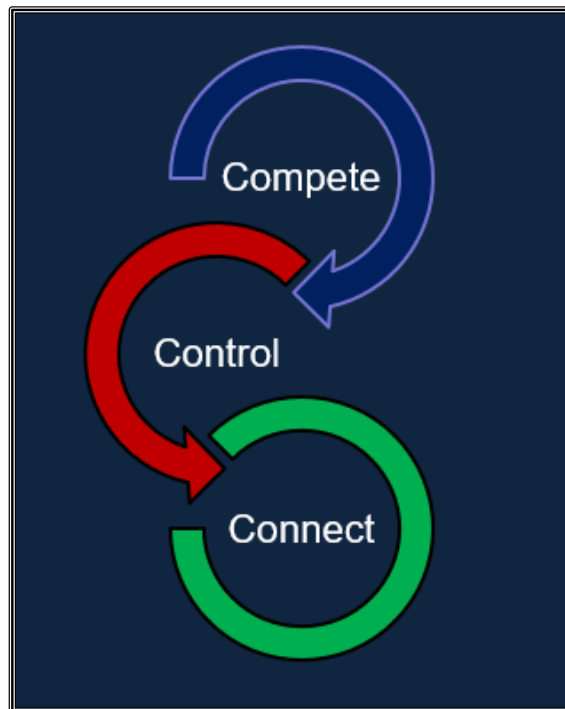




G.C. GAMBLE
& ASSOCIATES

Boost Business Results & Team Engagement Using 3C© Performance Modeling



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Introduction

The 3C Performance Modeling approach leverages three distinct, though inter-related disciplines: Compete, Control and Connect behaviors to drive results at individual, team, and organizational levels. Unique in its approach, 3C helps you identify and apply the right behaviors for each situation. This model clarifies priorities, connects strategy with execution, and leads to measurable performance improvements by encouraging teams to focus on relevant challenges and strengths.

By adapting the mix of behaviors as needs shift, 3C empowers leaders and teams to align actions with business goals, collaborate efficiently, and respond quickly to changing demands, resulting in sustained progress.

Accelerate Results with 3C

3C enables organizations, individuals, and leaders to optimize their approach according to current needs:

Organization: Streamline operations by applying suitable behaviors for specific targets.

Individual: Use your strengths and adjust as needed to achieve your goals.

Leadership: Guide teams by selecting effective behavioral strategies.

With ongoing behavioral adjustments, 3C keeps efforts focused on top priorities and delivers fast, measurable outcomes.



The 3C® Performance Modeling approach is all about spotting the everyday ways people work and turning that into a personal profile for each person. The “3C Preference Profile” helps you see your patterns clearly, so you can figure out how you best add value to your team. With this insight, teams and organizations can play to everyone’s strengths, work together better, and get real results by focusing on the actions and behaviors that matter most.

3C is a straightforward tool that helps people and teams understand and leverage their work styles to boost effectiveness. It centers on three practical disciplines:

- Competitive—Drives results and rapid execution by focusing efforts on achieving outcomes.
- Controlling—Brings order and consistency through clear processes, structure, and metrics.
- Connective—Fosters collaboration and strong relationships to maximize teamwork and inclusion.

A quick online assessment reveals your unique 3C preferences, enabling individuals to play to their strengths, teams to collaborate more effectively, and businesses to quickly adapt and achieve goals.

The 24-question inventory uses a “forced choice” format to clarify your ideal work style, leadership approach, and preferred environment, helping you thrive and add value.

You receive a personalized report, empowering you to use your strengths for greater effectiveness and satisfaction—benefiting yourself, your team, and your organization.

3C Detailed: Defining the “Compete” Discipline

The Compete Discipline energizes teams and organizations by promoting ambitious targets, quick adaptation, and a strong focus on results. This perspective encourages innovation, resilience, and high achievement, driving individuals and groups to outperform.

For example, a sales team using a compete approach aggressively pursues goals, adapts strategy in real-time, and recognizes success—fueling motivation and superior performance.

By balancing ambition with collaboration and clear goals, the Compete Discipline transforms competitive energy into collective success, inspiring teams to achieve more together.

Individuals with a strong compete orientation bring drive, adaptability, and momentum, motivating others and elevating overall team performance.



3C Detailed: Defining the “Control” Discipline

The Control Discipline empowers teams and organizations to succeed by establishing clear processes, structured routines, and measurable standards. Controllers ensure accuracy and consistency through detailed planning, data-driven analysis, and thorough documentation. Their methodical approach helps teams avoid errors, maintain high quality, and achieve reliable results.

Teams benefit from control-oriented members who track progress, verify compliance, and clarify communication. For example, a control-oriented leader creates step-by-step timelines, checks milestones, and quickly resolves issues with data-backed solutions—ensuring projects run smoothly and standards are met.

While excessive control can slow decision-making and limit flexibility, a balanced control discipline provides stability, prevents mistakes, and supports continuous improvement—making teams and organizations more effective and successful.



3C Detailed: Defining the “Connect” Discipline

The Connect Discipline centers on collaboration, relationship-building, and inclusive teamwork. Teams with a connect focus create a supportive environment where open communication and shared responsibility drive engagement and trust. By valuing diverse input, fostering a sense of belonging, and building strong partnerships, Connect-oriented teams strengthen morale and cooperation, fueling innovation and higher collective performance.

This discipline enables organizations to adapt thoughtfully, make well-informed decisions, and build consensus for sustainable growth. Connectors excel at uniting people around common goals, leveraging team strengths, and nurturing a culture that attracts and retains talent—ultimately driving stronger business results through enhanced collaboration and collective problem-solving.

While an overreliance on consensus can sometimes slow decision-making, a balanced Connect approach empowers teams to achieve clarity, accountability, and measurable success—turning group cohesion into a catalyst for outstanding organizational outcomes.



3C and Your Preferred Leadership / Management Style

The 3C tool reveals your leadership style by measuring your Compete, Control, and Connect tendencies. Using your questionnaire responses, it displays your results in a pie chart, helping you recognize your natural approach and adapt your leadership for greater effectiveness.

To shift to a Compete -oriented approach:

- Set clear, ambitious targets and introduce measurable objectives and performance incentives.
- Motivate your team to achieve rapid, tangible results by highlighting quick wins and encouraging decisive action.
- Channel energy into healthy competition and recognize individual and team accomplishments.

To shift to a Control -oriented approach:

- Implement structured routines, established processes, and emphasize accuracy and consistency.
- Reinforce the importance of data-driven decision-making, methodical planning, and regular progress reviews.
- Ensure all team members understand expectations and maintain quality standards through checklists and feedback.

To shift to a Connect -oriented approach:

- Transition from urgency and competition to prioritizing collaboration, open communication, and group support.
- Encourage team brainstorming, celebrate group achievements, and foster a welcoming environment.
- Create opportunities for dialogue and promote shared responsibility and inclusivity.

3C and Your Preferred Work Environment

Your 3C report highlights your preferred work setting, showing your unique blend of Competitive, Controlling, and Connective preferences.

- **Competitive environment:** Observers will notice a high-energy, fast-paced atmosphere where clear goals, performance incentives, and recognition drive rapid results. People thrive on challenges and healthy competition.
- **Control environment:** These workplaces appear highly organized, calm, and process-oriented. You'll see established systems, consistent routines, and a focus on careful planning, data, and accuracy.
- **Connect environment:** The atmosphere is welcoming, collaborative, and flexible. Meetings and group discussions are common, and there's an emphasis on teamwork, open communication, and balancing work with personal well-being.

Shifting 3C Focus for Success

Effective leaders adapt to changing business needs by shifting between Connective, Competitive, and Control environments. Move to a Competitive approach by clarifying goals, tracking progress, and motivating with rewards. For Control, establish clear processes, set shared expectations, and use tools like checklists to ensure consistency and accuracy. When connection matters most, encourage open communication, celebrate teamwork, support flexibility, and recognize individual contributions.

The bottom line: the best leaders regularly check in on what their teams and businesses need—and aren't afraid to pivot. Energize your team with a bit of healthy competition, tighten things up with strong systems and routines, or bring everyone together with connection and support. The real value is in knowing when to lean into each style and being flexible enough to switch as business priorities evolve. That's how you make sure your leadership always fits the moment.

3C Preference Attribute Comparison Table

Connective Preferences	Competitive Preferences	Controlling Preferences
<p>Organizational Performance Expectations</p> <p>A focus on the interactive nature of work, high involvement, relationship and a collective effort. A systemic and holistically orientation; concerned with how things “fit” or do not “fit” together.</p>	<p>Organizational Performance Expectations</p> <p>A focused, targeted, driven, risk-taking, goal-oriented and persevering organization focused on results and delivery.</p>	<p>Organizational Performance Expectations</p> <p>Focus on process improvement, metrics and analytics, reporting and clarity of process, metric based, analytical, cautious.</p>
<p>Persona</p> <ol style="list-style-type: none"> 1. Highly diplomatic 2. Generates ideas for others 3. Relationship builder 4. Champions harmony and consistency towards goals 5. Collaborative 	<p>Persona</p> <ol style="list-style-type: none"> 1. Sets clear, bold goals 2. Drives change 3. Drives performance and execution 4. Delivers fast results 5. High risk tolerance 	<p>Persona</p> <ol style="list-style-type: none"> 1. Analytical 2. Pragmatic: sets realistic goals 3. Process focused 4. Methodical 5. Plan first, then act
<p>Communication Style</p> <ol style="list-style-type: none"> 1. Expressive 2. Dramatic 3. Open 4. Uses Metaphors 5. Charming 6. Involving 	<p>Communication Style</p> <ol style="list-style-type: none"> 1. Forceful 2. Clear and Simple 3. Directive 4. Abrupt 5. Candid 6. Brief 	<p>Communication Style</p> <ol style="list-style-type: none"> 1. Deliberate 2. Indirect 3. Detailed 4. Elaborate 5. Disengaged 6. Patient
<p>Work Style</p> <ol style="list-style-type: none"> 1. Participative 2. Involved 3. Inclusive 4. Imaginative 5. Resists structure 6. Builds alliances 	<p>Work Style</p> <ol style="list-style-type: none"> 1. Results driven 2. Disciplinarian 3. Unambiguous 4. Loves pressure 5. Creates pressure 6. Demands clarity 	<p>Work Style</p> <ol style="list-style-type: none"> 1. Perfectionist 2. Cautious 3. Complex 4. Values detail 5. Measured 6. Dislikes pressure

Adapting Your 3C Preferences – Unlocking Performance by Shifting Behaviors

Think of 3C as your personal toolkit for stepping up when things change. The Individual 3C Preference Profile® gives you a clear look at your top work style preferences, but real growth—and real results—come when you're able to flex and tap into different behaviors as the situation calls for it. Quickly adjusting your approach isn't just about keeping up, it's about gaining a competitive edge, both for yourself and your team. Here's how you can make that happen:

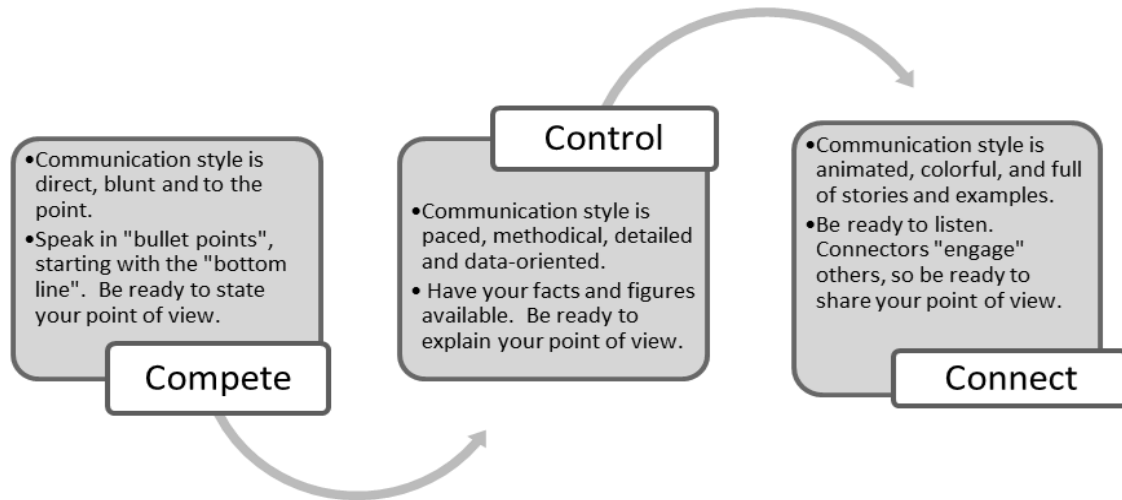
1. Spot when change is needed—so you're not caught off guard.
2. Get clear on what your organization expects now—so you're always in sync.
3. Figure out exactly how those new expectations play out in your role—so you can hit the ground running.
4. Pinpoint what new behaviors will help you succeed—so you're always one step ahead.

The more comfortable you and your team become with shifting between Compete, Control, and Connect behaviors, the faster and smoother you'll adapt to new challenges. This agility is a game-changer—it leads to stronger teamwork, quicker decision-making, and better business outcomes.

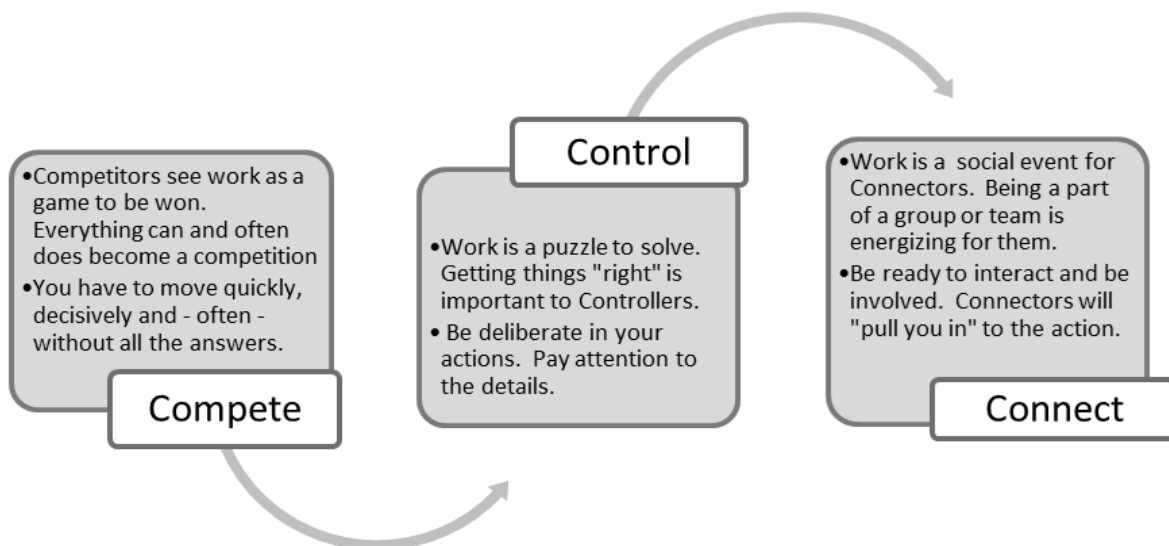
Remember, everyone can draw on Compete, Control, and Connect. The real advantage comes when you know how—and when—to use each one. Your ability to adapt is not just good for you; it boosts your team's performance and drives business success. Embrace flexibility, and you'll see results across the board.

Quick Keys for Fast Transitions between the 3C Preferences

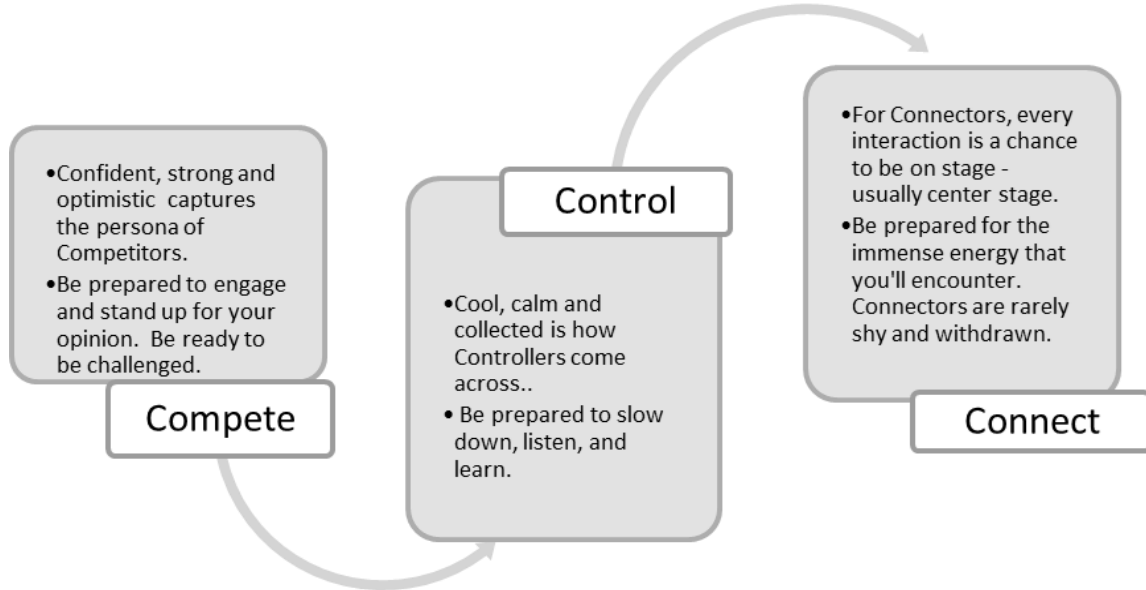
Matching Communication Preferences:



Matching Work Style Preferences:



Matching Personal Style Preferences:



3C Performance Modeling is an effective tool for improving performance at all levels—individuals, teams, managers, and organizations. Its straightforward design and clear language enable quick, continuous impact on business results.

Organizations like Nike, HSBC, Bridgestone Americas, Driscolls, Electronic Arts, 1st Capital Bank, Beck’s Shoes, and others have adopted 3C.

For more information, please contact us.

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