

THINKING ATTRIBUTES



Analytical

COMMUNICATION

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

BURNING QUESTION

- Do I have the pertinent facts?

LEARNING

- Learns by thinking and watching
- Seeks facts
- Tests theories
- Thinks through ideas
- Prefers ideas / concepts to people
- Likes traditional classrooms

CHARACTERISTICS

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

MAY OVERLOOK

- Feelings of others
- Synergistic opportunities
- Intuitive feelings

MANAGEMENT STYLE

- Technical

PROBLEM SOLVING

- Gathers ideas
- Analyzes Data
- Considers the bottom line
- Abstract & theoretical approach

LEADERSHIP STYLE

- Analysis
- Problem resolution
- Fact-based

HOW YOU PRESENT TO THE ANALYTICAL BRAIN

- Provide key facts, figures up front
- Provide written documentation for later review
- Establish credibility
- Communicate value in time expended



Structural

COMMUNICATION

- Very deliberate and clear
- Speaks in complete sentences
- Asks who, what, where, when

BURNING QUESTION

- Will I be in control?

LEARNING

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

CHARACTERISTICS

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

MAY OVERLOOK

- Alternative solutions
- Novel ideas
- Big picture

MANAGEMENT STYLE

- Traditional

PROBLEM SOLVING

- Systematic / pragmatic approach
- Concern for implementation
- Selects from options
- Lists many options

LEADERSHIP STYLE

- Implementation
- Action / Execution
- Pragmatic

HOW YOU PRESENT TO THE STRUCTURAL BRAIN

- Provide all info prior to meeting
- Providing detail is crucial
- Use a neat and orderly format
- Provide date / times
- Establish action plan / next steps
- Use traditional structure / format

THINKING ATTRIBUTES



Social

COMMUNICATION

- Relates information to others
- Shows emotion
- Heartfelt and empathetic

BURNING QUESTION

- How will I affect others?

LEARNING

- Learns by doing, sensing, watching
- Uses intuition (gut) reaction
- Learns through personal experience
- Talks / listens to others
- Relates concepts to self
- Color/music enhance learning

CHARACTERISTICS

- Learns from others
- Empathetic
- Sympathetic
- Socially aware
- Intuitive about people

MAY OVERLOOK

- Facts / Planning
- Logic

MANAGEMENT STYLE

- Humanistic

PROBLEM SOLVING

- Discusses options
- Decides based on others' input
- Concern for how it will impact others
- Emotional and intuitive approach

LEADERSHIP STYLE

- Inclusive
- Consultative
- Facilitative

HOW YOU PRESENT TO THE SOCIAL BRAIN

- Establish good rapport with audience
- Use stories, parables, vignettes
- Give opportunity for them to respond
- Personalize information
- Make eye contact
- Play music when appropriate



Conceptual

COMMUNICATION

- Abstract speech; uses metaphors
- Questions that lead to other questions

BURNING QUESTION

- Have I seen all the possibilities?

LEARNING

- Uses trial / error; self-discovery
- Takes risks
- Thinks about options
- Does several things at once
- Looks at the whole picture
- Pictures/colors enhance learning

CHARACTERISTICS

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

MAY OVERLOOK

- Details / Practicality
- Tradition

MANAGEMENT STYLE

- Experimental

PROBLEM SOLVING

- Takes in a lot of data
- Looks for hidden possibilities
- Concern is creative / unusual answers
- Intuitive and global approach

LEADERSHIP STYLE

- Initiation
- Strategy
- Visionary

HOW YOU PRESENT TO THE CONCEPTUAL BRAIN

- Show data graphically (pie charts)
- Change something every 10-15 min.
- Allow them to fantasize / visualize
- Incorporate creativity
- Provide strong visuals
- Always give an overview & summary