

Speak Their Language: Leadership Through Behavioral Communication

Presented by:
Josh Kennedy

Do you need NASBA CPE credits?

- Navigate to website: iofm.cnf.io
or scan the QR code →
- Check-in and check-out of your sessions to track your attendance for NASBA CPEs
- Certified with IOFM? No need to check-in and out of sessions. Self-report CEUs on IOFM.com instead after the event!



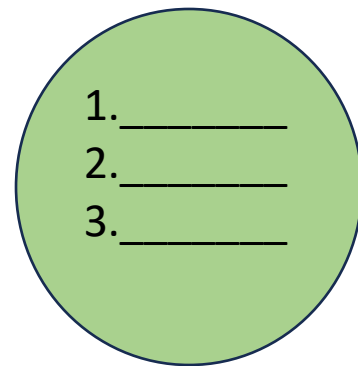
Have you ever...

...left a meeting feeling uninspired?

...felt like no one truly hears you?

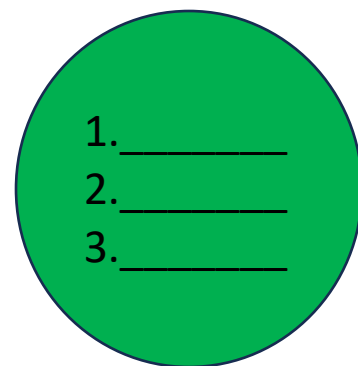
...been unsure how to get through to someone?

STRENGTHS & CHALLENGES



1. _____
2. _____
3. _____

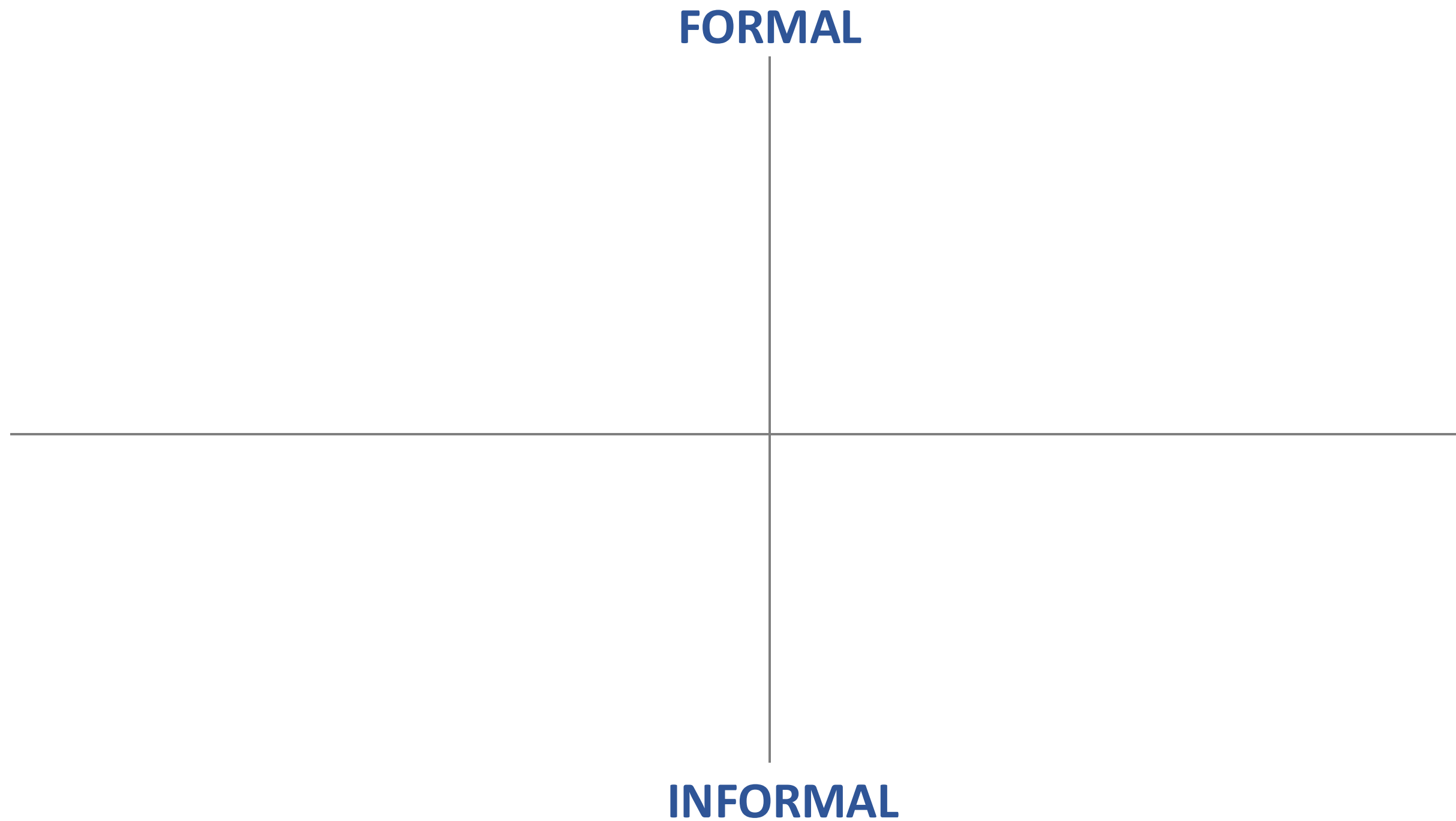
2 or 3 Behavioral **TRAITS** that
are your strengths



1. _____
2. _____
3. _____

2 or 3 Behavioral **TRAITS** that
you would like to improve on

PLEASE DRAW THIS



BEHAVIORAL CHARACTERISTICS

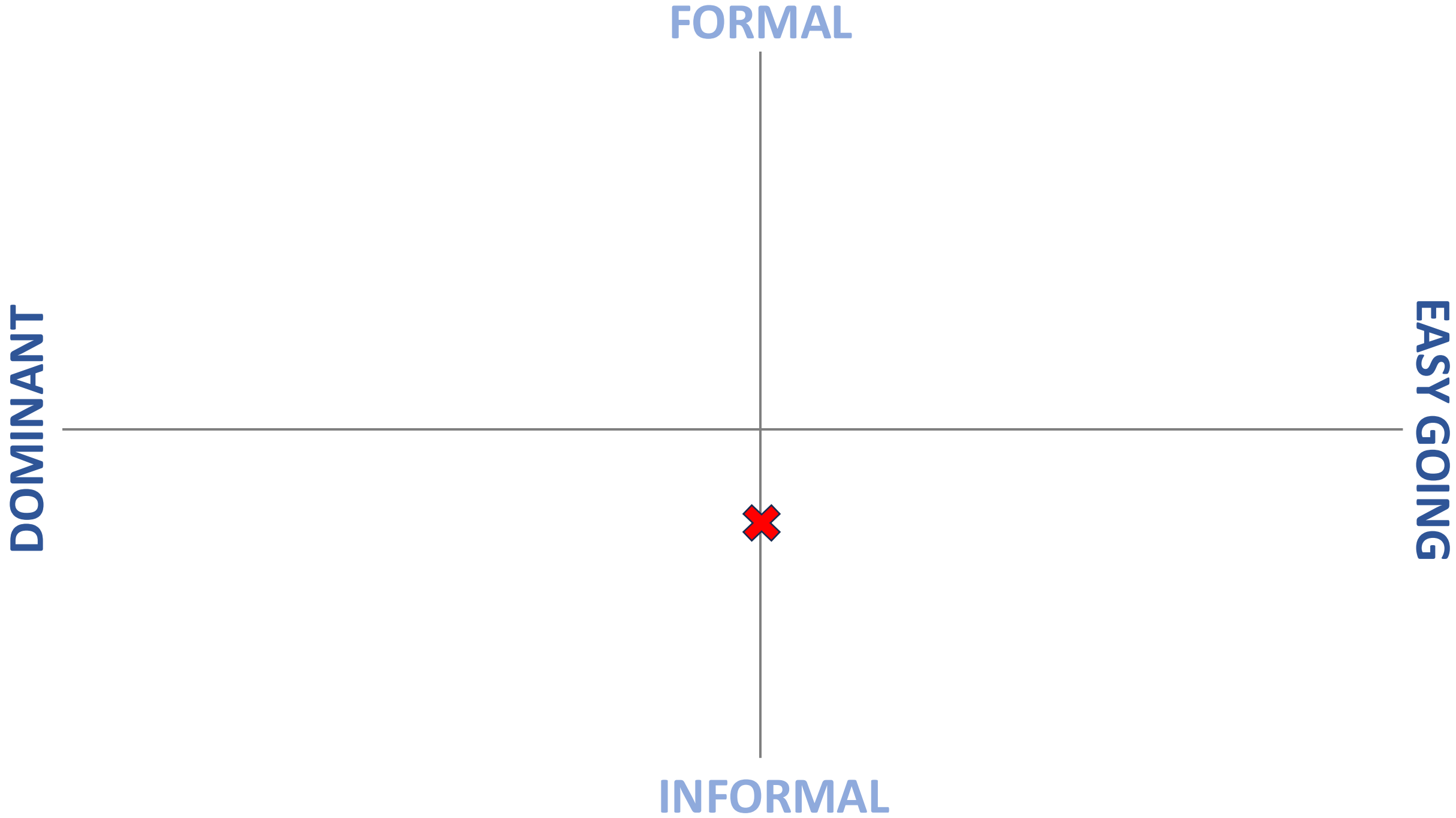
FORMAL

- Disciplined
- Structured
- Logical
- Reserved
- Organized
- Precise
- Task-focused
- Shows less emotion

INFORMAL

- Flexible
- Impulsive
- Intuitive
- Approachable
- Spontaneous
- Approximate
- Relationship-oriented
- Shows more emotion

PLEASE DRAW THIS



BEHAVIORAL CHARACTERISTICS

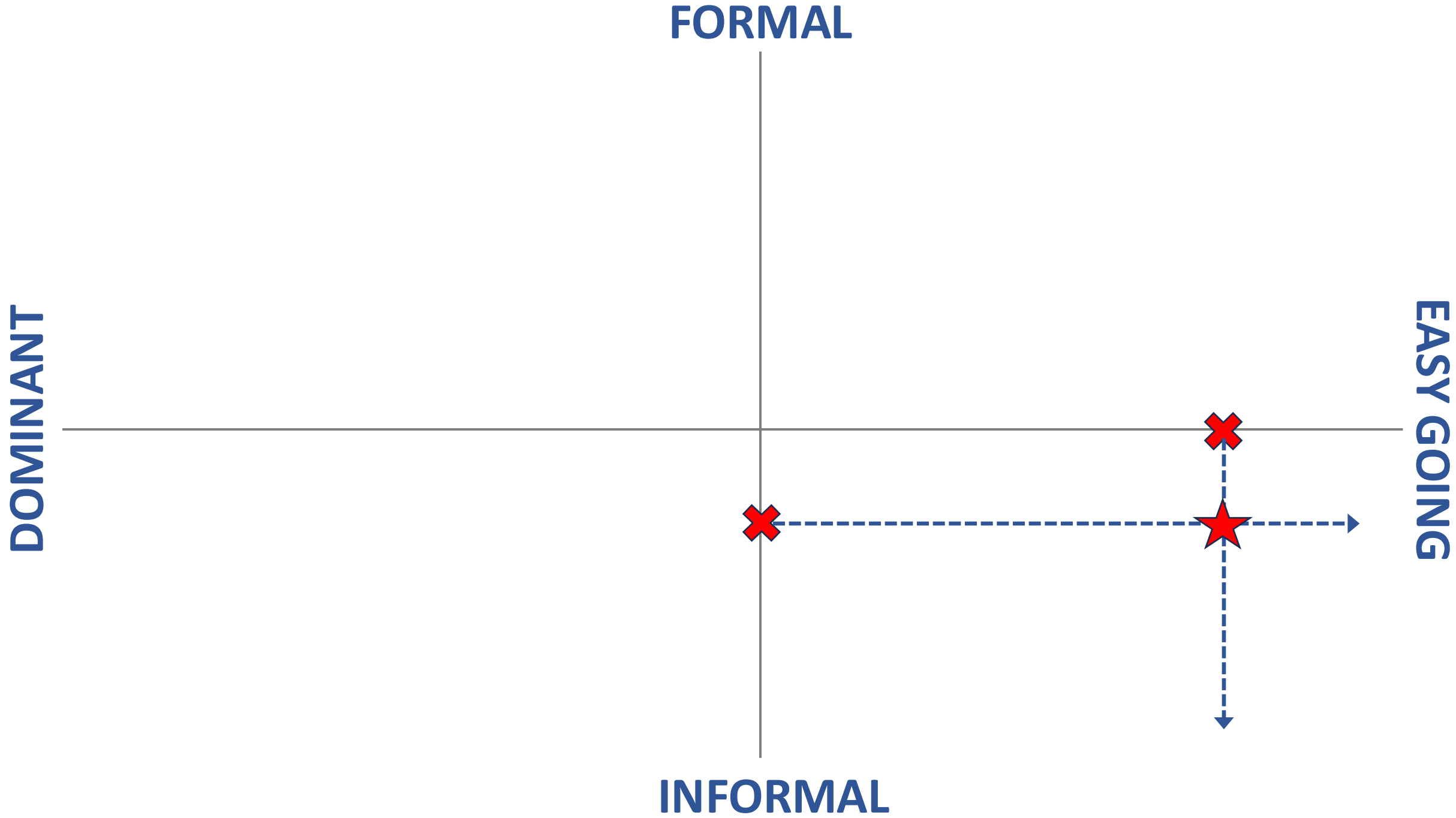
DOMINANT

- Forceful
- Certain
- Takes Charge
- Emphatic
- Direct
- Impatient
- Challenges
- States Information

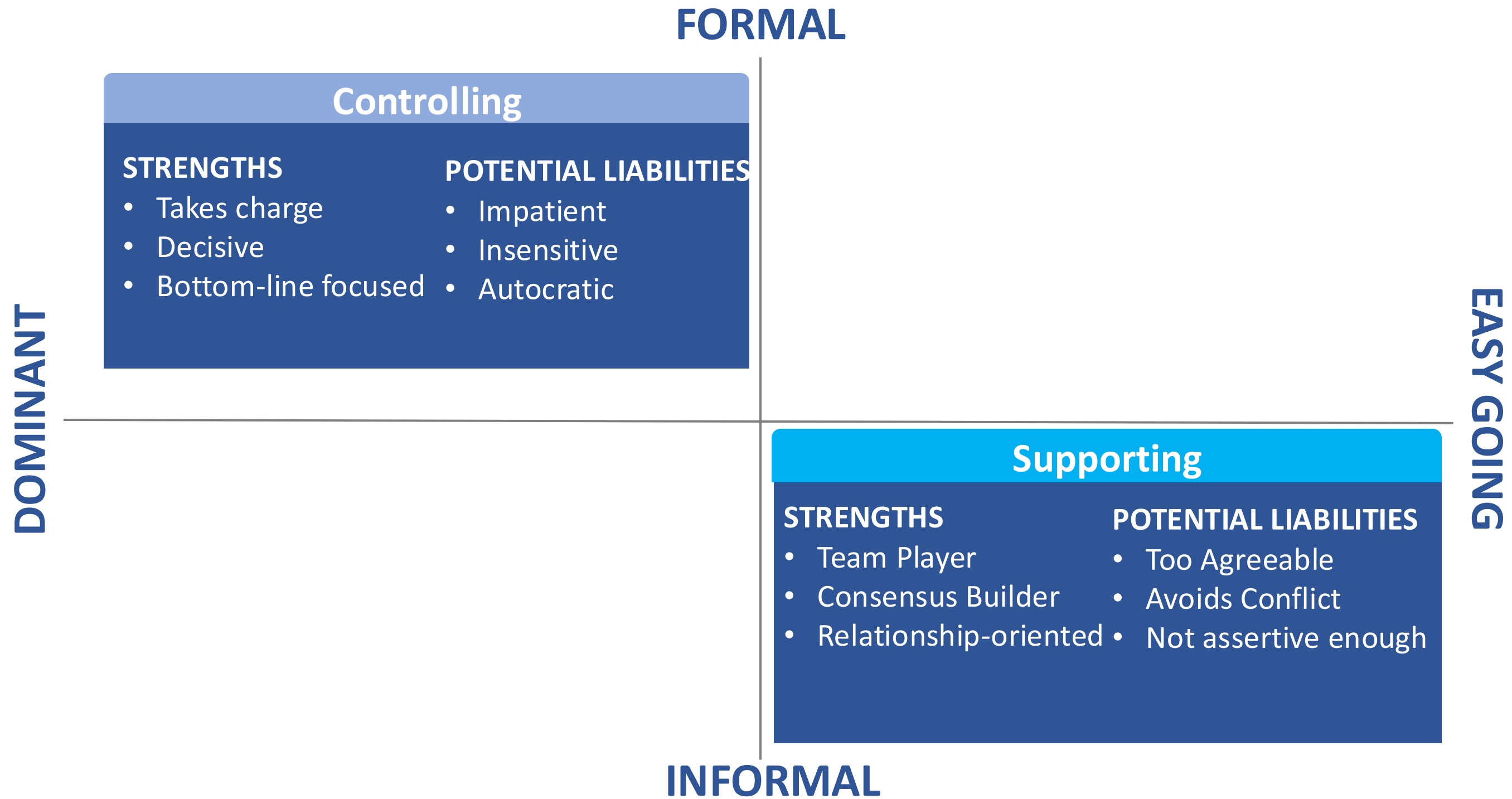
EASYGOING

- Engages
- Open
- Supportive
- Thoughtful
- Indirect
- Patient
- Reflective
- Asks questions

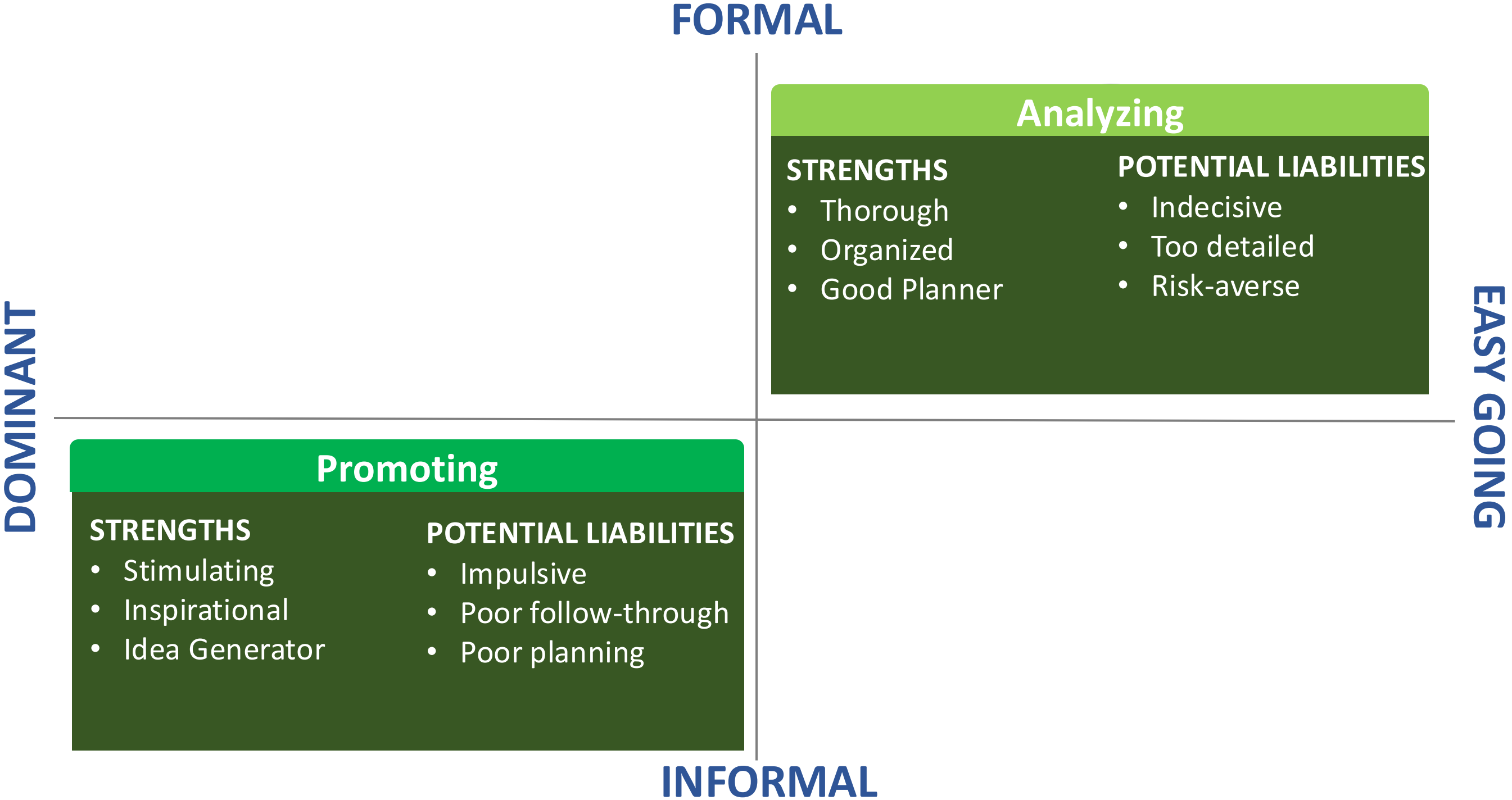
PLEASE DRAW THIS



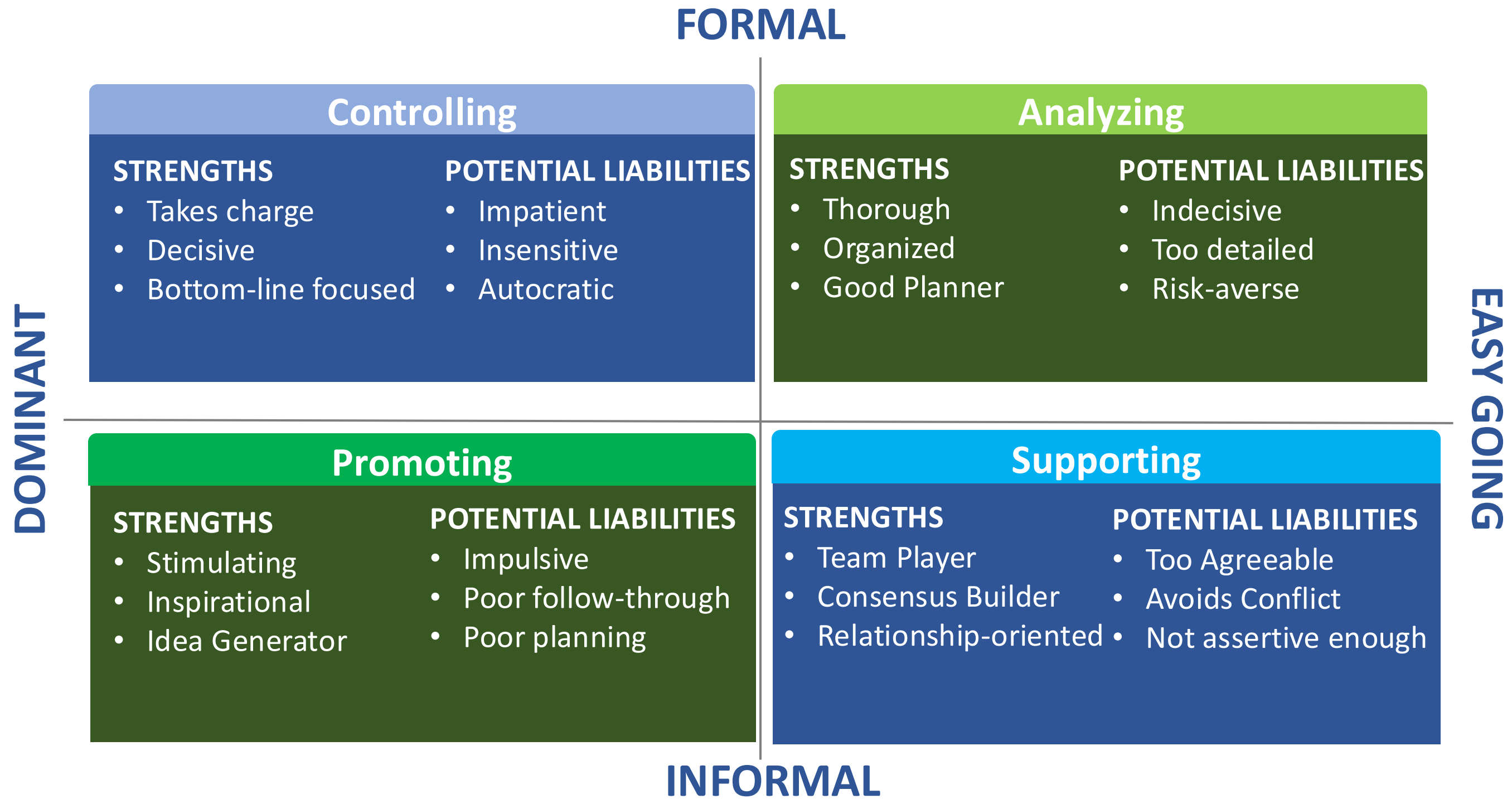
WHAT ARE YOUR STRENGTHS/CHALLENGES



WHAT ARE YOUR STRENGTHS/CHALLENGES



ALL STYLES GET RESULTS!



Golden Rule

vs.

Platinum Rule

***Do unto others
as you would
have them do
unto you.***

Treat people the way
you want to be treated.

***Do unto others
as they want
to be done
unto.***

Treat people the way
they want to be treated.

KEYS TO EFFECTIVE COMMUNICATION

Wants to know

Wants to feel

CONTROLLING	About bottom-line results	Things are under control
SUPPORTING	The impact on people	Included
ANALYZING	That it is fact-based	Certain
PROMOTING	That it will be exciting	Inspired

Actionable Takeaways

- 1. Diversity brings strength to a team.**
- 2. There is no one right style:**
 - All styles get results
 - All styles have strengths & weaknesses
- 3. Value your style but lean toward your opposite/complementary style.**
- 4. We can connect with and influence others better by being aware of their style & adjusting our behavior accordingly.**

Please tell us what you think!

- Please scan this QR code using your mobile to access a short feedback survey →
- Also accessible via the mobile app



QUESTIONS?

Josh Kennedy
Sr. Director, Payables & Receivables
Panera, LLC
St. Louis, MO

<https://www.linkedin.com/in/josh-kennedy-951925/>



REMINDER!

If you checked in for NASBA CPE credit, check out at iofm.cnf.io