

**BONUS**

# Leadership Deep Dive

*Why people do what they do.*



# LEADERSHIP DEEP DIVE:

## UNDERSTANDING WHY PEOPLE DO WHAT THEY DO

### FEARS

What we avoid at all costs.

NOT  
MATTERING

MISSING  
OUT

HURT

ABANDONMENT

### STYLES

How we prefer to operate.

● ANALYZE

● STRATEGIZE

● ORGANIZE

● PERSONALIZE

### DRIVERS

What we value most.

● CORRECT

● CREATE

● CONTROL

● CONNECT

### NEEDS

What we must have.

● SIGNIFICANCE

● DISCOVERY

● CERTAINTY

● BELONGING

# LEVELS OF THINKING

The secret to influence is understanding why people operate the way they do. If we want to influence our team, our clients, our family, or ourselves, we must understand what already influences them.

## STYLES

How we prefer to operate.

<b>ANALYZE</b> Solve Problems, Apply Skills, Use re-sources	<b>VISUALIZE</b> Think creatively, Test ideas, Flexibility
<b>ORGANIZE</b> Execution, Completion, Quality	<b>PERSONALIZE</b> Communicate, Support, Respect

## DRIVERS

What we value most.

<b>CORRECT</b> To know things, to learn things, to be sure that the right answer is found.	<b>CONCEIVE</b> To understand situations, to “get” concepts, to try new things.
<b>CONTROL</b> To be safe, to be consistent, to be sure the right thing happens.	<b>CONNECT</b> To be with people, to support people, to know who to trust and be close to.

## NEEDS

What we must have.

<b>SIGNIFICANCE</b> To be important. To accomplish.	<b>DISCOVERY</b> To understand. To see big picture.
<b>CERTAINTY</b> To be in charge. To make things happen.	<b>BELONGING</b> To belong.

## FEARS

What we avoid at all costs.

<b>TO NOT MATTER</b> Feeling insignificant, to have failed, to go unnoticed.	<b>TO MISS OUT</b> Feeling like life has passed by, to not understand, to
<b>TO BE HURT</b> Physical pain, material loss, wasting time (life).	<b>ABANDONMENT</b> To be alone, to be rejected, feeling unlovable and unloved.



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  - VISUALIZE
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- CORRECT
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### NEEDS

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- SIGNIFICANCE
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### FEARS

What we avoid at all costs.

- NOT MATTER
- MISSING OUT
- HURT
- ABANDONMENT



# ACTION STEPS

## Leadership Deep Dive: Internal Influence

Ask yourself the questions on the left, and fill in your whole-brain answers on the right to better understand what currently drives **your** behavior.

What skill sets do I prefer the most in each quadrant?

ANALYZE	VISUALIZE
ORGANIZE	PERSONALIZE

What is most important for me to achieve in each quadrant?

CORRECT	CONCEIVE
CONTROL	CONNECT

How am I, or how could I, meet each of my core needs consistently?

SIGNIFICANCE	DISCOVERY
CERTAINTY	BELONGING

How can I look at my dears in a new way so they do not control me?

NOT MATTER	MISS OUT
HURT	ABANDONED



# ACTION STEPS

## Leadership Deep Dive: External Influence

Ask yourself the questions on the left, and fill in your whole-brain answers on the right to **create an influence plan** that will help you to reach this person on every level.

How can I deliver my message in a way that will best match their style?

ANALYZE	VISUALIZE
ORGANIZE	PERSONALIZE

How can I help them to accomplish what is most important to them?

CORRECT	CONCEIVE
CONTROL	CONNECT

How will my request help them to meet their needs?

SIGNIFICANCE	DISCOVERY
CERTAINTY	BELONGING

What can I do to help alleviate their fears?

NOT MATTER	MISS OUT
HURT	ABANDONED



"The only way  
on earth to  
influence the  
other fellow is  
to talk about  
what he wants  
and show him  
how to get it."

*Dale Carnegie*



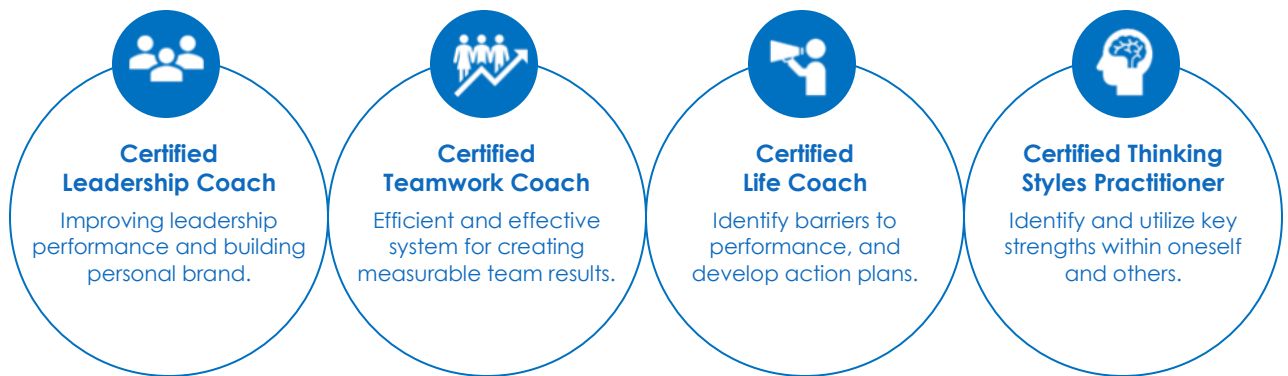


## ABOUT YOUR COACH



**Shawn Clark** is the President of Atlanta Challenge, LLC, an Atlanta based training and coaching enterprise where he develops and facilitates cutting-edge workshops and effective coaching for teams and leaders. Shawn has been involved in team training and executive coaching for 25 years, and established Atlanta Challenge in 2003. He is a certified Robbins-Madanes Coach (*Tony Robbins and Chloe Madanes*), a certified Marshall Goldsmith Leadership Coach and Teamwork Coach, and is a certified Thinking Styles Practitioner.

### Shawn's Integrated Leadership Approach



Shawn developed the *Teamwork Compass*,<sup>®</sup> an amazing team design process which helps teams and their leaders develop a powerful and effective culture of success. During his extensive career, Shawn has brought his unique combination of insight and inter-action to thousands of companies such as Accenture, Coca-Cola, Home Depot, and Cox Media. He has also worked with many non-profit and government organizations including the US Army, CDC, American Cancer Society, and thousands of other groups. He also works with teachers and students at many Atlanta area schools.

His company's charitable programs support the Boys & Girls Club of America and the Georgia National Guard Family Services Program, whom have received literally hundreds of bicycles, countless toys, and thousands of dollars worth of other donations. Shawn is also an avid hiker, kayaker, and father of 2. He lives in the Atlanta area with his wife of 22 years.