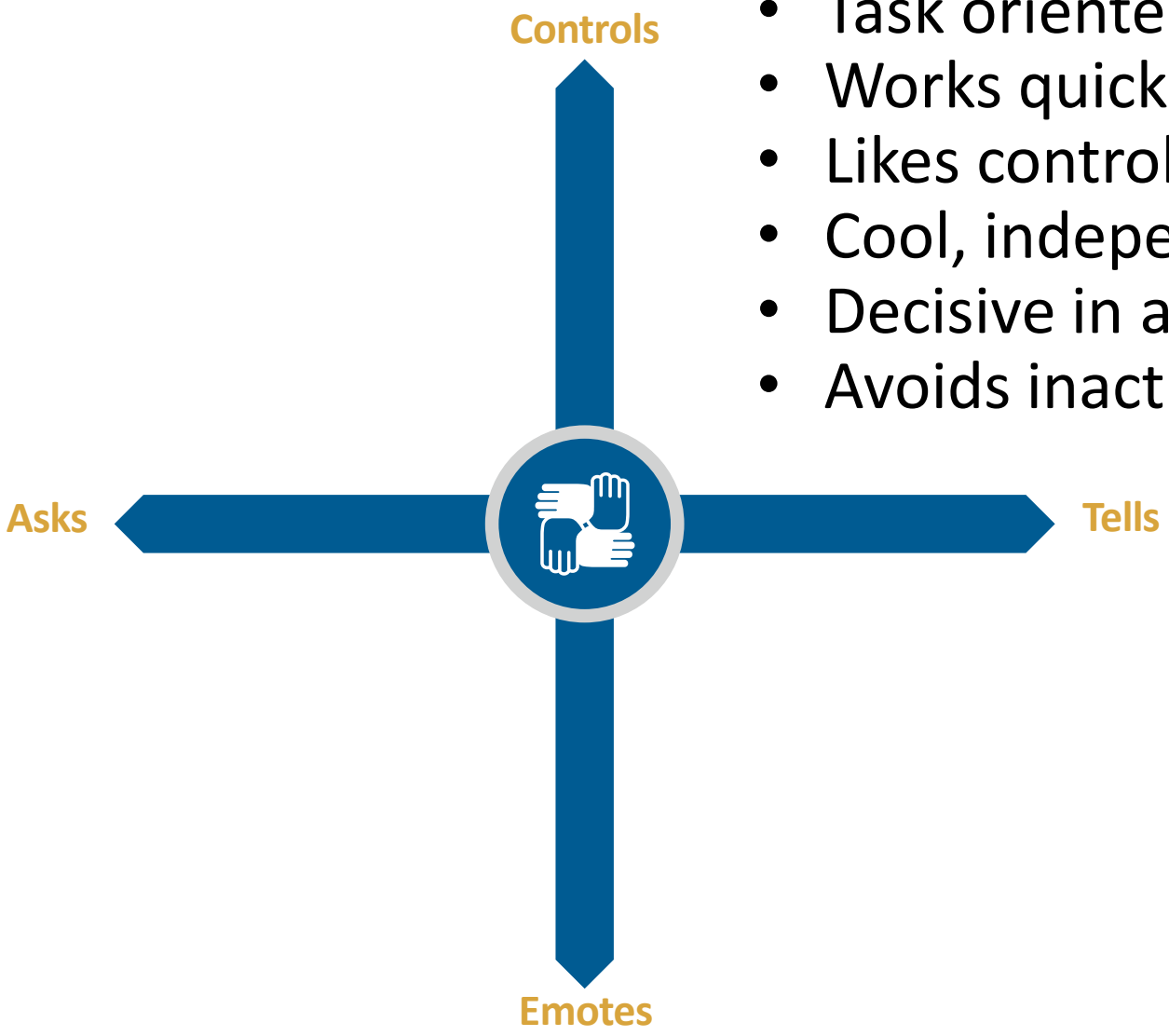
Driving



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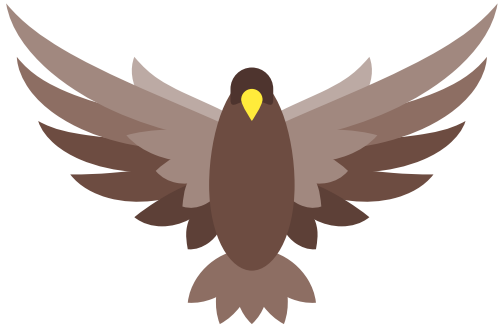
- Works quickly and impressively
- Likes control & risk-taking
- Cool, independent, competitive
- Decisive in action and decision-making
- Avoids inaction



Need: Results
Orientation: Action
Growth Action: To listen

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6 TIPS

HOW TO WORK WITH **DRIVING** STYLE PEOPLE

1. **RESPECT** their time
2. **STICK TO** the facts
3. Follow up on your **PROMISES**
4. Show your **COMPETENCE**
5. **EARN THEIR TRUST** before expecting it
6. Let them have some **CONTROL**

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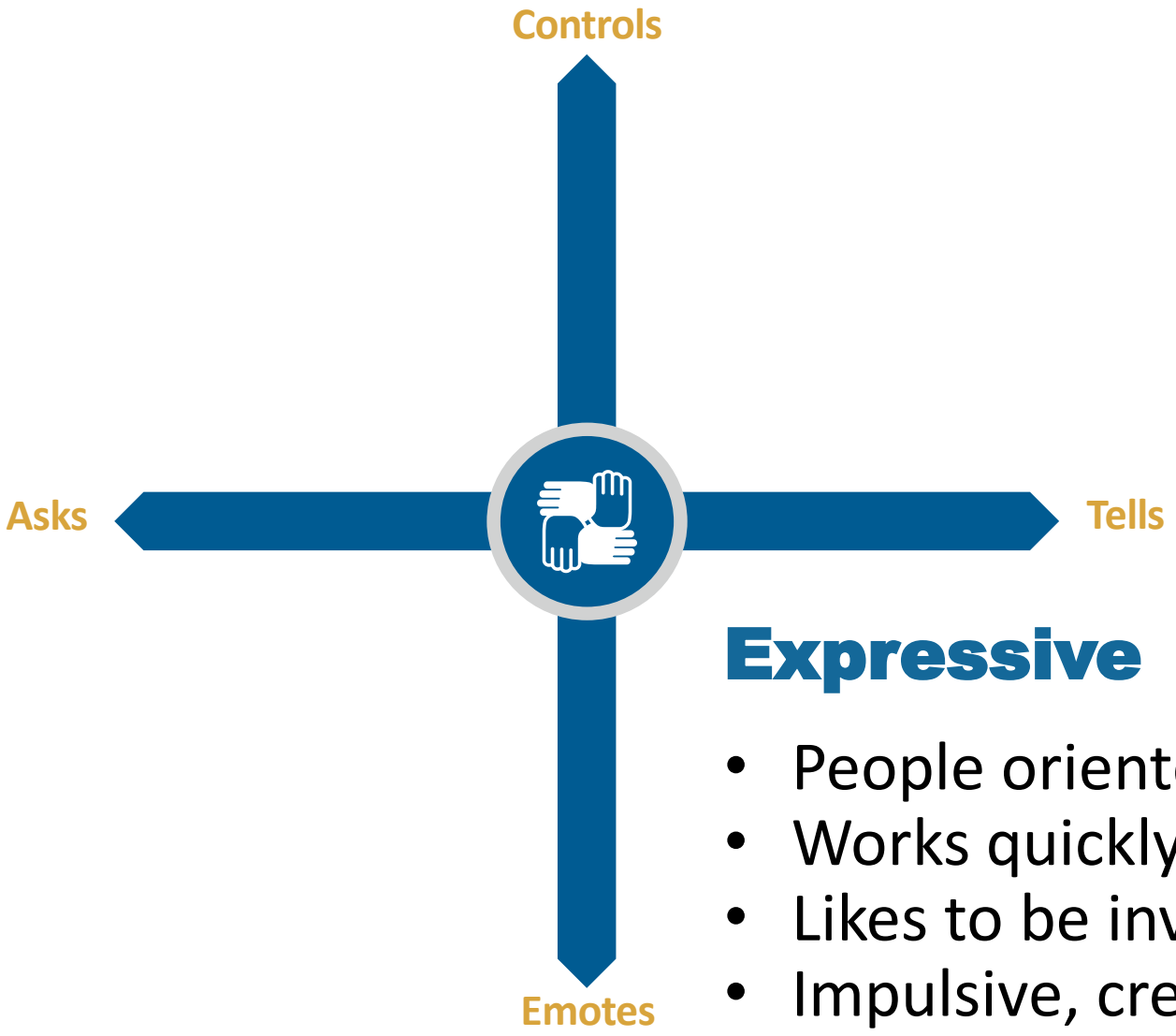

Need: Personal approval
Orientation: Spontaneity
Growth Action: To check

Expressive

- People oriented; persuasive
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- Impulsive, creative, energetic
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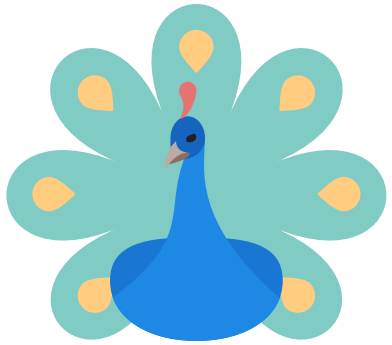

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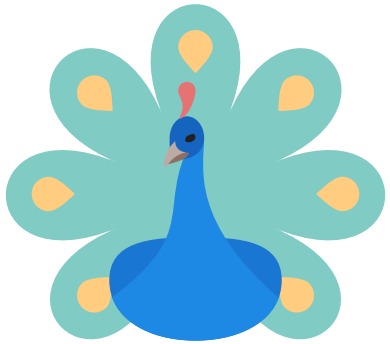

6 TIPS

HOW TO WORK WITH EXPRESSIVE STYLE PEOPLE

1. **LAUGH** with them
2. **LISTEN** to their opinions
3. **THINK BIG** picture
4. **RECOGNIZE** their contributions
5. **LIGHTEN UP**
6. Form a **FRIENDSHIP**

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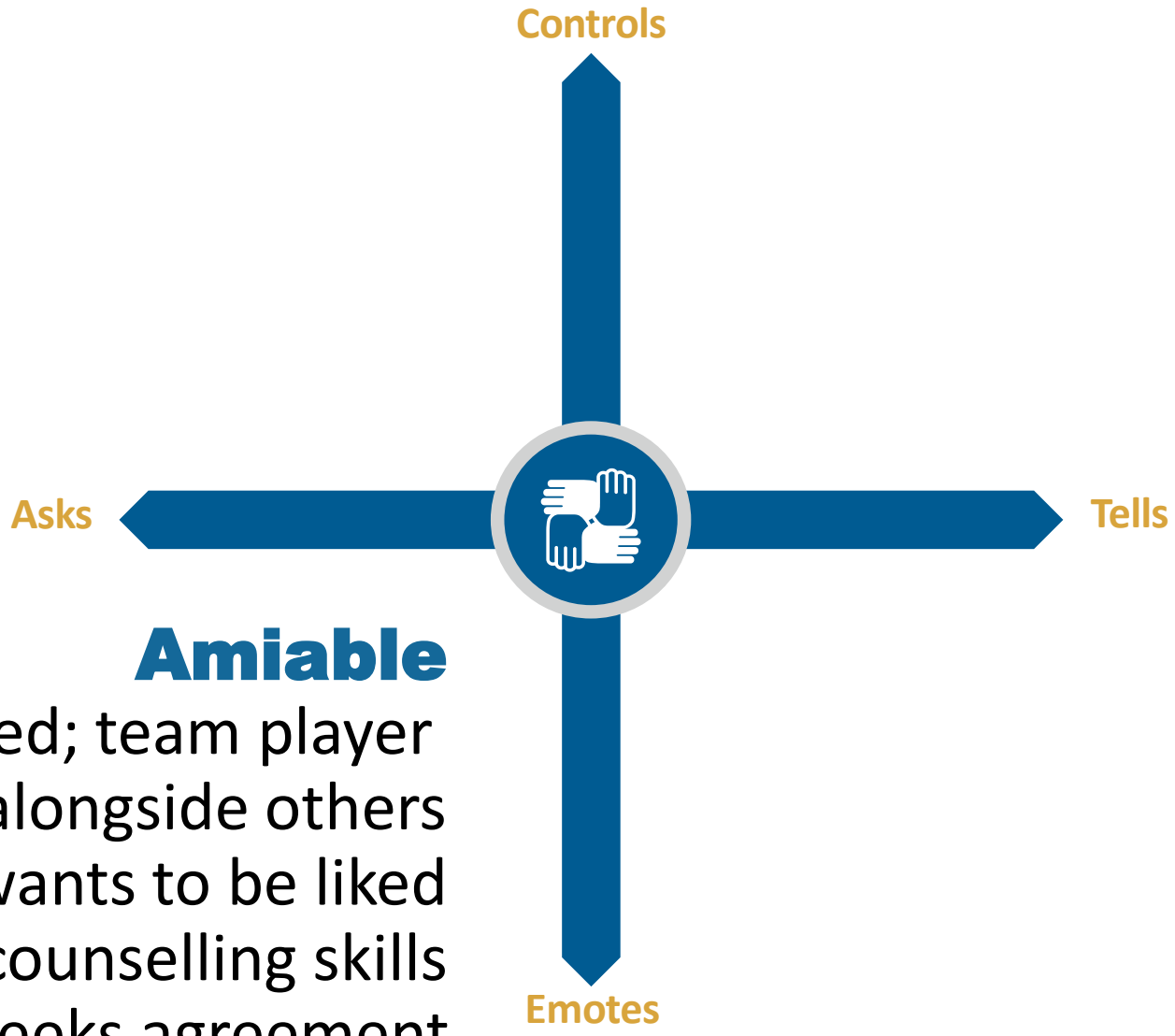
SOCIAL STYLE®

Need: Personal security
Orientation: Relationships
Growth Action: To initiate



Amiable

People oriented; team player
Works slowly alongside others
Likes to build relationships; wants to be liked
Supportive, listens, good counselling skills
Takes action cautiously; seeks agreement
Avoids Conflict

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6 TIPS

HOW TO WORK WITH AMIABLE STYLE PEOPLE

1. **APPROACH** conflict carefully
2. Get to **KNOW THEM**
3. Consider their **PERSPECTIVES**
4. Draw out their **OPINIONS**
5. Handle issues in **PRIVATE**
6. Always be **COURTEOUS**

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SOCIAL STYLE®

Analytical

Task oriented; technical
Works slowly, collects data, asks questions
Likes organization, structure & processes
Precise, attentive to detail,
Takes action cautiously; seeks accuracy
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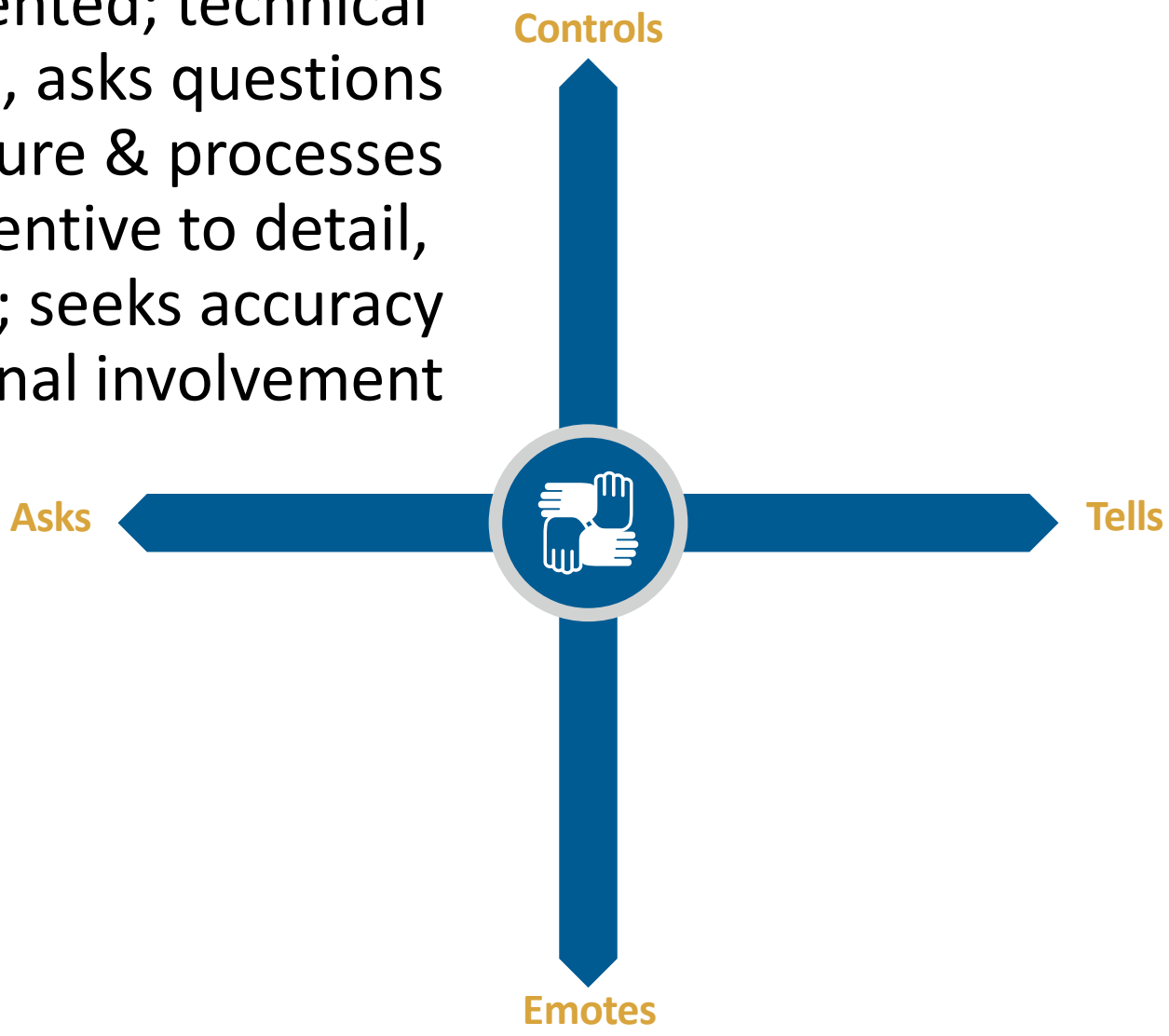
Need: To be right
Orientation: Thinking
Growth Action: To declare



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6 TIPS

HOW TO WORK WITH ANALYTICAL STYLE PEOPLE

1. Take your **TIME**
2. **COMMUNICATE** clearly and concisely
3. **DON'T PRESSURE** for answers
4. **RESPECT** their processes
5. Ask directly for their **FEEDBACK**
6. Give them **SPACE**

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SOCIAL STYLE®

5 TECHNIQUES for OBSERVING STYLE

1. Don’t jump to conclusions
2. Remain objective
3. Separate Style behavior from someone’s role or position
4. A moderate amount of stress can clarify someone’s Style
5. Get out of the way (be an observer)

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CONTACT

Kelly Jo Jefferis

CPSM, LEED Green Associate

Founder & President,

Threaded Marketing Group

kellyjo@ThreadedMarketingGroup.com

Louyse Poirier

Ph.D., SHRM-SCP

President,

Guiding Shift

louyse@guidingshift.com