


the **LEADERSHIP DIFFERENCE**
laugh and learn

Presents

The Power of Understanding People



SCITA
SOUTH CAROLINA TRUCKING ASSOCIATION

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Learning Objectives


- Identify and appreciate diverse styles
- Develop techniques for adjusting our communication style as the situation requires
- Enhance our communication skills



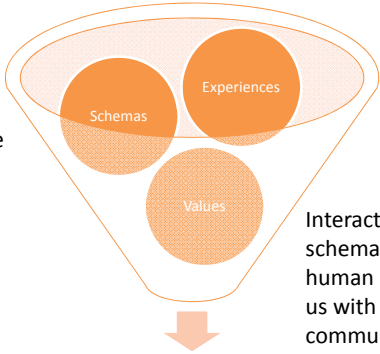
Have fun!

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 **the LEADERSHIP DIFFERENCE**
Tough and Smart

Metacognition = the process of thinking about how you think



Schemas are ways we organize ideas and thoughts

Interactive style is a form of schema that is specific to human cognition and provides us with a common platform for communicating

Individual Interpreted Reality

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 **the LEADERSHIP DIFFERENCE**
Tough and Smart

The Styles

- The Romantics



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The Styles

- The Romantics
- The Warriors



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The Styles

- The Romantics
- The Warriors
- The Experts




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The Styles

- The Romantics
- The Warriors
- The Experts
- The Masterminds




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Romantics Versus Warriors


- Emotional sensitivity versus logical sensitivity
- Indirect communication versus direct communication
- Honor bar versus aggressive negotiators
- Large CTL container/small spoon vs. small CTL container/large spoon
- Intrinsic need = praise vs. intrinsic need = independence

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Experts Versus Masterminds

- Factual sensitivity versus conceptual sensitivity
- Details versus “Big Picture”
- Cautious versus risk taker
- Linear thinker versus systemic thinker
- Intrinsic need = security versus intrinsic need = excitement

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The Styles

Style	Sensitivity	Intrinsic Need	Communicates
Romantic	Emotion	Appreciation	Indirectly
Warrior	Logic	Independence	Directly
Expert	History	Security	Thoroughly
Mastermind	Concepts	Options	Systemically

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Styles and Influence


Style	Value	Influenced by...
Romantic	Relationships	A professional they like who empathizes with them. (Likability)
Warrior	Results	A professional who helps them get results quickly. (Efficiency)
Expert	Consistency	A professional who offers accurate information. (Knowledge)
Mastermind	Innovation	A professional who offers creative solutions. (Flexibility)

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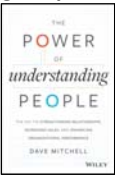
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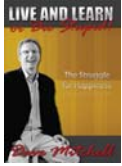
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