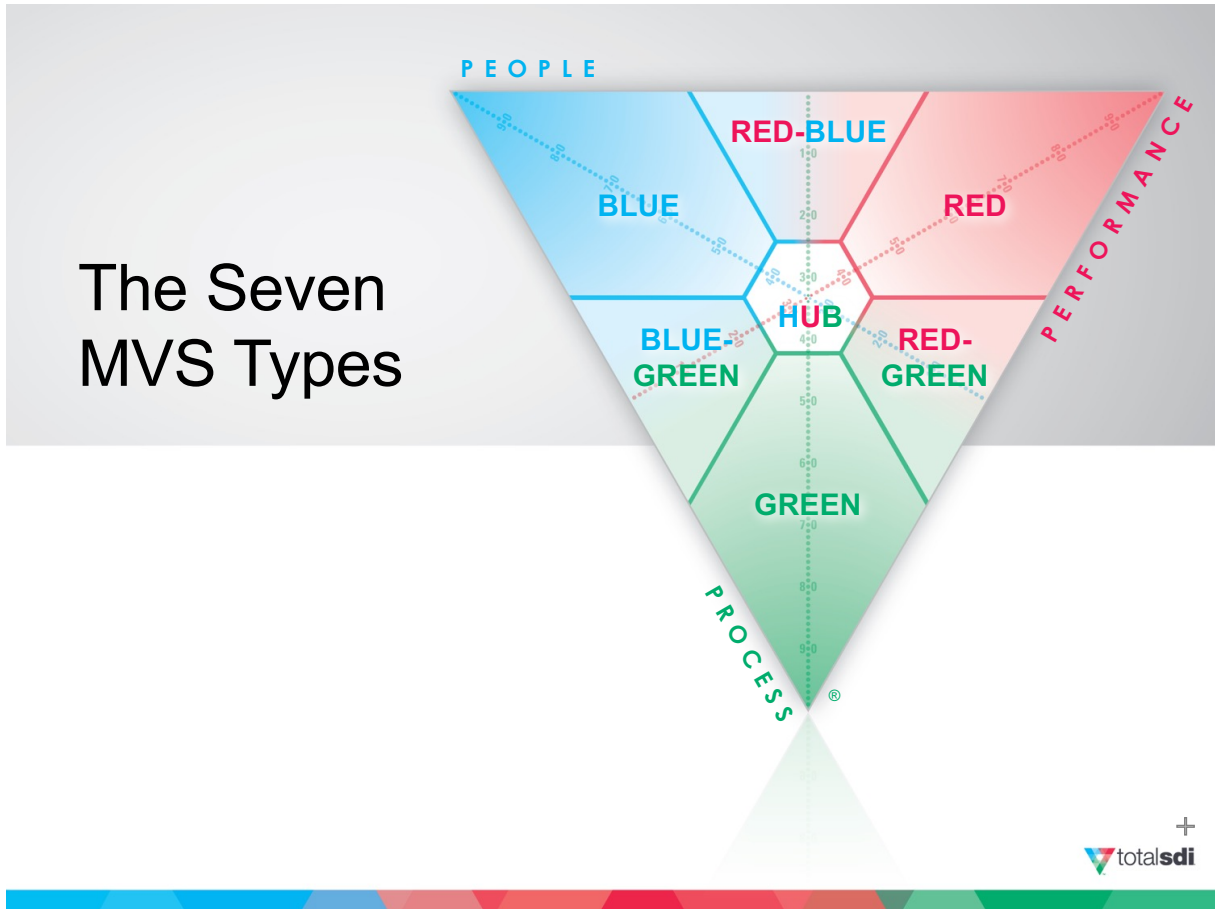


Notes and Resources for
Communicating to Motivate Different Types of People
WTS: March 2024

Presented by Kate Kaynak PhD, President of The Jennings Group LLC



MOTIVATIONAL VALUE SYSTEM	STRENGTHS / VALUED RELATING STYLE	ENGAGING ENVIRONMENT
Blue: Altruistic-Nurturing  <ul style="list-style-type: none"> Concern for the protection, growth, and welfare of others 	Being open and responsive to the needs of others... Seeking ways to bring help to others... Trying to make life easier for others... Trying to avoid being a burden to others... Ensuring others reach their potential... Ensuring others are valued... Defending the rights of others	Open, friendly, helpful, considerate, supportive, enhancing, trusting, socially sensitive, sincere, loyal, compassionate, respectful, humanitarian... Being needed... Being appreciated
Red: Assertive-Directing  <ul style="list-style-type: none"> Concern for task accomplishment Concern for organization of people, time, money and any other resources to achieve desired results 	Competing for authority, responsibility, and positions of leadership... Exercising persuasion... Being alert to opportunity... Claiming the right to earned rewards... Striving for immediate action... Accepting challenges... Accepting risk-taking as necessary and desirable... Demonstrating competitiveness	Progressive, innovative, evocative, challenging, fast-moving, stimulating, competitive, creative... New levels of opportunity... Potential for personal advancement and development... Personal material rewards available... Potential for winning... Verbally stimulating... Self-projection
Green: Analytic-Autonomizing  <ul style="list-style-type: none"> Concern for assurance that things have been properly thought out Concern for meaningful order being established and maintained 	Being objective... Being correct... Being principled... Being in control of one's emotions... Being practical... Being cautious and thorough... Being fair... Being resolute... Being serious... Being their own "judge and jury"... Being their "own person"... Thinking things through before acting	Clarity, logic, precision, utility, durability, efficiency, reliability, organized... Self-reliance, individualism, self-dependence... Effective use of resources... Individual decision making... Clear, supportable, authentic criteria for decision making... Time to explore options... Opportunity for economy... Researched recommendations
Red-Blue: Assertive-Nurturing  <ul style="list-style-type: none"> Concern for the protection, growth, and welfare of others through task accomplishment and leadership 	Actively seeking opportunities to help others... Persuading others to ensure maximum growth and development of others... Being open to proposals for creating welfare and security for others... Creating enthusiasm and support in tackling obstacles to success	Openness, mentoring, enthusiastic, friendliness, sincerity, trust, compassion... Respect for others... Supporting the underdog... Positive, progressive initiatives for the growth and development of others
Red-Green: Judicious-Competing  <ul style="list-style-type: none"> Concern for intelligent assertiveness, justice, leadership, order, and fairness in competition 	Providing rational leadership that can assess risks and opportunities... Being decisive and proactive when all the facts are in... Challenging opposition through thoughtful process and strategy	Strategic, determined, planning... Complex, challenging tasks requiring expertise... Environment that offers recognition for achievement... Availability of technical resources... Opportunities to lead and to develop winning strategies
Blue-Green: Cautious-Supporting  <ul style="list-style-type: none"> Concern for affirming and developing self-sufficiency in self and others Concern for thoughtful helpfulness with regard for justice 	Building effective processes and resources to protect or enhance welfare of others... Offering assistance for greater self-sufficiency and independence... Supporting activities that lead to growth... Fighting for principles that are fair	Conscientious, patient, congenial... Environment that respects individuals, fairness, and resources... Opportunities to encourage growth, independence, and bring forth the best in others... Tasks that require thoughtful analysis to aid those in need
Hub: Flexible-Cohering  <ul style="list-style-type: none"> Concern for flexibility and adaptability Concern for the inclusion of people and perspectives in group processes 	Being curious about what others think and feel... Being open minded and willing to adapt... Experiments with different ways of acting... Considers multiple perspectives and options... Likes to know a lot of people... Likes to be known by a lot of people... Likes to be known as flexible	Friendly, involving, sociable, democratic, playful, changing, flexible... Encouraging interaction... Being heard and listening... Sensitivity to feelings... Consensus-building

Information about the Strength Deployment Inventory (SDI)

<https://www.corestrengths.com/relationship-intelligence/the-power-of-the-sdi-2-0/>

Information about The Jennings Group

<https://thejenningsgroup.com/>