

About Our Presenter

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Topics Addressed

Which Animal in the Zoo Are You?

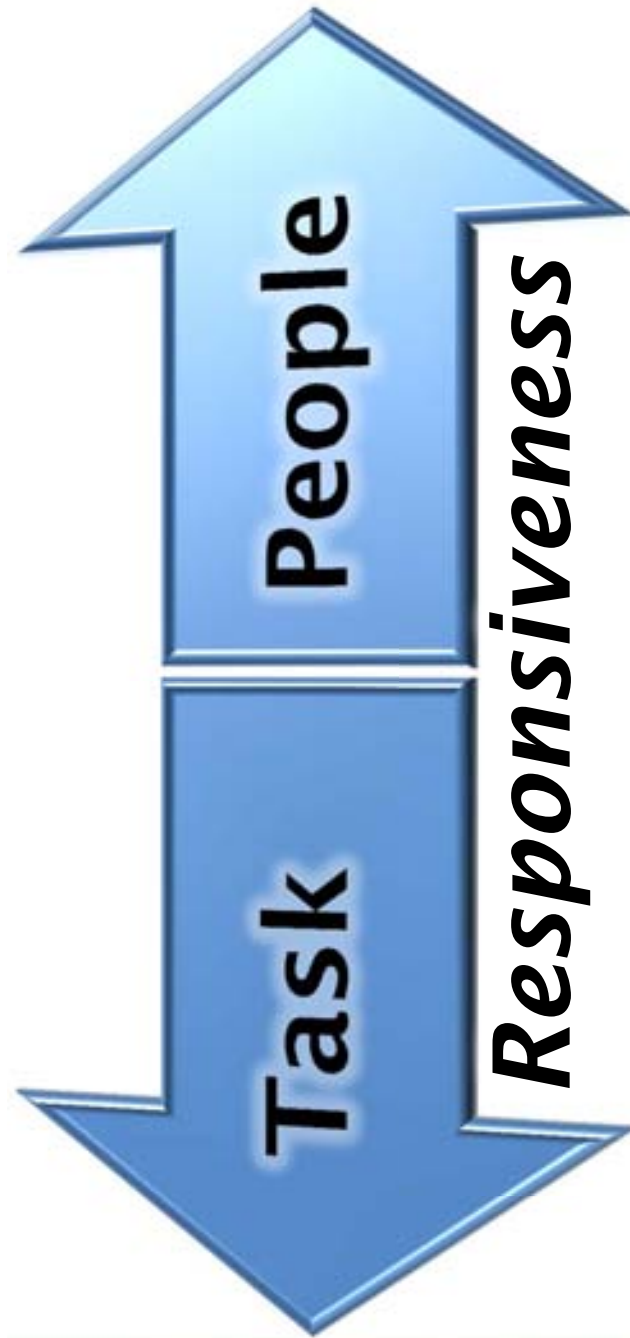
- ◆ Dimensions of Social Style
- ◆ Relating Zoo Animals to Classic Social Styles
- ◆ Distinguishing the "Gee Whiz" from the "So What"
- ◆ Analyzing the Project Strengths of Each Style
- ◆ What Makes the Best Project Teams?
- ◆ Opposing Styles; Unique PM Profiles
- ◆ Social Styles Uses Beyond the Zoo

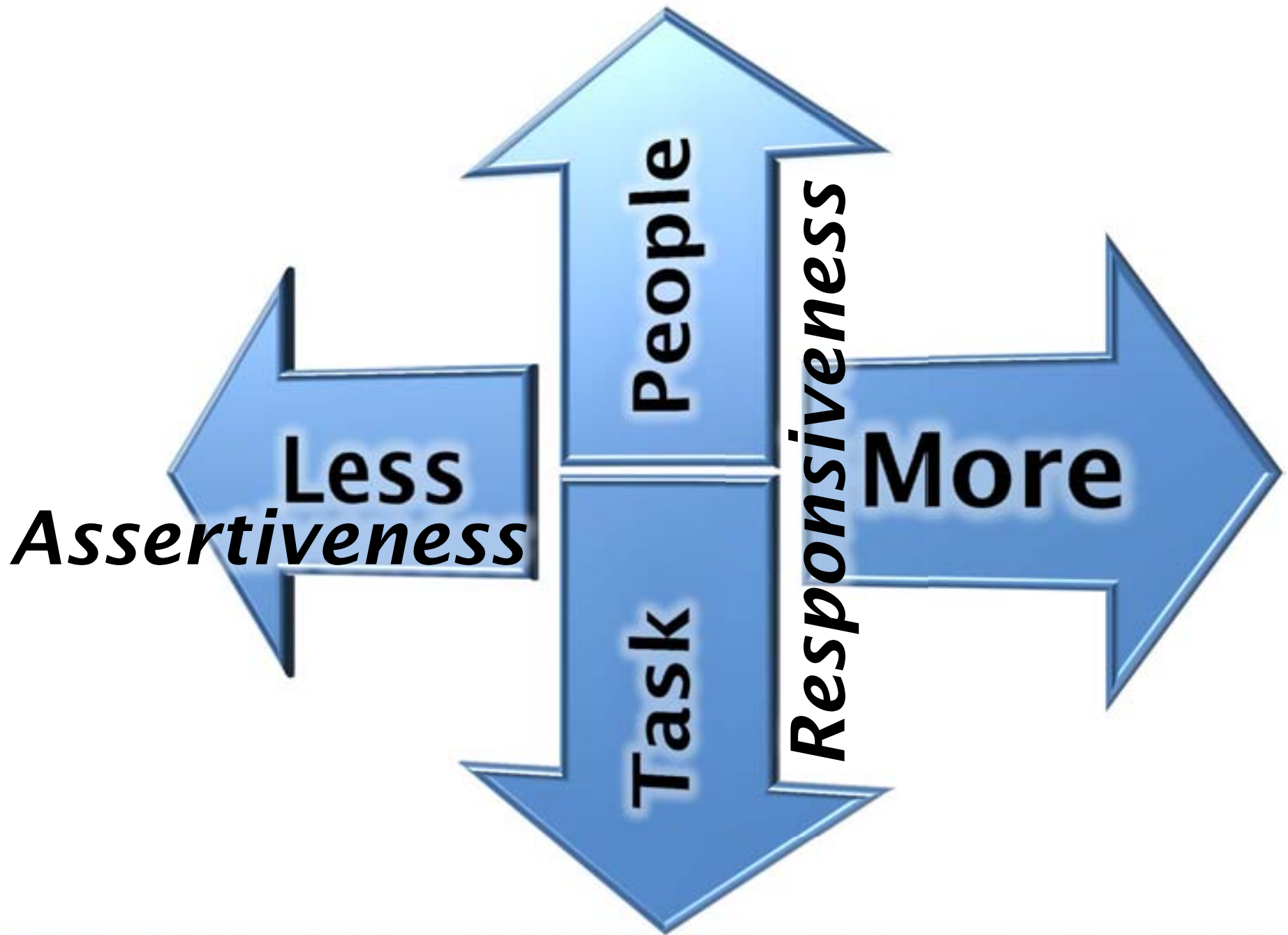
PM and the Social Animal

Social (or Behavioral) Style Background

- ◆ History
- ◆ Self-perception of style
- ◆ Tends Not to Change
- ◆ The key to interactions in projects

... dimensions covered





Which Animal In The Zoo?



Style Tendencies
Determined, Objective,
Independent,
Candid, Decisive,
Pragmatic

High Task, High Assertiveness: Driver

Which Animal In The Zoo?



High Task, High Assertiveness: Driver

Which Animal In The Zoo?



Style Tendencies
Enthusiastic, Imaginative, Outgoing, Persuasive, Spontaneous, Fun-loving

High “People”, High Assertive: Expressive

Which Animal In The Zoo?



High “People”, High Assertive: Expressive

Which Animal In The Zoo?



Style

Tendencies

Supportive,
Easy-going,
Diplomatic,
Cooperative,
Loyal, Patient

High “People”, Low Assertive: Amiable

Which Animal In The Zoo?



High “People”, Low Assertive: Amiable

Which Animal In The Zoo?



Style Tendencies
Precise, Systematic, Thorough, logical, Serious, Prudent

High Task, Low Assertive: Analyst

Which Animal In The Zoo?



High Task, Low Assertive: Analyst

Social Style "Scripts"

Amiable

Expressive

Analytical

Driver

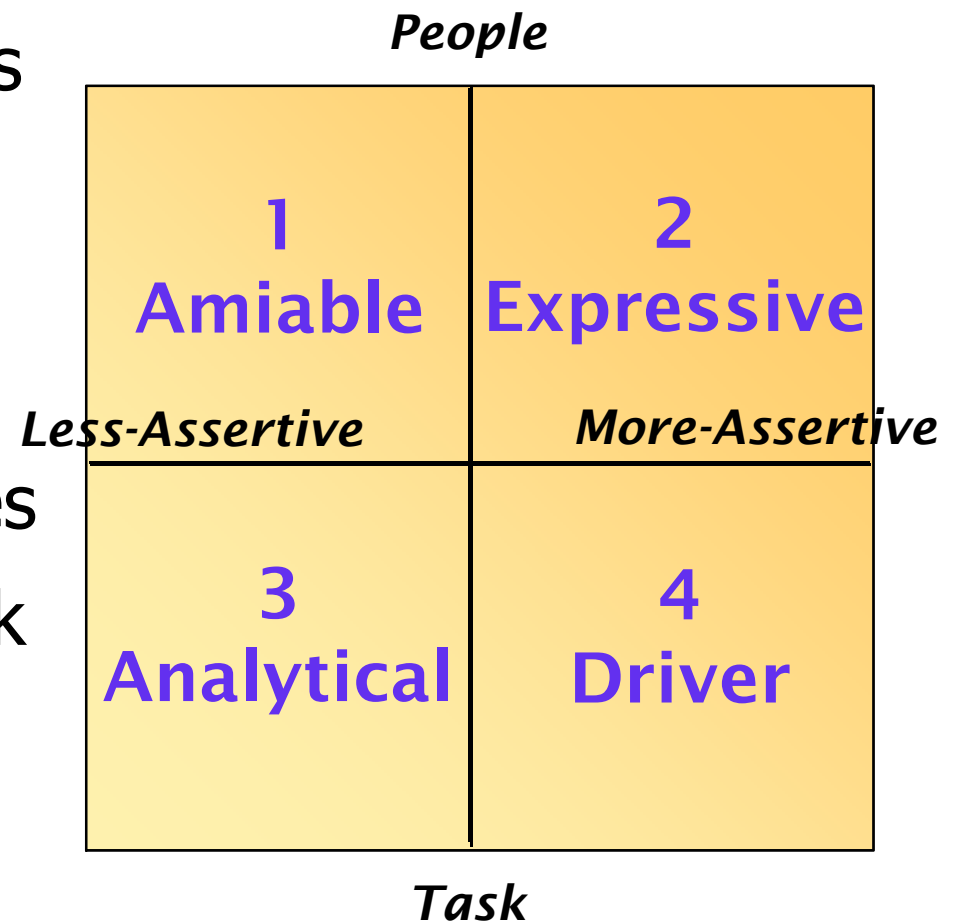


So What?

Some Project Applications

Which Social Style(s) might be best suited to ...

- a. Maintain Project Metrics
- b. Sell a Project Budget
- c. Develop Customer Rapport
- d. Produce Good Estimates
- e. Keep a Project On Track
- f. Consult in a PMO
(Project Mgmt Office)



Some Project Applications

Which Social Style(s) ... *Sample Answers*

- a. Maintain Project Metrics
- b. Sell a Project Budget
- c. Develop Customer Rapport
- d. Produce Good Estimates
- e. Keep a Project On Track
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		<i>People</i>		
	c	1	b	
	Amiable		2	
		f	Expressive	
<i>Less-Assertive</i>			f	<i>More-Assertive</i>
		3	4	
	Analytical		Driver	
	a d		e b	
	<i>Task</i>			

What Makes the Best Teams?

For the examples that follow, what % success rate do you think each combination achieved?

25%

50%

75%

100%

?



*Basis: a Doctoral Dissertation
at NC State University, USA*



all People-oriented

a. 25%, b. 50%, c. 75%, d. 100%?

all Task-oriented
a. 25%, b. 50%, c. 75%, d. 100%?





all Less-Assertive
a. 25%, b. 50%,
c. 75%, d. 100%?

Why Does This Matter?

Successful Projects depend on the *many-to-many* relationships between team members.

Most project interactions (structuring, assigning, estimating, scheduling, tracking, controlling, reporting, closing, & benefits realization) *are based on interpersonal interactions, and behavioral styles.*

Social Competences are **prerequisites** for the highest-performing project managers and teams.

Working Through Diversity

- ◆ Disadvantages of working with opposites
- ◆ Advantages of working with opposites
- ◆ Disadvantages of working with similar styles

What bothers you most about people with the style diagonally opposite of yours?

Amiable

Supportive, easy-going, diplomatic, cooperative, loyal, patient

Expressive

Enthusiastic, imaginative, persuasive, spontaneous, outgoing, fun-loving

Analytical

Precise, systematic, logical, thorough, serious, prudent

Driver

Determined, objective, independent, candid, decisive, pragmatic

Am I Stuck With My Style?

If PMs are Social Animals, I want to try a different style—those others have more fun!

- ◆ Success with any style ... emphasize strengths
- ◆ Preferred script; we have all styles
- ◆ Flexing outside preferred style adds ***STRESS***
- ◆ Some act out different styles in different settings

Extreme Animals In The Zoo



Extreme Animals In The Zoo



Styles Uses Beyond the Zoo



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- ◆ Teambuilding
- ◆ Conflict Management
- ◆ Targeting Presentations

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- ◆ Teambuilding
- ◆ Conflict Management
- ◆ Targeting Presentations
- ◆ Improving Delegation
- ◆ Sales Training
- ◆ Cross-cultural Acceptance

A variety of styles instruments, from popular commercial products, to free.

Summary: PM and the Zoo



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- ◆ It takes a team to fill the project zoo
- ◆ Add those who differ, not more of the same
- ◆ Flex to improve how you relate to others
- ◆ Explore your styles in other venues
- ◆ Practice PM as Zoo-keeper
- ◆ Add *Considered Behavior* as a competence
- ◆ Improve PM Performance for Social and less-Social Animals

Questions or Comments?

Contact Information

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