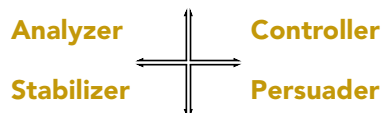


BEHAVIOR STYLES

Developing the ability to work effectively with other people is a critical skill to succeed in today's workplace. The key to this skill is understanding Behavior Style, determining your impact on other people and learning to make appropriate choices. Individuals tend to behave in predictable ways. We talk, gesture, choose words, make decisions, solve problems, face challenges and interact with others in consistent patterns. These patterns form your Behavior Style.

Much of the conflict experienced with other people is due to a collision of Behavior Styles. Most "difficult" people are actually just "different" or opposite of you in "Style." The "As I See Myself Profile" will increase your knowledge about your natural strengths, preferences and blindspots. By increasing this knowledge, you will also learn more about the Behavior Style of others. This provides more options for creating effective relationships in your work and personal life.

The Effectiveness Institute looks at four different behavior styles:



It is critical to understand that the four Behavior Styles each have unique strengths and blindspots, not that any one style is "best." The Effectiveness Institute offers a series of workshops and training tools to learn how to communicate, manage, lead, influence and sell to each of the different Behavior Styles and Behavior Style combinations.

As I See Myself Profile

Discover your own style, its strengths and challenges.

As I See Myself is a self-scoring 22-page profile that measures and summarizes the strengths and challenges of the four primary Behavior Styles: Controller, Stabilizer, Analyzer and Persuader. The profile activity with discussion will take one to two hours.

As Others See Me Profile

Learn how others perceive your style.

As Others See Me is a two-page companion product to the As I See Myself profile. It contains the same self-scoring questionnaire to be completed by work colleagues, family members or friends. It is an efficient means of learning how your behavior style is perceived by others. (**Note:** A single copy of As I See Myself is necessary to interpret the scores of the As Others See Me profile.)

Behavior Styles Package

- (1) As I See Myself Profile
- (3) As Others See Me Profiles
- Detailed descriptions of behavior styles and behavior style combinations
- A Leaders Guide to walk you through using the As I See Myself Profile
- (1) Beauty of Styles DVD

\$19.00 per person
(minimum order of 10)