

**Module #6:**  
**Leadership Through Quality**  
*Interact With Impact*  
*Understanding Personal Communication Styles*

**Module Objectives**

- Identify one's specific personal style and preference for direct/indirect and task/people,
- Interpret how the four personal styles and preferences of others require an individual to
- adjust their own style to enhance communication,
- identify both the strengths and weaknesses of specific styles, and
- Describe and practice how each style would respond to a specific situation.

**Module Description**

This **Leadership Through Quality** Management Development Module focuses on further development of our communication skills. This module introduces the concept of an Interact With Impact model which identifies a variety of personal styles of interaction and dimensions of influence. In addition, participants will have an opportunity to complete a Personal Style Exercise to assess their personal style preference and become aware of additional styles and preferences of others. An emphasis is placed on individual and small-group "hands-on" activities which apply and reinforce the concepts.

## Interact With Impact: Some Considerations

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"The issue isn't recognizing the importance of human relationships in business, it's finding effective ways to improve these relationships."

"Learning your own and others' characteristic styles of thinking can enrich and refine your understanding of the behavior of others and point up the best way to cope with interactions that may arise."

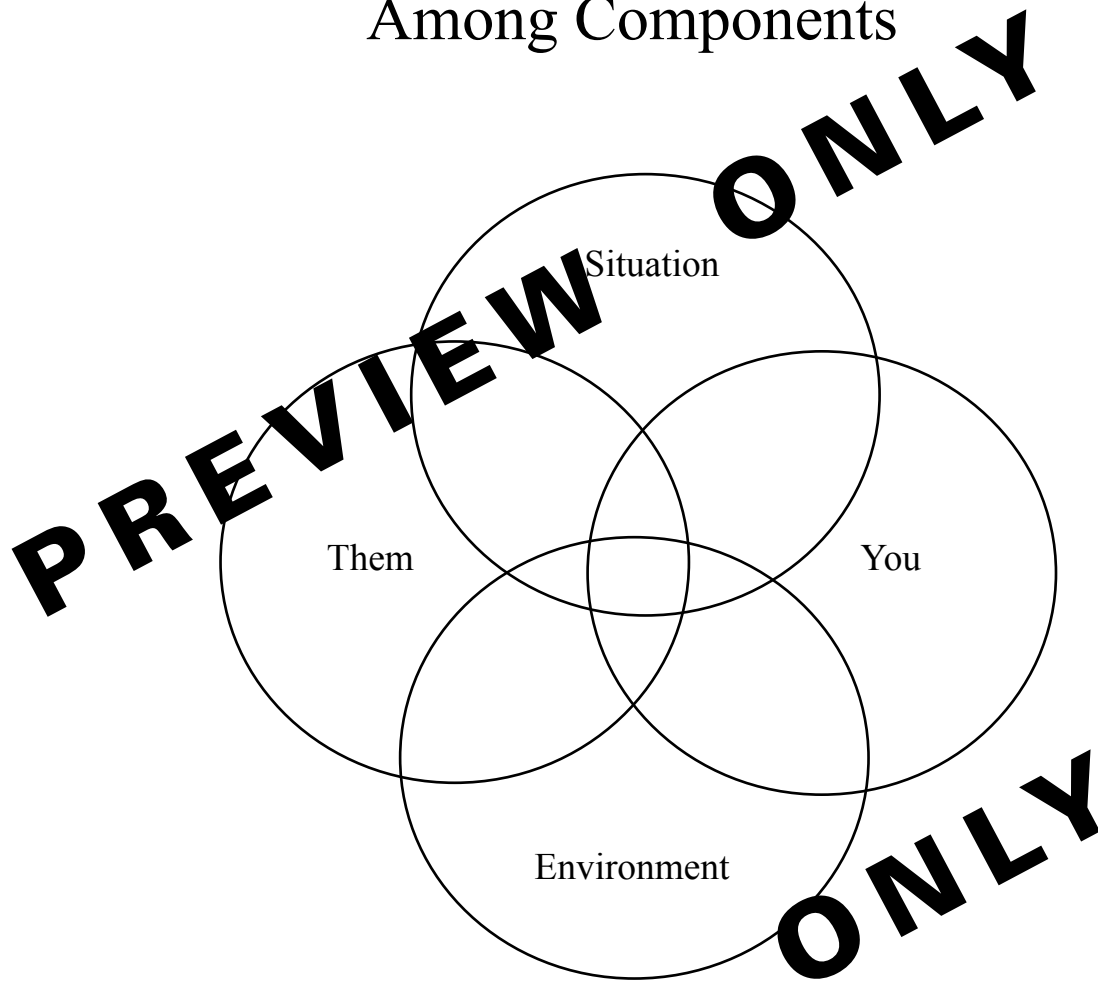
In order to relate to all individuals underlying needs, you need to develop *behavioral flexibility* -the ability to adapt your own behavior appropriately to meet the needs of the person you are dealing with.

**The Platinum Rule of Human Relationships.....**

**"Do unto others as they would like to be done unto."**

**The only Person you can Change is Yourself...  
You have two Choices...Change the Situation or...  
Change your Perception of the Situation.**

Your Degree of Impact = Strength of Relationship  
Among Components

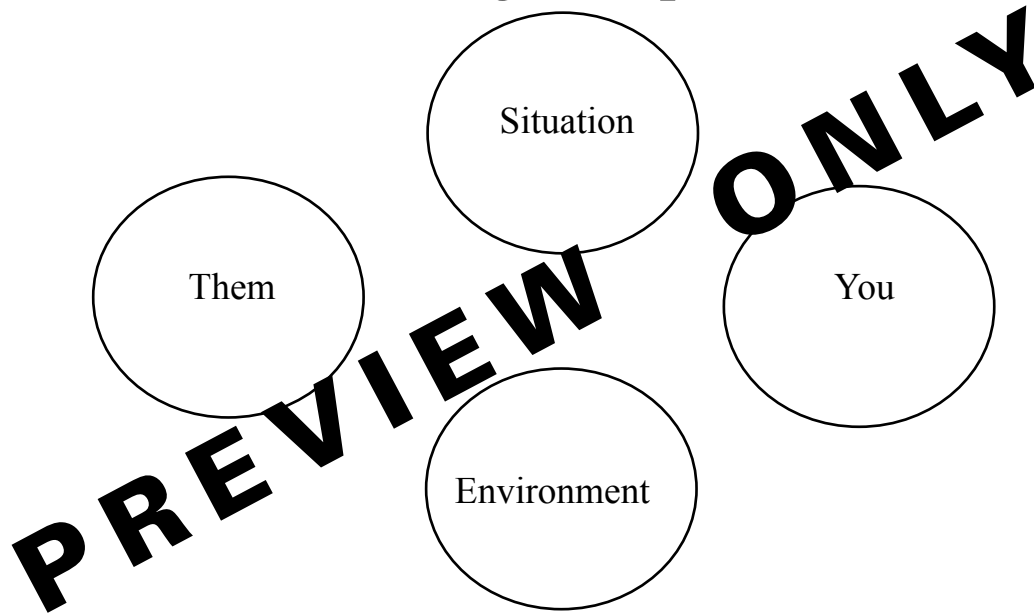


The "Interact With Impact" Model of communication emphasizes the interrelationship among each of the four components (You, Them, Environment and Situation). In addition, the model displays how one's choice of strategy for dealing with the components will impact the nature of the interaction. Your strategy serves as your "focal point of influence" within any environment, situation or interaction with others.

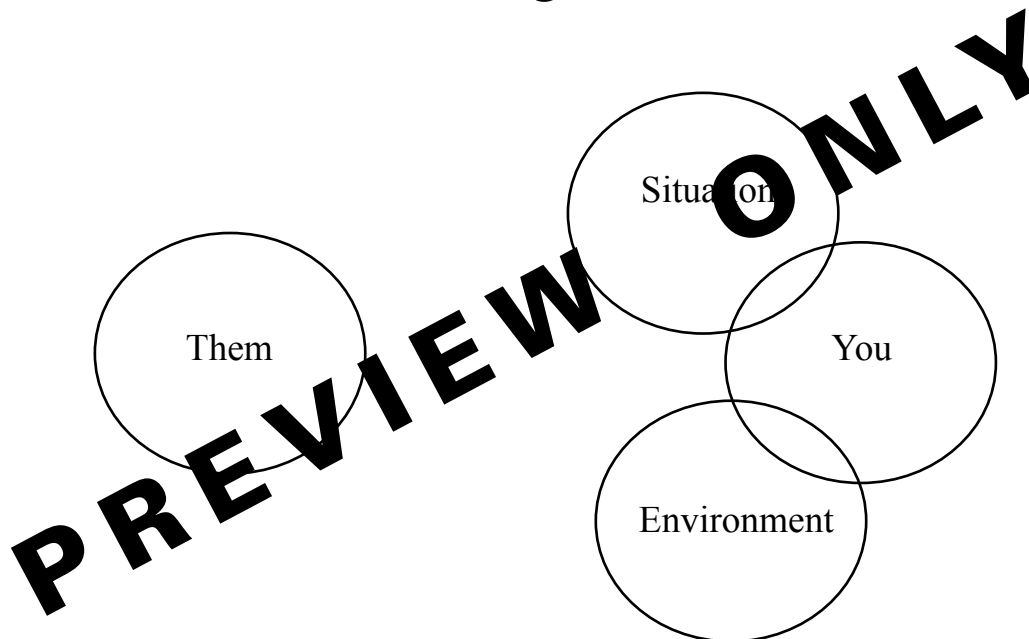
As you attempt to influence these components...  
you are also being influenced by them.

# Interacting With Various Degrees of Impact...

Can Impact Exist Without a Relationship Among Components?



What does the following combination describe?



# Are You Left-Brained or Right-Brained? (An Assessment)

The questionnaire below is designed to provide you with a "profile" which identifies the strength of your left-brain and right-brain characteristics (see pg 43 for description of characteristics).

Directions: Circle the number that best describes how you operate in a particular situation. An L5 indicates the strongest inclination for the tendency described; an R5 shows a strong opposite tendency. You may circle a number in both columns. Go with your first impulse and consider your behavior both at work and at home--where you probably have more freedom to plan your day as you wish.

Do you start each day by making a list of things to do, setting priorities and sticking to them? Or do you like to jump in and plan as you go?

L5.....4.....3.....2.....1.....0.....1.....2.....3.....4.....R5

Do you stick to the same routine every morning? Or do you alter your routine based on the way you feel and find yourself to be fairly unpredictable?

L5.....4.....3.....2.....1.....0.....1.....2.....3.....4.....R5

Do you prefer to finish one thing before starting another? Or do you enjoy moving back and forth between projects?

L5.....4.....3.....2.....1.....0.....1.....2.....3.....4.....R5

Is it important to maintain routine systems of organization, and does it bother you when others disregard your system? Or do you frequently change your routines and find it boring to always do things the same way?

L5.....4.....3.....2.....1.....0.....1.....2.....3.....4.....R5

Do you get irritated by changes in your schedule or when a friend pop over unannounced? Or can you easily shift gears and enjoy the surprise?

L5.....4.....3.....2.....1.....0.....1.....2.....3.....4.....R5

Do you prefer several days notice before going out of town or having guests over for dinner? Or are you always ready for spur-of-the-moment opportunities?

L5.....4.....3.....2.....1.....0.....1.....2.....3.....4.....R5