

# Brainwork Made Easy!



## ANALYTICAL

STRENGTHS	APPEARANCE IF OVERUSED	AS A BLUE REMEMBER TO...	WHEN SPEAKING TO BLUE
<ul style="list-style-type: none"> <li>• Logical</li> <li>• Objective</li> <li>• Rational</li> <li>• Data oriented</li> <li>• Assimilates information easily</li> <li>• Researcher</li> <li>• Quick problem solver</li> <li>• Skilled at data analysis</li> <li>• Efficient</li> <li>• Gets end results</li> </ul>	<ul style="list-style-type: none"> <li>• Intimidating</li> <li>• Boring</li> <li>• Curt</li> <li>• Distant / cold</li> <li>• Narrow-minded</li> <li>• Nerdy</li> <li>• Not creative</li> <li>• Too logical</li> <li>• Uncaring</li> <li>• Unemotional</li> <li>• Quick to judge</li> </ul>	<ul style="list-style-type: none"> <li>• Practice patience with others</li> <li>• Take time to clarify your decisions</li> <li>• Listen openly and reflectively</li> <li>• Paraphrase to ensure understanding</li> <li>• Mirror others' body language, tone &amp; words</li> <li>• Remain aware of others' emotions</li> <li>• Remain open to other perspectives</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure accuracy</li> <li>• Cut to the chase - bottom line</li> <li>• Give executive summary</li> <li>• Give just the facts - short &amp; sweet</li> <li>• Provide information to analyze</li> <li>• Less is more</li> <li>• Present logical, data-based conclusions</li> <li>• Allow reasonable amount of time to digest</li> <li>• Give opportunity for questions</li> </ul>

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## STRUCTURAL

STRENGTHS	APPEARANCE IF OVERUSED	AS A GREEN REMEMBER TO...	WHEN SPEAKING TO GREEN
<ul style="list-style-type: none"> <li>• Dependable</li> <li>• Follows guidelines, policies, rules</li> <li>• Follows through</li> <li>• Practical</li> <li>• Brings order out of chaos</li> <li>• Detail oriented</li> <li>• Good implementers</li> <li>• Hands on learner</li> <li>• Methodical / predictable</li> <li>• Thorough</li> </ul>	<ul style="list-style-type: none"> <li>• Black &amp; White</li> <li>• Boring</li> <li>• Inflexible</li> <li>• Neurotic</li> <li>• Nit-picky</li> <li>• Rigid</li> <li>• Straight forward</li> <li>• Too detail oriented</li> <li>• Too structured</li> <li>• Unimaginative</li> </ul>	<ul style="list-style-type: none"> <li>• Remain open to change</li> <li>• Practice being curious about new ideas</li> <li>• Allow for tangents</li> <li>• Ask “what if?” and/or “why not?”</li> <li>• Be selective about battles for details</li> <li>• Lighten up</li> <li>• Ask if they want/ need details prior to providing them</li> </ul>	<ul style="list-style-type: none"> <li>• Provide all the facts &amp; details</li> <li>• Give specifics and provide clear direction</li> <li>• Leave them alone to get the job done</li> <li>• No surprises</li> <li>• Give advance notice</li> <li>• Stay on track / no tangents</li> <li>• Stay within established guidelines</li> <li>• Give written information</li> <li>• Allow time for questions and clarifications</li> </ul>

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## SOCIAL

STRENGTHS	APPEARANCE IF OVERUSED	AS A RED REMEMBER TO...	WHEN SPEAKING TO RED
<ul style="list-style-type: none"> <li>• Able to communicate the difficult message</li> <li>• Advocate</li> <li>• Approachable</li> <li>• Caring and</li> <li>• Compassionate</li> <li>• Empathetic</li> <li>• Fair</li> <li>• Intuitive about people</li> <li>• Socially sensitive</li> <li>• Tactful</li> <li>• Thinks about the cause and effect of actions</li> </ul>	<ul style="list-style-type: none"> <li>• Cheerleader</li> <li>• Cry baby</li> <li>• Emotional</li> <li>• Irrational</li> <li>• Not thinking practically</li> <li>• Push-over</li> <li>• Overly-sensitive</li> <li>• Soft-hearted</li> <li>• Too soft</li> <li>• Touchy-feely</li> </ul>	<ul style="list-style-type: none"> <li>• Practice getting to the point</li> <li>• Remember - it's usually not personal</li> <li>• Do a pro-con analysis</li> <li>• Practice speaking objectively</li> <li>• Have the facts in hand prior to moving forward</li> <li>• Do a self check on your emotions</li> <li>• Let go of past hurts/emotions</li> </ul>	<ul style="list-style-type: none"> <li>• Ask for and value their input into decisions</li> <li>• Give more than just the facts</li> <li>• Allow some non-work conversation to break the ice</li> <li>• Avoid sarcasm - be sincere</li> <li>• Use tactfulness</li> <li>• Watch non-verbals (eye contact / body language)</li> <li>• Ask them how they feel about decisions, etc.</li> <li>• Support their passion /feelings</li> </ul>

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## CONCEPTUAL

STRENGTHS	APPEARANCE IF OVERUSED	AS A YELLOW REMEMBER TO...	WHEN SPEAKING TO YELLOW
<ul style="list-style-type: none"> <li>• Ability to create a vision</li> <li>• Big picture</li> <li>• New ideas</li> <li>• Breaks down barriers to solutions</li> <li>• Considers all impacts</li> <li>• Creative</li> <li>• Experimenters</li> <li>• Global</li> <li>• Intuitive about ideas</li> <li>• Thinks into the future</li> </ul>	<ul style="list-style-type: none"> <li>• Flaky</li> <li>• Impractical</li> <li>• Inattentive</li> <li>• Dreamer</li> <li>• Non-linear</li> <li>• “Out there”</li> <li>• Scattered</li> <li>• Undisciplined</li> <li>• Unstructured</li> <li>• Weird</li> </ul>	<ul style="list-style-type: none"> <li>• Put rational backing behind your ideas</li> <li>• Be selective about adding whimsy</li> <li>• Create a frame for out-of-the-box ideas</li> <li>• Be willing to get rational/practical</li> <li>• Be respectful of the need for details and process</li> <li>• Think about impact on others of suggested changes</li> <li>• Value other’s perspective</li> </ul>	<ul style="list-style-type: none"> <li>• Allow them to brainstorm ideas</li> <li>• Give them freedom to get to the goal their own way</li> <li>• Give the big picture; skip the details</li> <li>• Give them time to think out-of-the-box</li> <li>• Allow for tangents</li> <li>• Keep things fun</li> <li>• Give them projects to utilize their creativity and inventiveness</li> </ul>

## EMERGENETICS THINKING ATTRIBUTES

### The Analytical Part of Your Brain

**BURNING QUESTION:** Do I have the pertinent facts?

#### CHARACTERISTICS

Clear thinker  
 Logical problem solver  
 Enjoys math  
 Rational  
 Learns by mental analysis

#### MANAGEMENT APPROACH

Technical

#### LEADERSHIP STYLE

Analysis  
 Problem resolution  
 Fact-based

#### MAY OVERLOOK

Feelings of others  
 Synergistic opportunities  
 Intuitive feelings



#### COMMUNICATION

Needs to have facts to support points made  
 Direct and to the point  
 Leave time for thinking and analysis

#### LEARNING

Learns by thinking and watching  
 Seeking facts  
 Testing theories  
 Thinking through ideas  
 Prefers ideas/concepts to people  
 Like traditional classrooms

#### PROBLEM SOLVING

Gathers ideas  
 Analyzes Data  
 Concern is for the bottom line  
 Approach is abstract and theoretical

#### HOW YOU PRESENT TO THE ANALYTICAL PART OF THE BRAIN

Key facts, figures up front  
 Presenter must have credibility  
 Written documentation for later review  
 One color print/font type is okay  
 Must see value in time expended

### The Structural Part of Your Brain

**BURNING QUESTION:** Will I be in control?

#### CHARACTERISTICS

Practical thinker  
 Likes guidelines  
 Cautious with new ideas  
 Predictable  
 Learns by doing

#### MANAGEMENT APPROACH

Traditional

#### LEADERSHIP STYLE

Implementation  
 Action/Execution  
 Pragmatic

#### MAY OVERLOOK

Alternative solutions  
 Novel ideas  
 Big picture

#### COMMUNICATION

Very deliberate and clear  
 Speaks in complete sentences/paragraphs  
 Asks who, what, when, where questions

#### LEARNING

Likes hands-on experiences  
 Likes black and white concepts  
 Thinks through steps Outlines, organization, sequence  
 Learns by doing

#### PROBLEM SOLVING

Approach is systematic/pragmatic  
 Concern is for implementation  
 Selects from options  
 Lists many options

#### HOW YOU PRESENT TO THE STRUCTURAL PART OF THE BRAIN

Provide agenda, all information prior to meeting  
 Detail is crucial  
 Neat and orderly format  
 Date/times important  
 Action plan/next steps  
 Use traditional structure/format



# EMERGENETICS THINKING ATTRIBUTES

## The Social Part of Your Brain

**BURNING QUESTION:** How will I affect others?

### CHARACTERISTICS

Learns from others  
Empathetic  
Sympathetic  
Socially aware  
Intuitive about people

### MANAGEMENT APPROACH

Humanistic

### LEADERSHIP STYLE

Inclusive  
Consultative  
Facilitative

### MAY OVERLOOK

Facts/Planning  
Logic

### COMMUNICATION

Uses stories/experiences  
to illustrate points

### LEARNING

Learns by doing, sensing, watching  
Intuition (gut) reaction  
Through personal experience  
Talking/listening to others  
Relating concepts to self  
Color/music helps learning process

### PROBLEM SOLVING

Discusses options  
Decides based on others input  
Concern is for how it will impact others  
Approach is emotional and intuitive

### HOW YOU PRESENT TO THE SOCIAL PART OF THE BRAIN

Good rapport between presenter/audience  
Stories, parables, vignettes  
Give opportunity for them to respond  
Information personalized  
Eye contact crucial  
Emotion  
Music when appropriate



## The Conceptual Part of Your Brain

**BURNING QUESTION:** Have I seen all the possibilities?

### CHARACTERISTICS

Imaginative  
Intuitive about ideas  
Visionary  
Enjoys the unusual  
Learns by experimenting

### MANAGEMENT APPROACH

Experimental

### LEADERSHIP STYLE

Initiation  
Strategy  
Visionary

### MAY OVERLOOK

Details/Practicality  
Tradition

### HOW YOU PRESENT TO THE CONCEPTUAL PART OF THE BRAIN

Budget/numbers show graphically (pie charts)  
Changing something every 10–15 minutes  
Allow them to fantasize/visualize  
Creativity  
Visual impact crucial  
Overview and summary vital

### COMMUNICATION

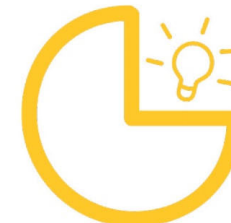
Very abstract in speaking  
Stops in mid-sentence assuming others know  
Asks questions that lead to other questions  
Uses metaphors

### LEARNING

Trial/Error — self-discovery  
Taking risks  
Thinking about options  
Doing several things at once  
Looking at the whole picture  
Pictures and color enhance learning

### PROBLEM SOLVING

Takes in a lot of data  
Looks for hidden possibilities  
Concern is for creative/unusual answers  
Approach is intuitive and global



## EMERGENETICS BEHAVIORAL ATTRIBUTES

### Expressiveness

1/3 ←————→ 3/3

**Burning Question**  
Do I have to talk?

**Burning Question**  
Will I have enough opportunities to speak?

#### CHARACTERISTICS

Quiet	Outgoing
Calm	Lively
Introverted	Extroverted
Reserved	Gregarious
Private	Demonstrative

#### MANAGEMENT/LEARNING APPROACH

One on one	Group dialogue
Works alone	Talk through it
Quiet atmosphere	Energizing atmosphere

#### MAY OVERLOOK

Others' desire to know	Others' input/ needs
The importance of their contribution	Nonverbal clues

#### COMMUNICATION TIPS

Think before speaking	Speak up
Use fewer gestures and words	Gesticulate
Allow silence; feel free to leave them alone	Constant conversation with more than one person at a time okay
Be understated	Exaggerating okay

### Assertiveness

1/3 ←————→ 3/3

**Burning Question**  
How can we all make this work?

**Burning Question**  
How can I get us there first?

#### CHARACTERISTICS

Peacekeeper	Determined
Accepting	Telling
Amiable	Forceful
Deliberate	Driving
Compliant	Aggressive

#### MANAGEMENT/LEARNING APPROACH

Peaceful environment	Fast pace
Negotiated resolution	Take action
Gentle pace	Competitive environment

#### MAY OVERLOOK

The need to move quickly	Nuances from others
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#### COMMUNICATION TIPS

Keep your actions at a steady pace	Fast-paced actions okay
Be conciliatory	Confrontation and lively debate okay
Ask for their opinion	Promote your opinion
Keep in mind they will appear polite no matter what they are thinking	What you see is what you get

### Flexibility

1/3 ←————→ 3/3

**Burning Question**  
Will I be forced to change? Can I stay the course I've set?

**Burning Question**  
Will I be able to change easily?

#### CHARACTERISTICS

Focused	Sees many options
Firm	Easy going
Strong opinions	Affable
Impatient with change	Changeable
Decides easily	Accommodating

#### MANAGEMENT/LEARNING APPROACH

Quickly decides	Weighs options
Stays focused	Changes easily

#### MAY OVERLOOK

Viable options	Deadlines
Change opportunities	Others' need for stability

#### COMMUNICATION TIPS

Do it their way	Do it anyway
Stay the course	Give them options
Suggest fewer changes	Changes and revisions are okay
Make a decision now	Punt the decision until later