

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

**Johnny Appleseed** 

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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



## **GENERAL STATEMENTS**

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.

- In looking at other family members you often seek a reflection of your own good feelings.
- You are somewhat impulsive and change directions faster than some family members may be able to cope with.
- If you have strong feelings on a particular subject, you may overdo it with your great verbal skills. Consequently, your verbal aggressiveness may cause you to say some things that you later wish you had not said.
- You want to be seen as the leader of the family, not a follower.
- You have a very high trust level and may be taken advantage of by family members who make you strongly believe they will fulfill their promises.
- As a parent you have a propensity for selling other family members on your position and authority.
- You basically need a warm and rewarding family environment. When confronted with the dissatisfaction of this basic need, you will experience difficulty in helping others meet some of their needs.
- You have great intuitive instincts to quickly build interpersonal relationships between yourself and other family members.
- As a parent you are very trusting and sometimes can be taken advantage of by other family members.
- You sometimes get off course, pursuing some personal interests with other organizations and may tend to shirk family responsibilities for a period of time.
- You tend to be very optimistic and overestimate the ability of other family members to perform tasks up to your standards. You feel that because you can do the task very easily that they should be able to accomplish the same task with ease.



# **GENERAL STATEMENTS**

- As a parent you often want everyone to be happy and sometimes will sacrifice getting the small tasks done just to make sure that everyone remains happy.
- You can improve your parenting skills by working on listening and cutting down on the amount of verbiage.
- You develop friendships easily and can be a great asset to other family members when they need a supportive person involved with their activities.
- You are good at coming up with ideas and sometimes these ideas may flow so fast that other family members cannot keep or maintain your pace.
- At time you may surprise other family members by your verbal assertiveness and competitiveness.
- You are skilled at making favorable first impressions when meeting friends of other family members.
- While you are not always aggressive, you will stand up for your beliefs and values when others are presenting a case that contradicts.
- Your style shows a natural tendency for a quick mind and you should develop a "think, pause and then talk" routine.
- You can be a very good host, as most people feel very comfortable with your informal and relaxed manner.
- You can improve your parenting skills by being less impulsive.
- You may wish to work on slowing down the pace and the activity level, and completing more activities and being involved in fewer activities.
- You generally exhibit good feelings toward other family members and have a strong desire to please others and want, in return, their love.
- You should guard against being led astray by other family members who may be leaning on you too much for support.
- As a person you seek recognition and tend to push your children to seek the same recognition for themselves.



## **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 his sporadic listening skills.
- Provide ideas for implementing action.
- Expect acceptance without a lot of questions.
- Plan interaction that supports his dreams and intentions.
- Talk about him, his goals and opinions he finds stimulating.
- Be specific and leave nothing to chance.
- Use feeling language when appropriate.
- Provide systems to follow.
- Ask for his opinions/ideas regarding people.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Leave time for relating, socializing.
- Provide time for fun and relaxing.
- Be isolated from interruptions.



### **DON'TS ON COMMUNICATING**

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 drive on to facts and figures.
- Don't talk down to him.
- Don't dictate to him.
- Don't leave decisions hanging in the air.
- Don't take credit for his ideas.
- Don't assume he heard what you said.
- Don't spend excessive time on the details, put them in writing, and pin him to modes of action.
- Don't be dogmatic.
- Don't waste time trying to be impersonal, judgmental, or too task-oriented.
- Don't allow him to change the topic until you are finished.
- Don't legislate or muffle don't overcontrol the conversation.
- Don't forget to follow up.

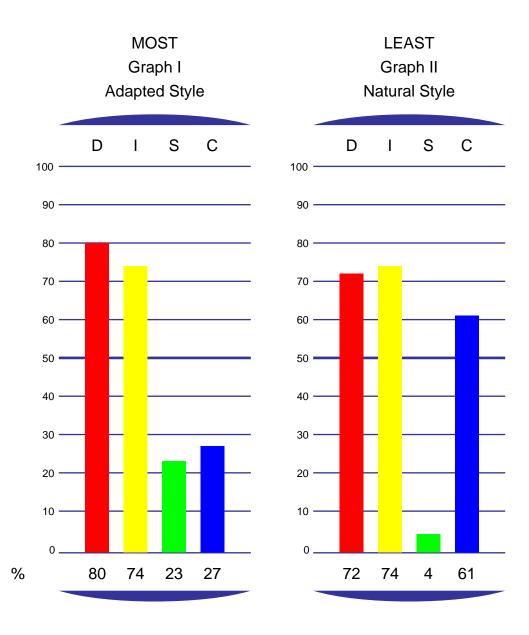


Name: Johnny Appleseed	
To relate more effectively with	_, I need to:
1.	
2.	
3.	
To relate more effectively with	_, I need to:
1.	
2.	
3.	
To relate more effectively with	_, I need to:
1.	
2.	
3.	
The Communication skills I need to develop are:	
1.	
2.	
3.	
4.	
I agree to practice the listed communication techniques and develop communication skills in the areas indicated.	
Signed:	Date:



#### STYLE INSIGHTS™ GRAPHS

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Norm 2003



## 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.

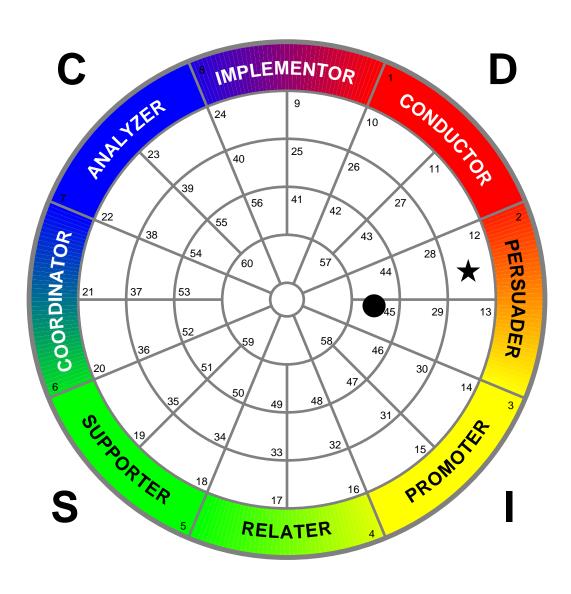
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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.



# THE SUCCESS INSIGHTS® WHEEL

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Adapted: \*\(\psi\) (12) CONDUCTING PERSUADER

Natural: (45) PROMOTING PERSUADER (ACROSS)

Norm 2003