



Using the Power of Social Styles in
Developing Field Leaders
Dr. John Dunsmoor



ROCKY MOUNTAIN
EDUCATION CENTER

RED ROCKS COMMUNITY COLLEGE



November 29-30, 2016

Everything rises and falls on Leadership

(John Maxwell)

Safety and Productivity can
never rise above your ability
to lead and influence others.



November 29-30, 2016

People don't want to be managed.
They want to be lead.

“The number one reason people leave their jobs is because of their manager.”

(Source: 2013 survey by HR services firm Randstad)



SOCIAL STYLE PRINCIPLES

- People are creatures of habit.
- People tend to do things that are comfortable for them.
- Just because things are comfortable does not mean they are effective.
- People can become aware of habits.
- People can make changes.



SOCIAL STYLE MODEL

Is built on **two dimensions** of behavior that appears in every human being and **can be measured.**

ASSERTIVENESS

A dimension of behavior that measures the degree to which others perceive a person as tending to ask or tell in interactions with others.

RESPONSIVENESS

A dimension of behavior that measures the degree to which others perceive a person as tending to control or display his/her feelings and emotions in interactions with others.

Amiable

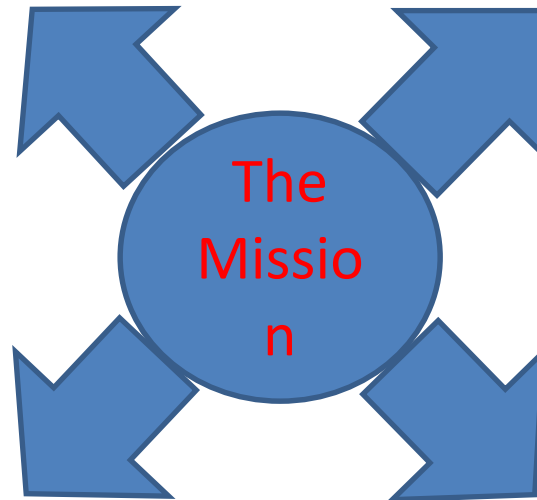
“Lets talk about the impact on our people.”

Dr. “Bones” McCoy (Star Trek)

Expressive

“Show me the next big idea!”

Scotty (Star Trek)



Analytical

“Let’ s do it right the first time.”

Spock (Star Trek)

Driver

“Get the job done now.”

Captain Kirk (Star Trek)

Amiable
Amiable

Expressive
Amiable

Amiable
Expressive

Expressive
Expressive

Analytical
Amiable

Driver
Amiable

Analytical
Expressive

Driver
Expressive

Amiable
Analytical

Expressive
Analytical

Amiable
Driver

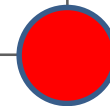
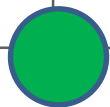
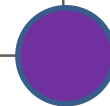
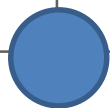
Expressive
Driver

Analytical
Analytical

Driver
Analytical

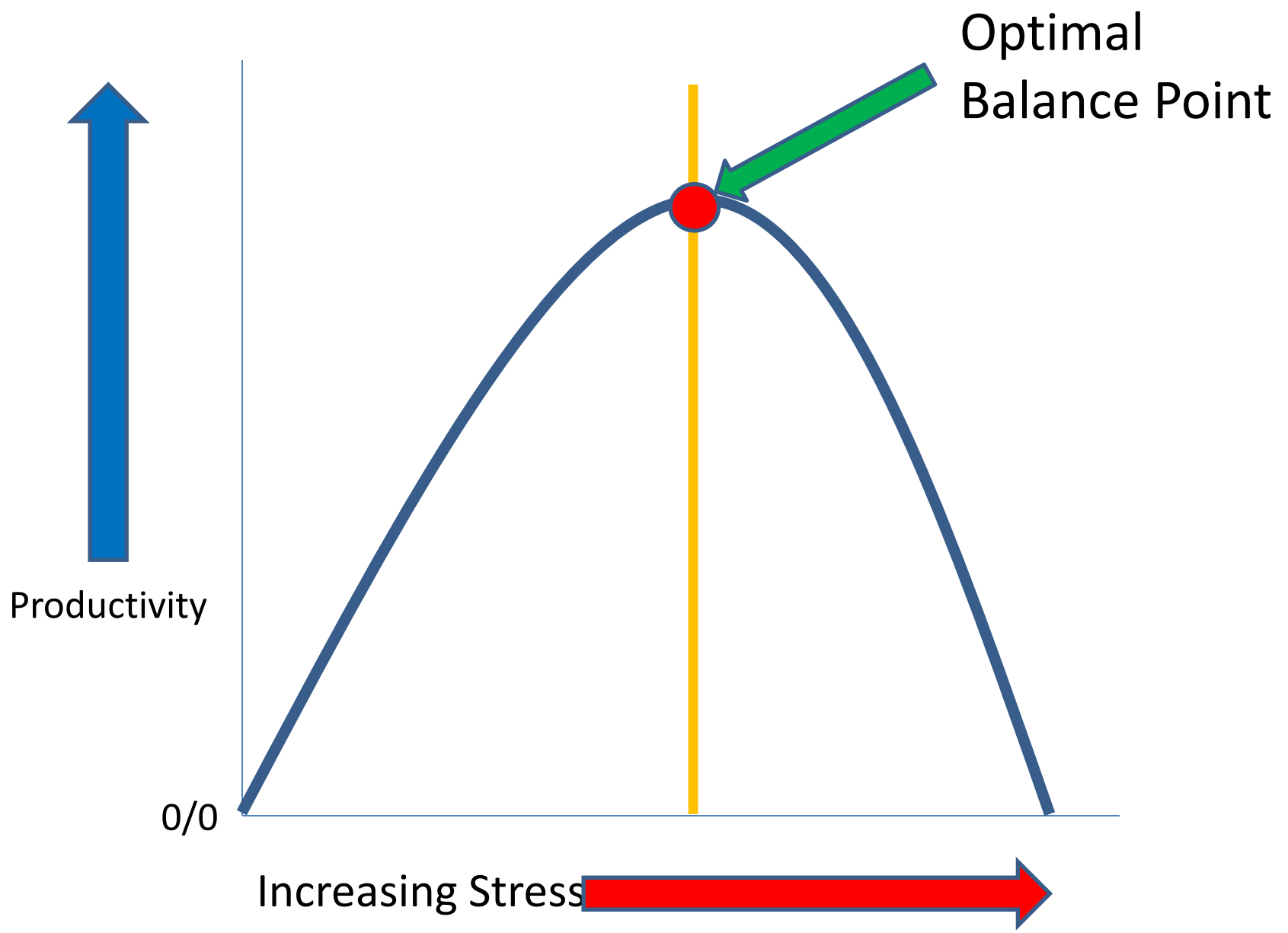
Analytical
Driver

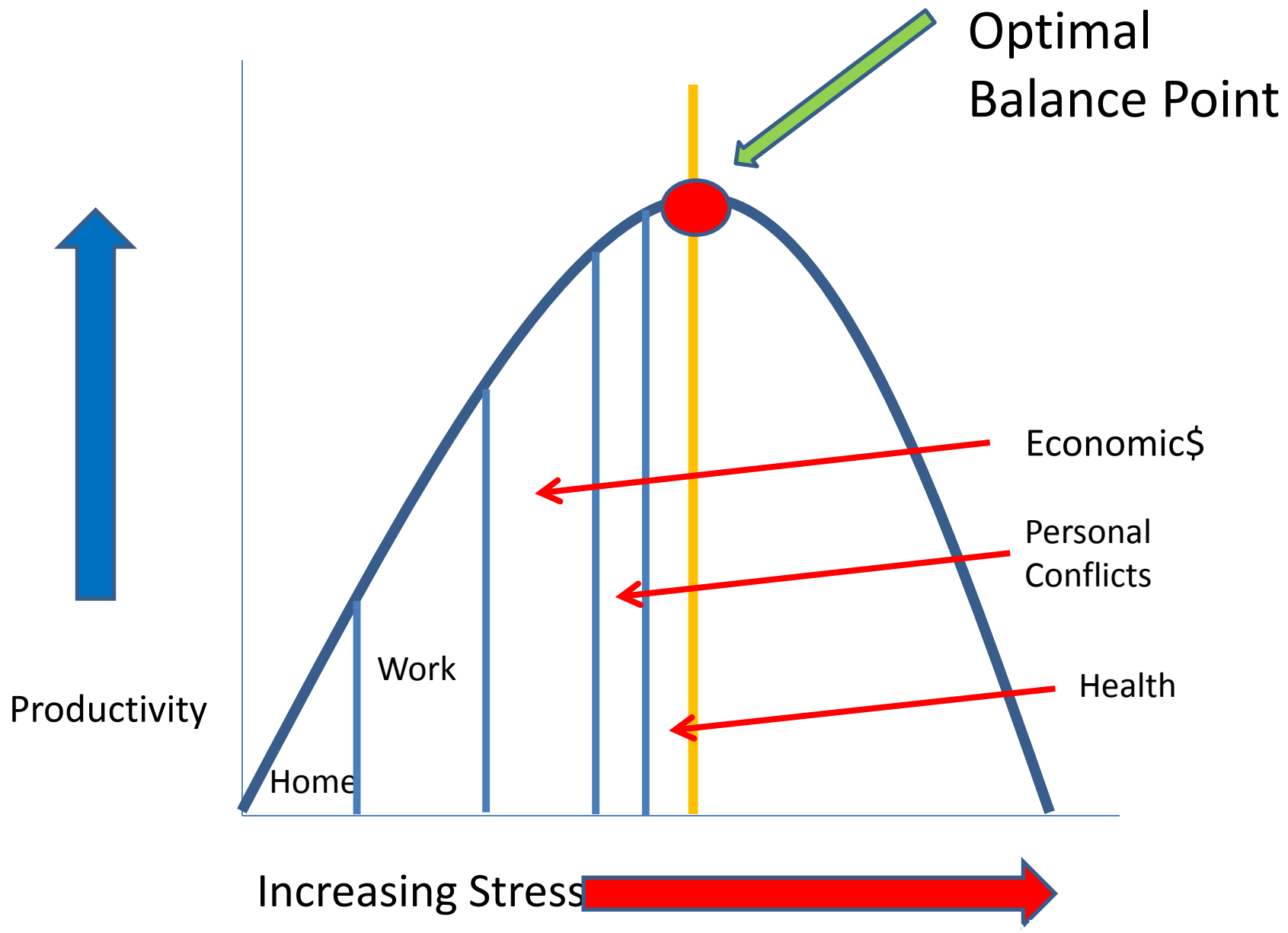
Driver
Driver

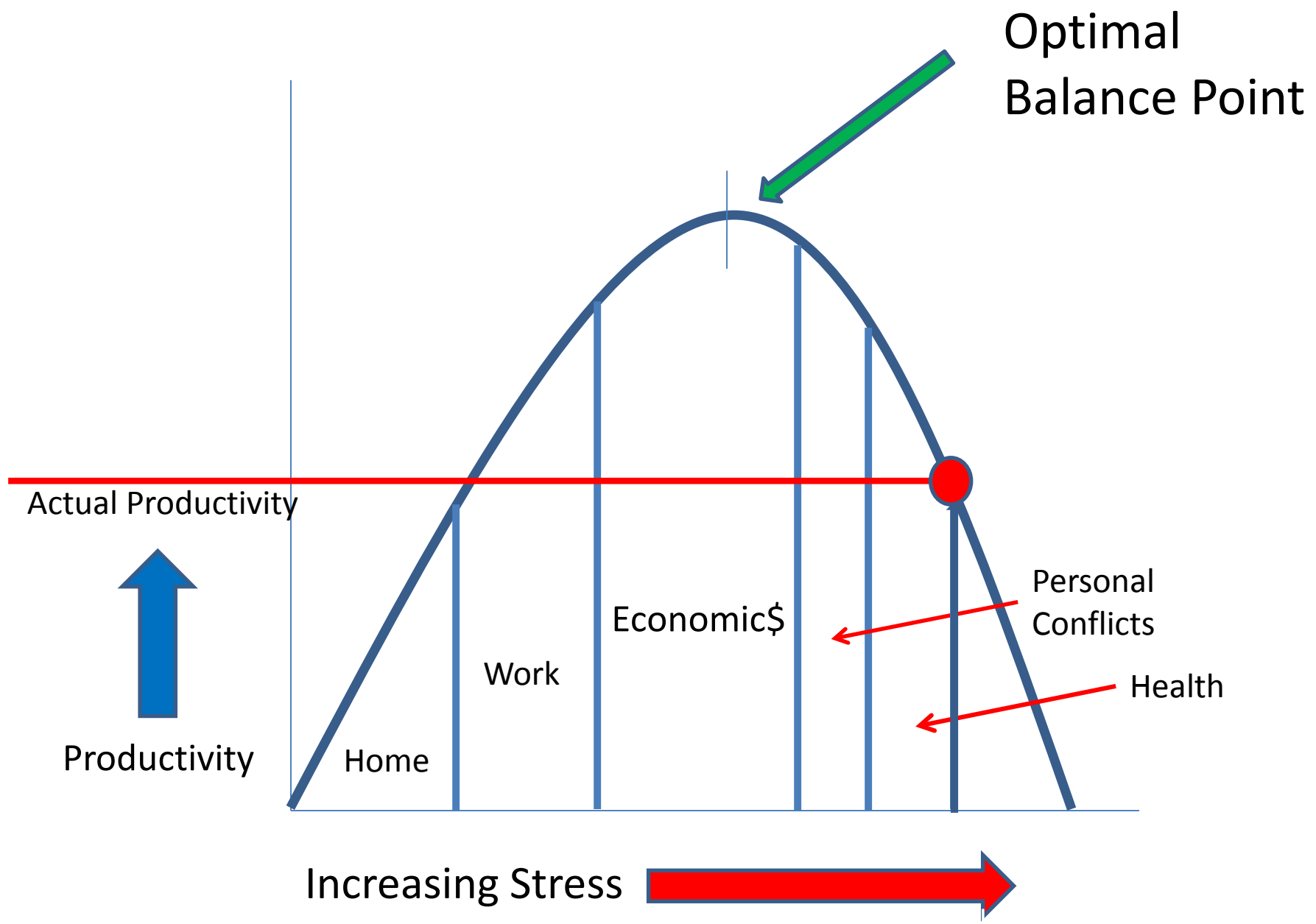


STYLE MODIFICATION

The purpose of knowing your and others' styles is that you can modify **your style** to make others more comfortable and productive with you.







The New Supervisor

“The crazy thing (about being promoted) is that it’s not about you anymore. Before you were a manager, your number one job was to accomplish tasks. Now, your number one job is to help other people accomplish the tasks in an outstanding way.”

--You're the Boss--Now What? 7 To-Dos as a First-Time Manager, Forbes, 6/08/2012
(<http://www.forbes.com/sites/dailymuse/2012/06/08/youre-the-boss-now-what-7-to-dos-as-a-first-time-manager/>)

Identifying and Selecting Informal Leaders

“Informal leadership is the ability of a person to influence the behavior of others by means other than formal authority conferred by the organization through its rules and procedures.”

Conflict Spiral



Anticipate

Diffuse

Comprehend

Resolve

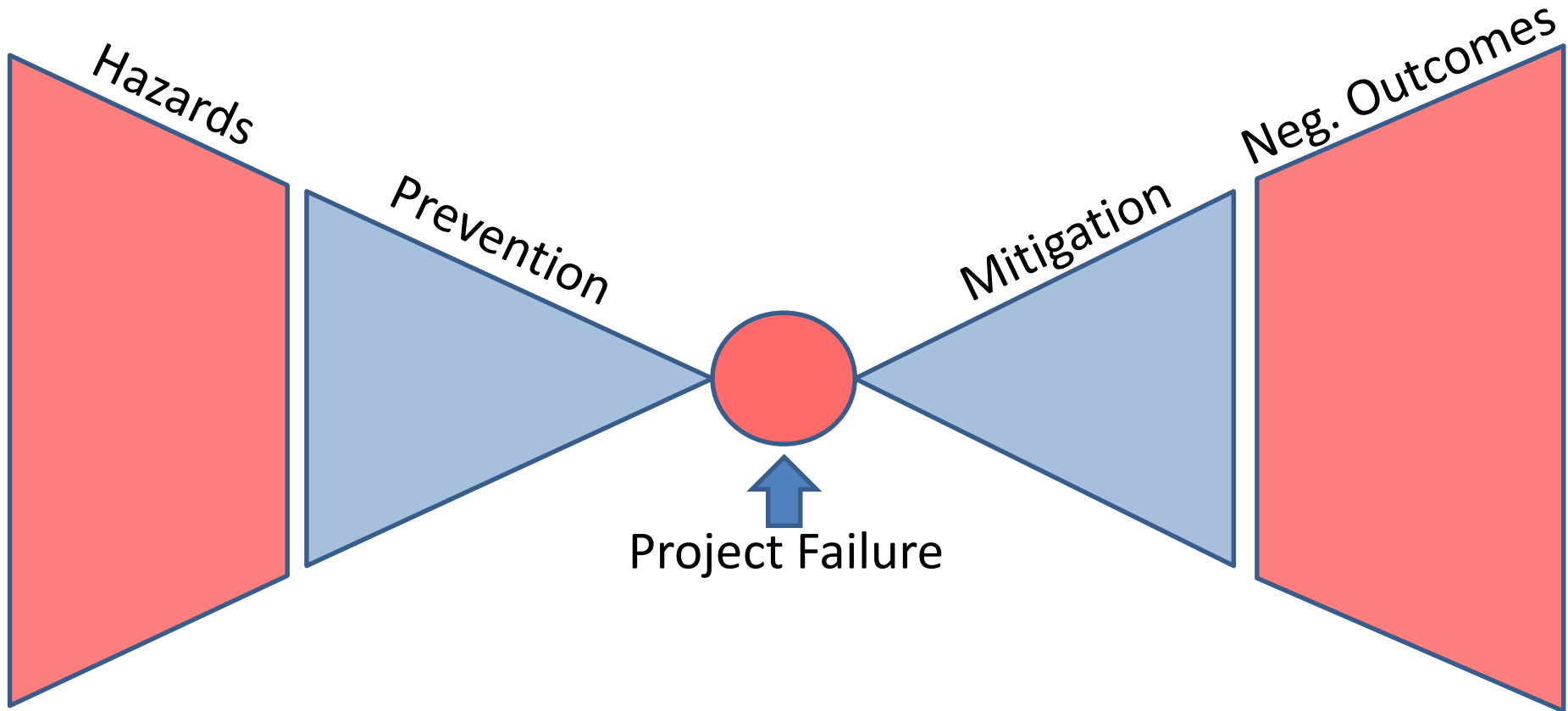
Diffuse

- ❑ Personal problems (finance, health, family issues)
- ❑ Work conditions (extreme weather conditions, stressful drive to work, job delays, etc.)
- ❑ Social styles

Job Planning

- Have you been involved in a project where lack of planning caused a “train wreck?”
- Would better planning help you perform your work more effectively?
- What has worked well for you in your current planning process?
- What has NOT worked well for you in your current planning process?

Bow Tie Analysis



Loss Control

“The minimization of loss is more important than the maximization of profit.” (Peter Drucker)



ROCKY MOUNTAIN
EDUCATION CENTER

RED ROCKS COMMUNITY COLLEGE



November 29-30, 2016