

Building Your Brand:

Know Your Style for Effective Communication

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Anytime Leadership



The Orange

If I were to squeeze an orange, what would come out?

Why when you squeeze an orange does orange juice come out?

Giving ourselves permission to invest in our growth
is like nurturing the orange.

This will allow us to pour our knowledge, tools and
resources into the next challenge!

*“If you are green you are growing,
if you’re ripe you rot”*

Dr. Robert A. Rohm



Learning Objectives

In this session participants will:

- Recognize the positive impact of enhancing their professional presence and learn practical strategies to build relationships
- Examine intention vs perception and the impact on our professional relationships
- Explore communication styles, identify dominant style, and adapt to other styles for successful communication
- Build confidence and competence in communicating with other

Group Discussion

When others describe you, what do they say?



Your Brand



Developing Your Brand

- Know and describe what you do well (Strengths)
- Articulate what you do that sets you apart
 - What unique value do you bring to others?
- Understand the value of being succinct
- Seek input from those not involved in what you do
- Network using your brand
- Modify as you grow and develop

Building your brand requires confidence

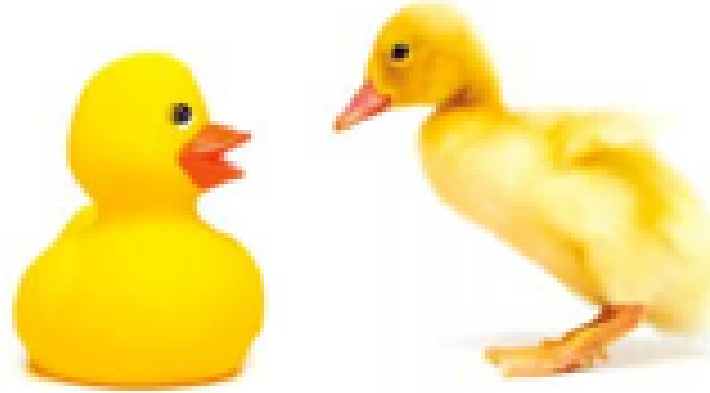


Emotional Intelligence

**“Yes, I think I have good people skills.
What kind of idiot question is that?”**



Imposter Syndrome



- Self-doubt
- Constant questioning of adequacy and abilities
- Set unrealistic and unreasonable expectations
- Limits emotional intelligence

Limited Mindset

“If we predict that it’s going to be unpleasant, we procrastinate.”

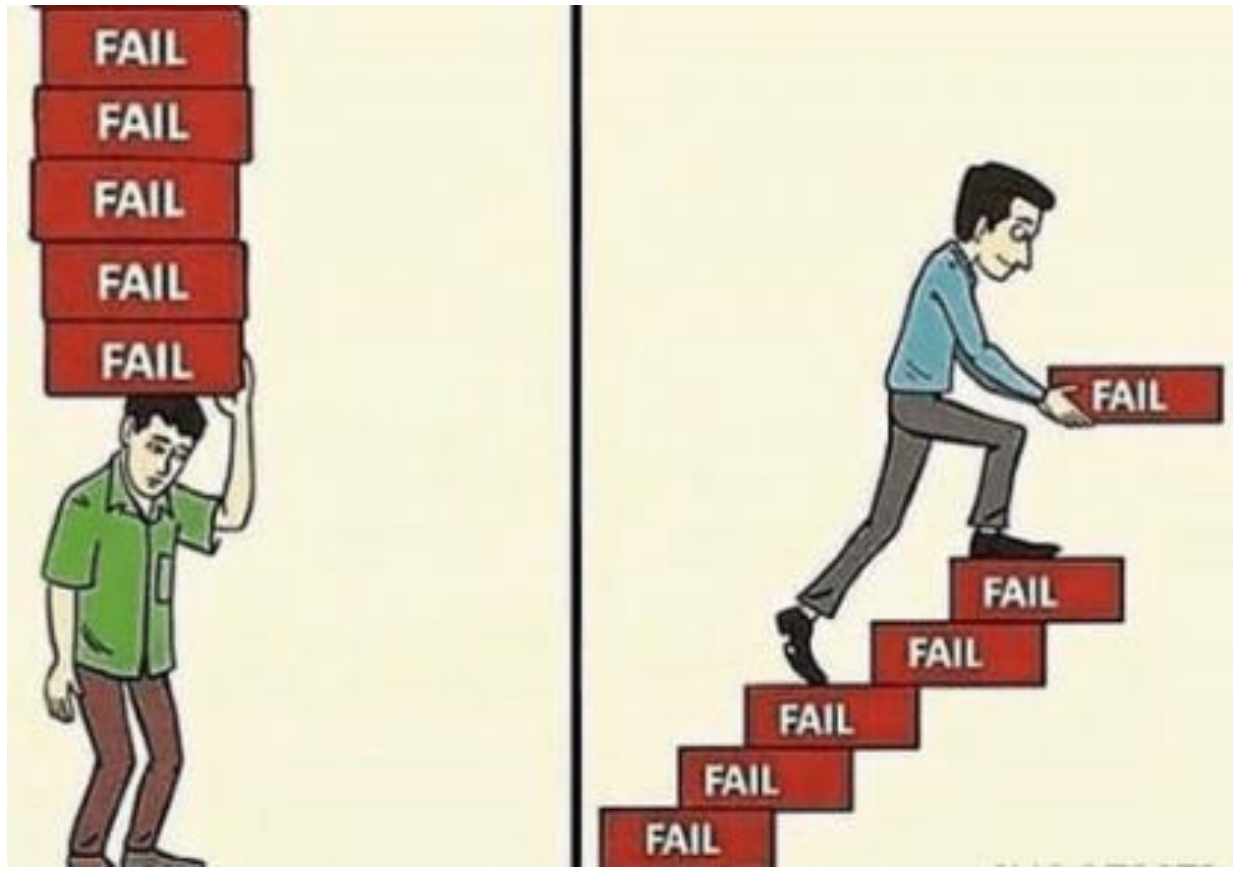
Dr. Linda Sapadin

Author “It’s About Time”



Confident Vulnerability

- Learning requires failure
- Not failing? You are not growing
- Failing is hard



Growth Mindset

- Constantly challenging yourself
- Unlearning what I think I already know
- The ability to learn, constantly and quickly
- Requires humility-
 - You are not the smartest person in the room
- Future focused, forward thinking
- Avoid the “I’ve seen this film and I know how this ends”



Remember:

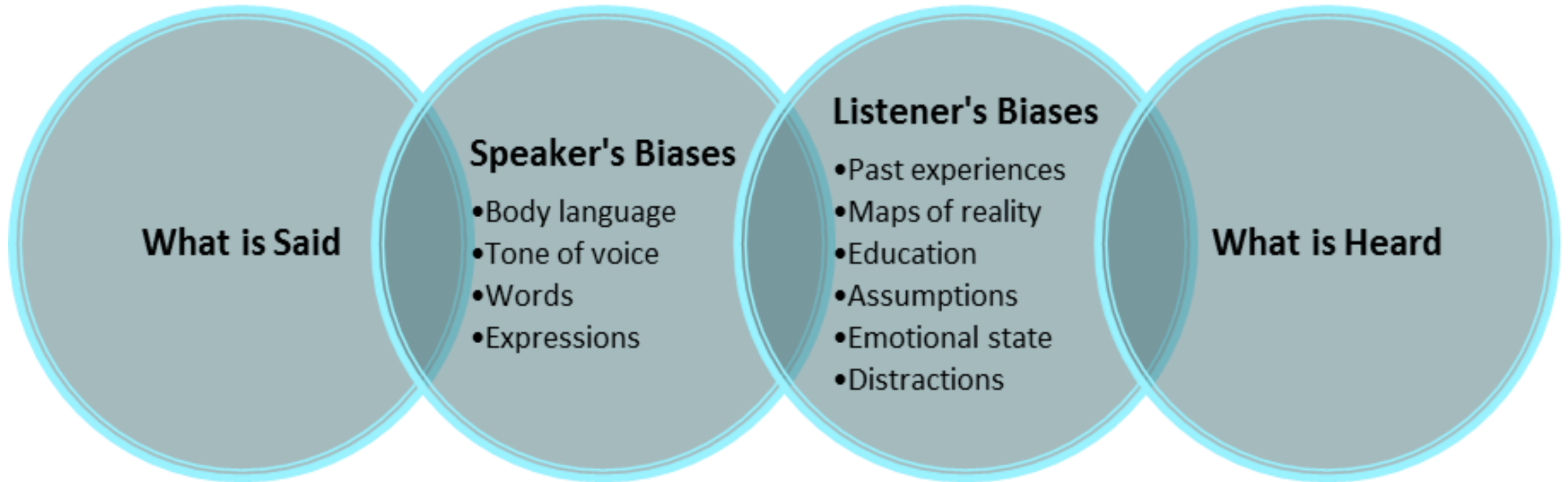
You can't know everything

You can be very knowledgeable and be the “go to” person

What is your Style?



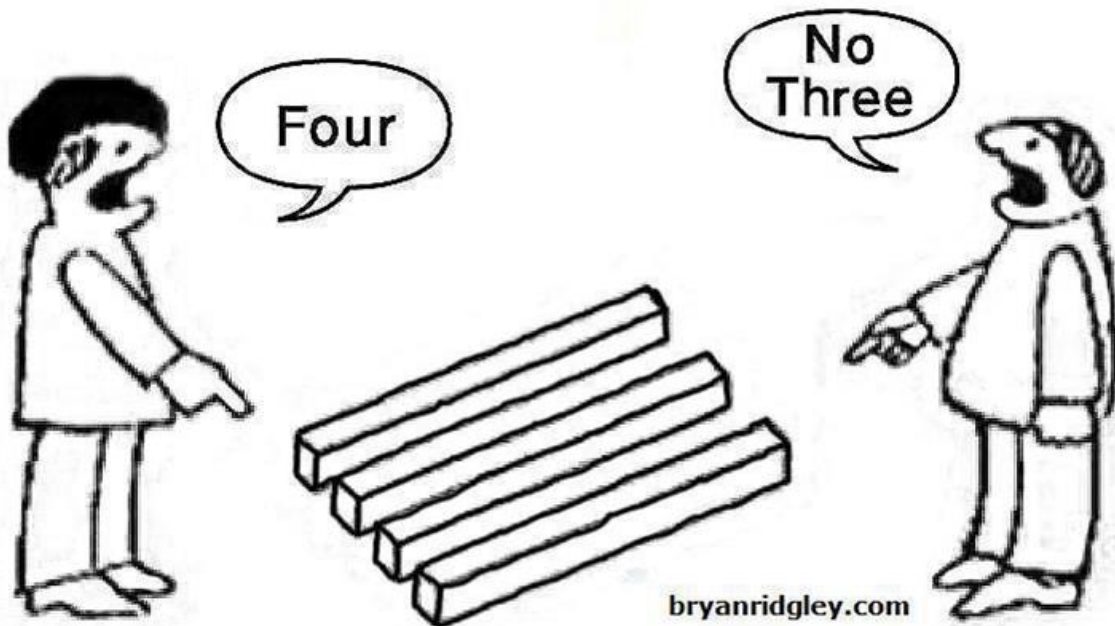
The Communication Chain



The Truth Assumption

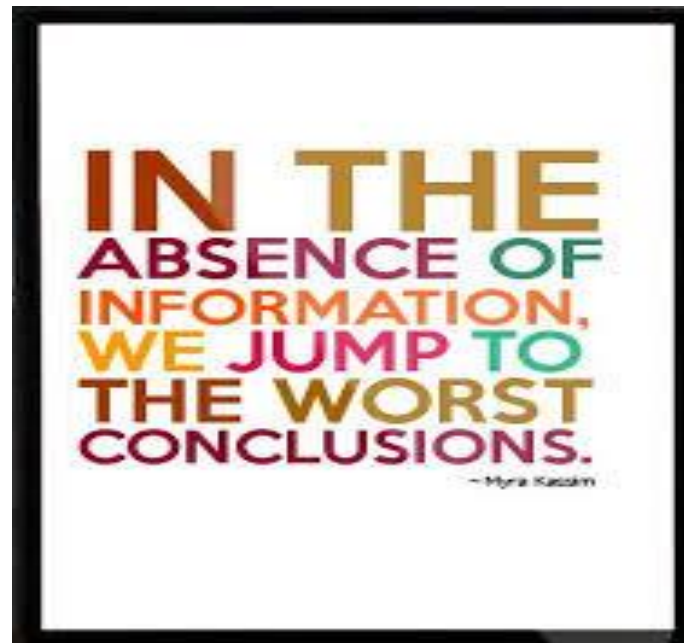
We assume our view is right/true-
I am right, which makes your view wrong / false

Reality can be so complex that equally valid observations from differing perspectives can appear to be contradictory.



Intention Invention

What I **think** about your intention affects how I **think** about you
We assume we know the intention and then make accusations



Scenario #1

*Several of your co-workers went outside for lunch,
you were not asked or invited.*

Scenario #2

*A group of employees are chatting in the breakroom,
when you walk in, they stop talking*

Reframing

Reframing involves taking an intentionally different perspective on a situation than our normal inclination would produce.



OFF THE PAGE

Positive Intent

- You have good reason for what you are saying and doing...so do others!
- Come from a place of concern
- Provide support when you have difficult conversations
- Demonstrates your belief that the other person is not being defiant
- Avoid making negative assumptions and statements and focus on the future instead of the past.



The Four Styles



Style 1 - Action

Style 2 - Process



Style 3 - People

Style 4 - Idea



Action

Content <i>People with this style talk about...</i>		Behavior <i>People with this style tend to be...</i>
Results	Responsibility	Pragmatic (down-to-earth)
Objectives	Feedback	Direct (to the point)
Performance	Experience	Impatient
Productivity	Challenges	Decisive
Efficiency	Achievements	Quick (jump from idea to action)
Moving ahead	Change	Energetic (challenge others)

Process

Content <i>People with this style talk about...</i>		Behavior <i>People with this style tend to be...</i>
Facts	Trying out	Systematic (step by step)
Procedures	Analysis	Logical (cause and effect)
Planning	Observations	Factual
Organizing	Proof	Verbose with details
Controlling	Details	Unemotional
Testing	What's first, then what?	Cautious
		Patient

People

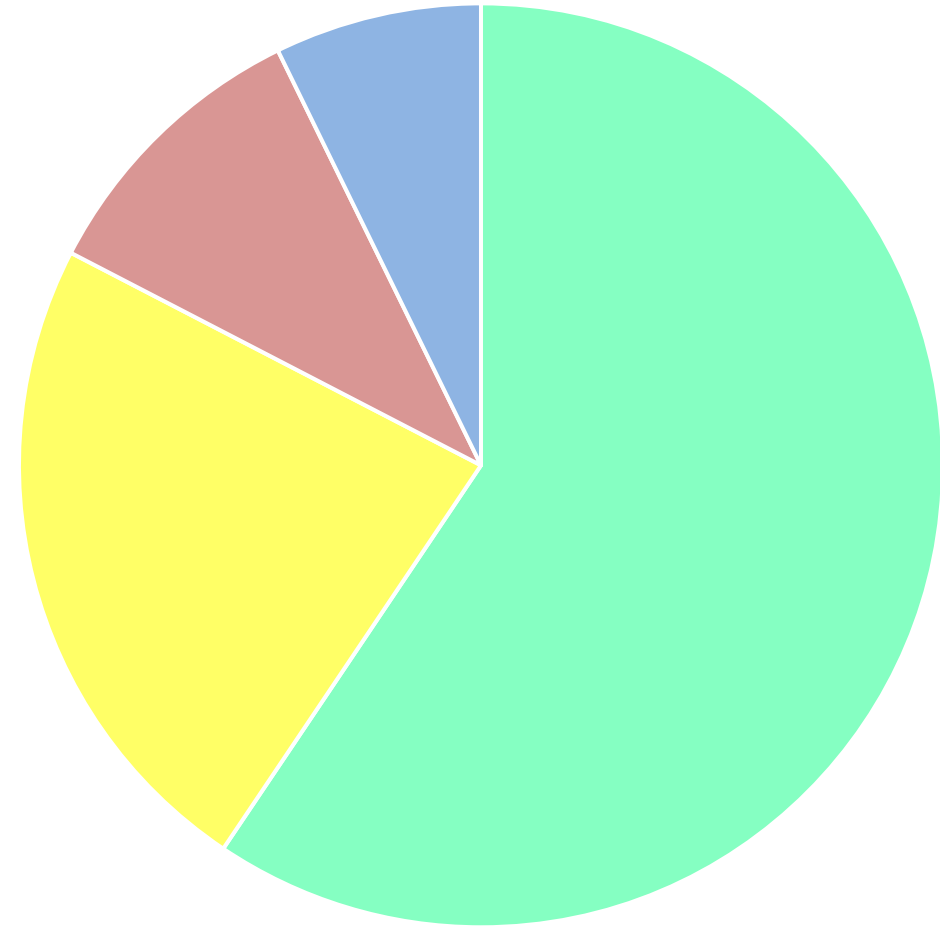
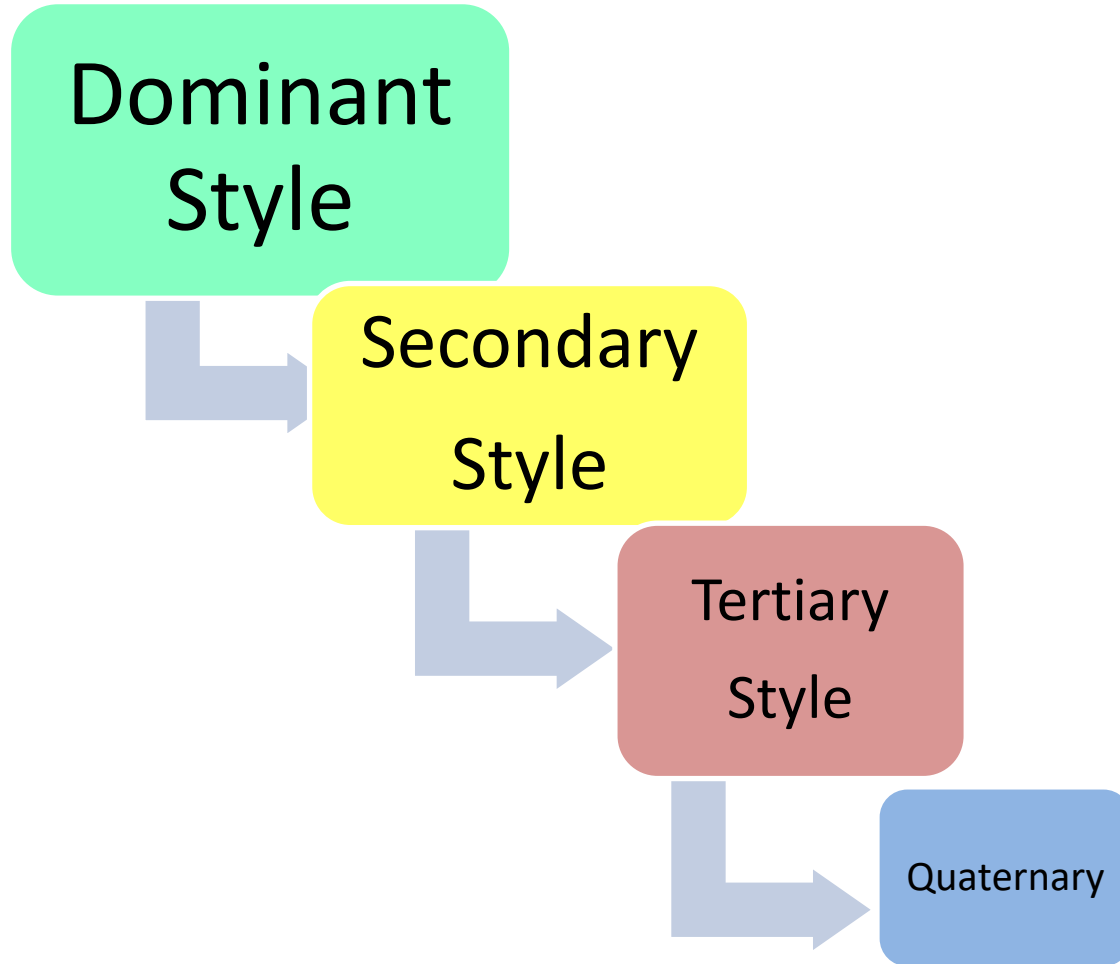
Content		Behavior
<i>People with this style talk about...</i>		<i>People with this style tend to be...</i>
People	Self-development	Spontaneous
Needs	Sensitivity	Empathetic
Motivation	Awareness	Warm
Teamwork	Co-operation	Subjective
Communications	Beliefs	Emotional
Feelings	Values	Perceptive
Team spirit	Expectations	Sensitive
Understanding	Relations	

Idea

Content		Behavior
<i>People with this style talk about...</i>		<i>People with this style tend to be...</i>
Concepts	What's new in the field	Imaginative
Innovation	Potential	Charismatic
Creativity	Opportunities	Difficult to understand
Interdependence	Possibilities	Unrealistic
New ways	Alternatives	Creative
New methods	Issues	Full of ideas
Grand designs	Problems	Provocative
Improvement		

Ranking Order

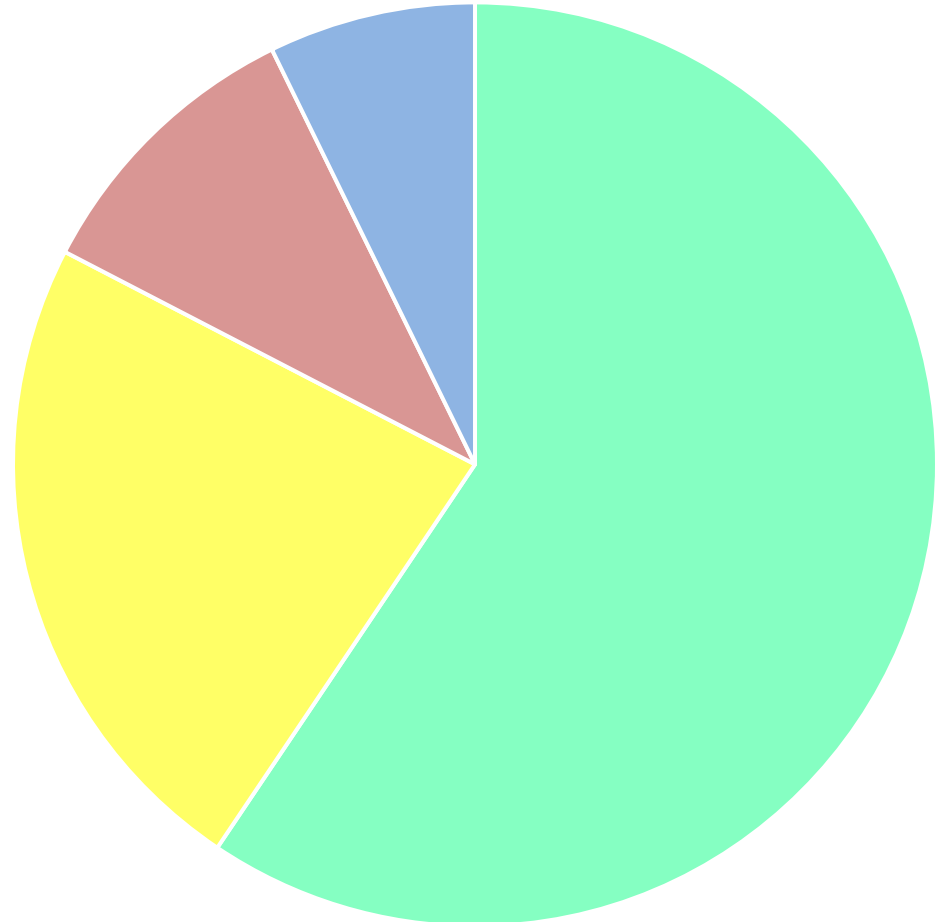
Styles



■ Action ■ Process ■ People ■ Idea

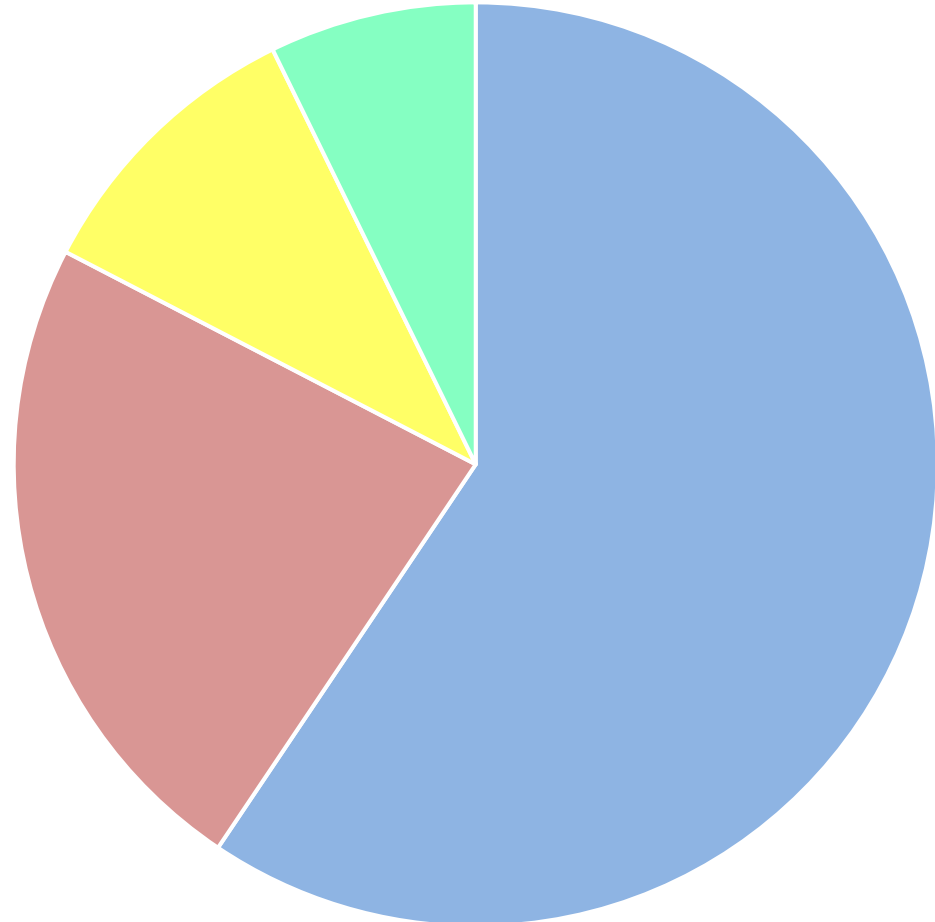
Style Differences

Styles



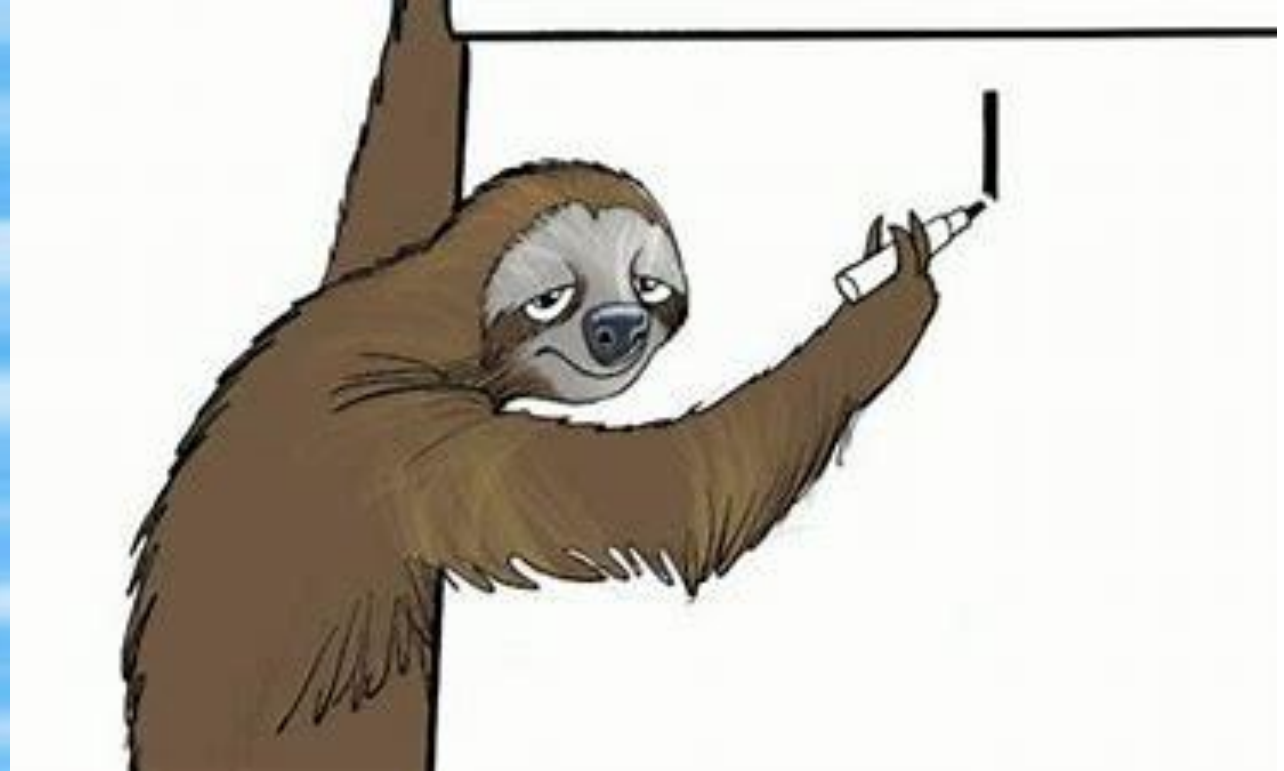
■ Action ■ Process ■ People ■ Idea

Styles



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Style Differences



Understanding Styles

- Everybody demonstrates all four styles to some degree. True or False?
- A person's dominant style can change with new work, new role, different situations or even after some time passing. True or False?
- In a crisis or time of stress, people tend to fall back on their _____.
- An overused strength becomes a _____ (too much of a good thing!)
- If you know your profile, you can adapt your behavior to the situation and what style is needed at the time. True or False?
- If you are the only person of one style in a group, you may feel _____.

Style	Content <i>People with this style talk about...</i>		Behavior <i>People with this style tend to be...</i>
Action	Results Objectives Performance Productivity Efficiency Moving ahead	Responsibility Feedback Experience Challenges Achievements Change	Pragmatic (down-to-earth) Direct (to the point) Impatient Decisive Quick (jump from idea to action) Energetic (challenge others)
Process	Facts Procedures Planning Organizing Controlling Testing	Trying out Analysis Observations Proof Details What's first, then what?	Systematic (step by step) Logical (cause and effect) Factual Verbose with details Unemotional Cautious Patient
People	People Needs Motivation Teamwork Communications Feelings Team spirit Understanding	Self-development Sensitivity Awareness Co-operation Beliefs Values Expectations Relations	Spontaneous Empathetic Warm Subjective Emotional Perceptive Sensitive
Idea	Concepts Innovation Creativity Interdependence New ways New methods Grand designs	What's new in the field Potential Opportunities Possibilities Alternatives Issues Problems Improvement	Imaginative Charismatic Difficult to understand Unrealistic Creative Full of ideas Provocative

What do you know about your style?

Answer the following:

1. What are some positive characteristics of your communication style?
2. How might your approach limit the communication process?
3. How can others who have different communications styles work more effectively with you?

*There's nothing more powerful
than communicating in a way
that truly resonates with your employees*

- Ashira Prossack, Leadership Coach, Author

Adjusting to the other styles...

When communicating with an action-oriented person :

- Focus on the result first; state the conclusion at the outset
- State your best recommendation; do not offer many alternatives
- Be as brief as possible
- Emphasize the practicality of your ideas
- Use visual aids

When communicating with a process-oriented person :

- Be precise and state the facts
- Organize your discussion in a logical order, e.g. background, present situation, outcome
- Break down your recommendations
- Include options and alternatives with pros and cons
- Not rush your communication
- Outline your proposal

When communicating with a people-oriented person :

- Allow for small talk and delay starting your discussion
- Stress the relationship between your proposal and the people concerned
- Show how the idea worked well in the past
- Indicate support from well-respected people
- Use an informal writing style

When communicating with an idea-oriented person :

- Allow enough time for discussion.
- Be patient when he or she goes off on a tangent.
- Try to relate the discussed topic to a broader concept or idea.
- Stress the uniqueness of the idea or topic at hand.
- Emphasize future value or relate the impact of the idea to the future
- If writing, try to stress the key concepts that underlie your recommendation at the outset. Start with an overall statement and work toward the particulars

Tips for Becoming a Better Listener

- Make a decision to listen.
- Don't interrupt people.
- Keep your eyes focused on the speaker and your ears tuned to their voice.
- Carry a notebook or start a conversation file on your computer.
- Ask a few questions throughout the conversation.
- When you demonstrate good listening skills, they tend to be infectious.

Paraphrasing Skills

“Here’s what I understand from what you just said.”

“So, if I understand you correctly, you...”

“I’m hearing that...”

“What I hear you saying is...”

“Is that right?”

Summary



Defining your Brand, including understanding your style, and approaching communication in a way that meets the needs of others will have a positive impact on your professional success.

Questions?



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