

"He who knows others is learned. He who knows himself is wise." —Lao Tse

Johnny Appleseed

06/12/2006 10:05:42 AM 6-12-2006

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Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

In this report we are measuring four dimensions of normal behavior. They are:

- how you respond to problems and challenges.
- how you influence others to your point of view.
- how you respond to the pace of the environment.
- how you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.

"All people exhibit all four behavioral factors in varying degrees of intensity." -W.M. Marston



Understanding yourself and others is the first step toward developing effective communication. Based on Johnny's responses, the report has selected statements to provide a basis for understanding his behavior. Read each statement and discuss it with other family members. Eliminate any statement which EVERYONE agrees does not apply.

- I can be both a leader and a follower.
- I like to have many friends.
- I prefer people to things.
- I know I should be listening more and talking less, but I get frustrated when others are talking in a slow manner. I like people who get to the point quickly.
- I get very impatient when I am waiting for other family members to do things for me or with me.
- I sometimes trust my friends too much and get into trouble because they let me down.
- I can be very sensitive if others say anything negative about me to my friends or family.
- I tend to talk smoothly and readily.
- I have a tremendous sense of urgency to get things done and sometimes will sacrifice quality for speed.
- I wear my emotions on my face, both when I am happy or sad.
- I like others to use my name when talking to me.
- When in trouble I enjoy talking my way out of it.
- When you are talking I sometimes am thinking about other things and don't always hear exactly what you said.
- I may not always hear everything you say because I was trying to figure out what I was going to say when it was my turn to talk.



- I like others to say nice things about me to my friends or family.
- I get into trouble occasionally because I don't have the ability to concentrate on one thing for a long period.
- I become enthusiastic about things very easily and sometimes people see my enthusiasm as being overly enthusiastic.
- I need to be liked and want to like others.
- I have many friends because they always have a good time around me.
- I can be very sensitive to criticism if confronted in front of others.
- I always look for the good in people and things.
- I have the ability to get excited about everything.
- I like others to ask for my opinion.
- I like to play with other people.
- I prefer conversation that is stimulating, fun-loving and fast-moving.



CHECKLIST FOR COMMUNICATING

This section of the report provides methods for communicating with Johnny. Read and discuss each statement. Identify those statements which are most important to Johnny. Share these statements with other family members. Make a list and practice using them in your daily communication with Johnny.

- Understand that his sporadic listening is caused by his active mind.
- Encourage him to write down his goals and the action needed to achieve them.
- Use his jargon.
- Plan interaction that supports his dreams and goals. Lead conversation to a plan that will result in achieving his dreams or goals.
- Plan time for relating and socializing.
- Be open, honest and informal.
- Plan follow-up meetings.
- Provide ideas for the action needed to achieve his goals.
- Talk about his goals and opinions.
- Be specific and leave nothing to chance.
- Be isolated from interruptions for important talks.
- Be stimulating, fun-loving and fast-moving.



This section of the report lists the things NOT to do when communicating with Johnny. Read each statement and identify those that result in frustration or ineffective communication. Share them with all family members so they can refrain from using these methods.

- Don't be cool and distant. He prefers a warm, friendly environment.
- Don't talk down to him.
- Don't solve his problems for him all the time. If it's his problem let him solve it. Listen to his solutions.
- Don't leave decisions hanging in the air.
- Don't talk too slow or his mind will wander.
- Don't forget to follow up and check on his promises.
- Don't dictate to him in all aspects of his life. He will be turned off by overcontrol.
- Don't assume he heard what you said.
- Don't become upset when he shows off.
- Don't overcontrol the conversation. Remember, he likes to talk.
- Don't take credit for his ideas.

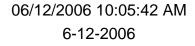


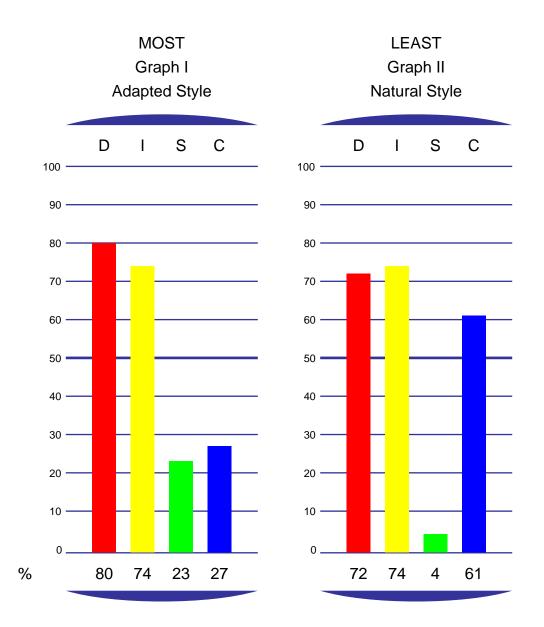
Name: Johnny Appleseed

To relate more effectively with, I need to:
1.
2.
3.
To relate more effectively with, I need to:
1.
2.
3.
To relate more effectively with, I need to:
1.
2.
3.
The Communication skills I need to develop are:
1.
2.
3.
4.

I agree to practice the listed communication techniques and develop communication skills in the areas indicated.







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THE SUCCESS INSIGHTS® WHEEL

The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

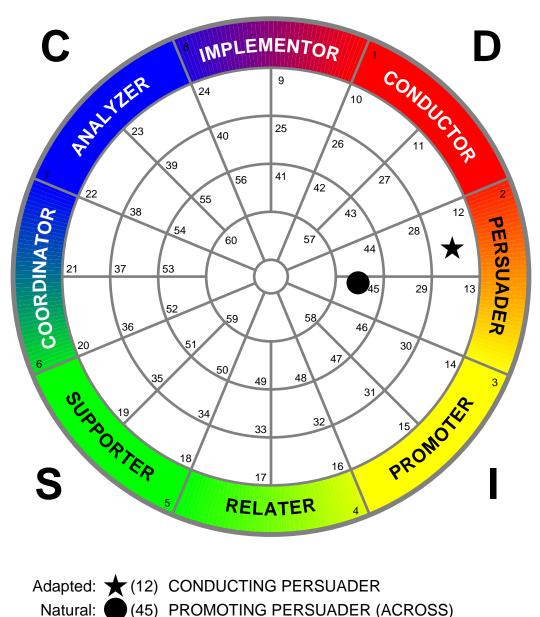
- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



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