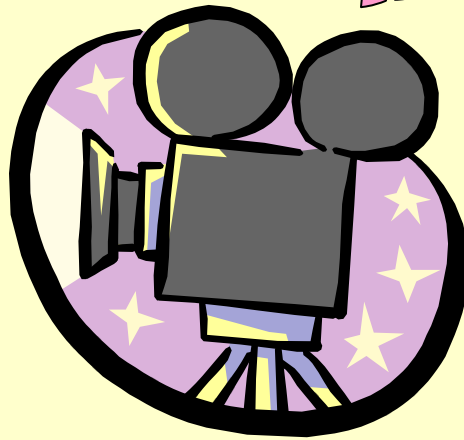


*the Leadership Difference*

*presents*

*The Power of Understanding People*

**HOLLYWOOD STYLE**



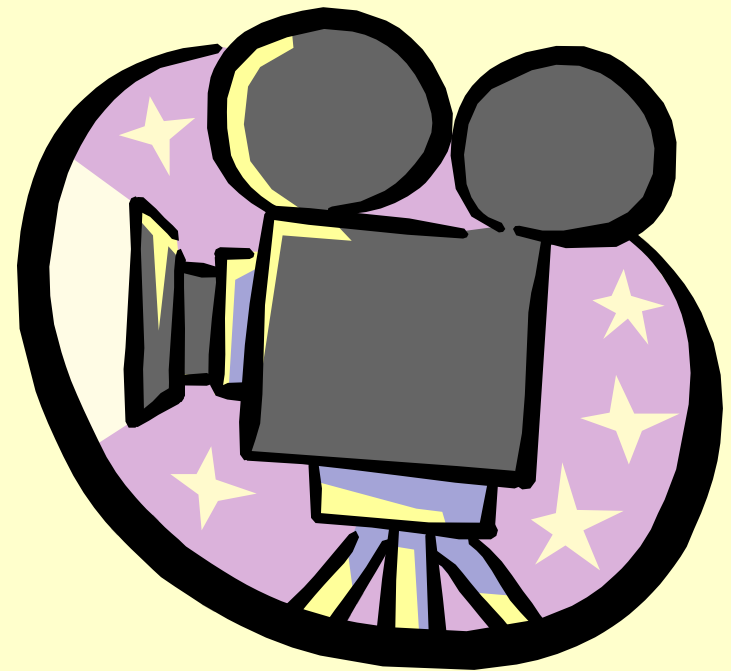
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# Power of Understanding People

*HOLLYWOOD STYLE*

## The Cast

- The Romantics
- The Warriors
- The Experts
- The Masterminds



# Power of Understanding People

*HOLLYWOOD STYLE*

## Romantics Versus Warriors

- 🎬 Emotional sensitivity versus logical sensitivity
- 🎬 Indirect communication versus direct communication
- 🎬 Honor bar versus aggressive negotiators
- 🎬 Large CTL container/small spoon vs. small CTL container/large spoon
- 🎬 Intrinsic need = praise vs. intrinsic need = independence

# Power of Understanding People

*HOLLYWOOD STYLE*

## The Romantics

- Trust their feelings (gut reaction) about situations and people
- Sometimes value others above themselves
- React strongly to emotion
- Have a need to feel committed to another person idea or cause
- Consider the impact of their actions on others

# Power of Understanding People

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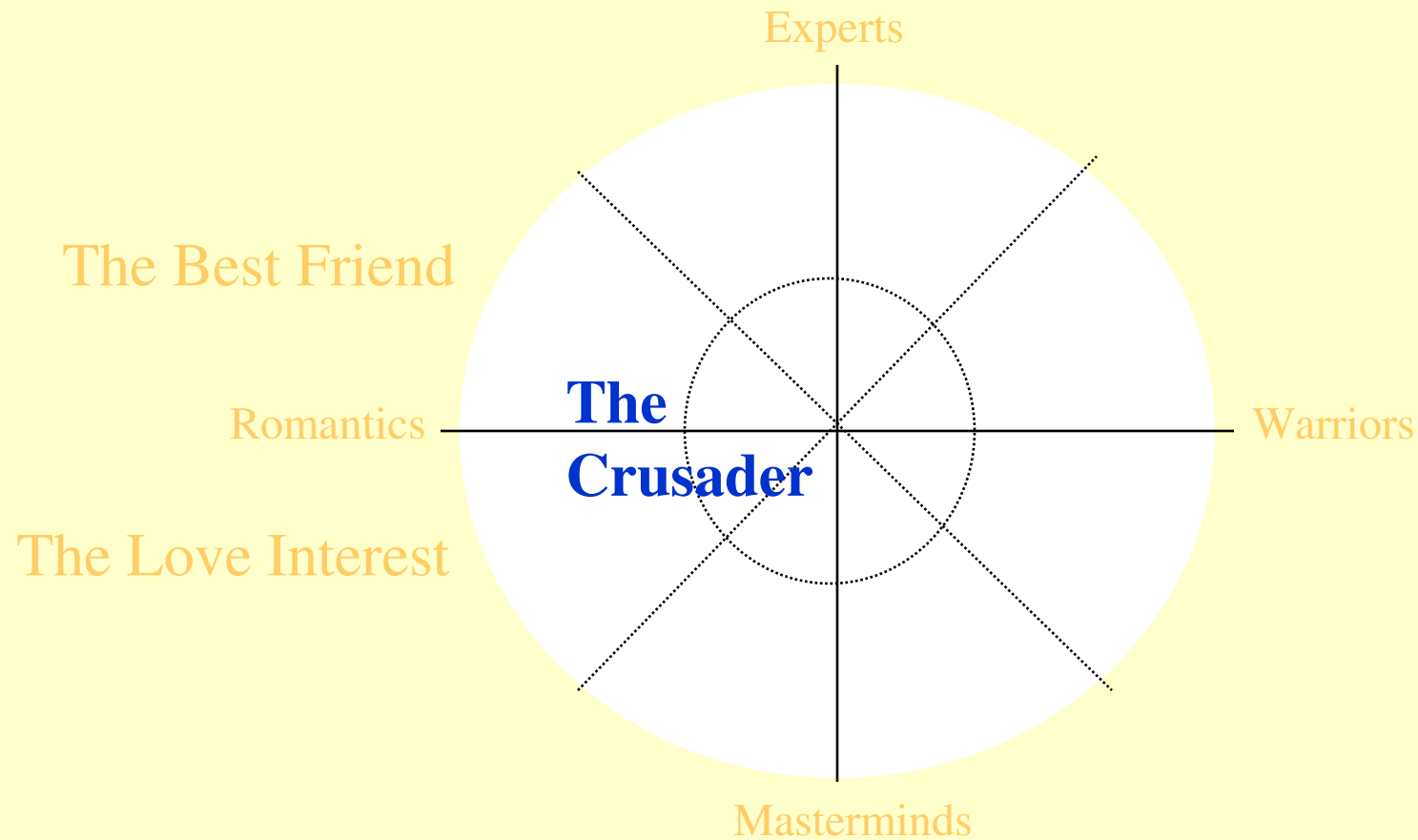
## The Romantics

- Value harmony among people with whom they interact
- Show appreciation of others easily and respond to praise
- Recognize the importance of tact
- Have a strong desire to make a contribution

# Power of Understanding People

*HOLLYWOOD STYLE*

## The Cast of Life

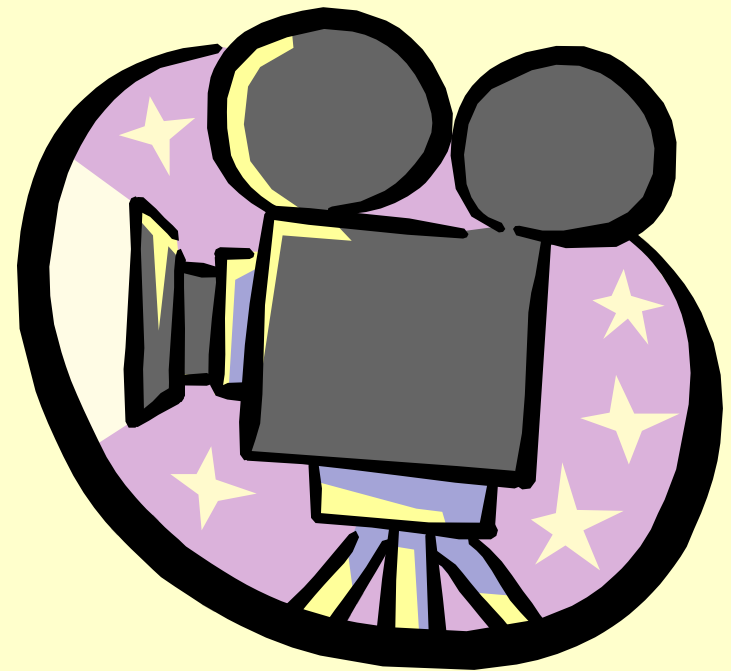


# Power of Understanding People

*HOLLYWOOD STYLE*

## The Romantics

- Hugh Grant
- Sandy Bullock
- Mel Gibson
- Ellen DeGeneres
- Drew Barrymore
- Ray Romano
- Jennifer Garner
- Susan Sarandon
- Kevin Costner



# Power of Understanding People

*HOLLYWOOD STYLE*

## Recognizing The Romantics

- They are personable and talkative
- May invest time in conversation unrelated to purpose
- Loyal, they will ask for you by name.
- Rarely criticize and express anger tactfully
- Quick to praise you

# Power of Understanding People

*HOLLYWOOD STYLE*

## Appealing to The Romantics

- Respect their feelings
- Keep them “in the loop” by communicating often
- Allow them to socialize
- Communicate specific expectations and deadlines
- Develop a relationship and be “likable”
- For internal customers: use them as morale consultants
- Praise them
- Give them time to vent their frustrations even if it is not related to you.

# Power of Understanding People

*HOLLYWOOD STYLE*

## The Warriors

- Are competitive
- Have a strong desire to improve
- Are analytical
- Value logic, justice and fairness
- Consider truth more important than tact

# Power of Understanding People

*HOLLYWOOD STYLE*

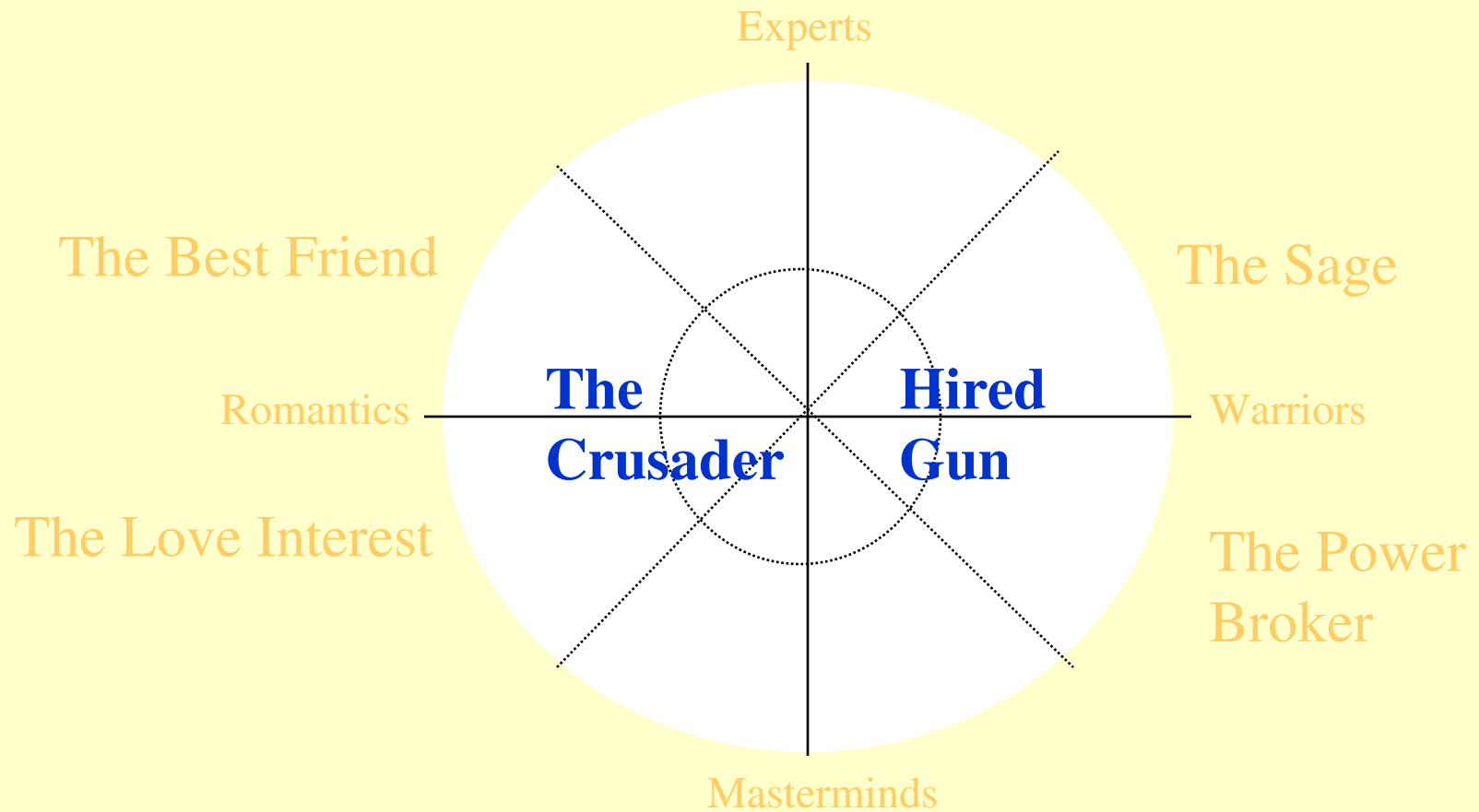
## The Warriors

- Believe feelings are only valid if they are logical
- Are often seen as driven or extremely goal oriented
- Focus on enhancing rather than praising
- Seem always to have a plan
- Rarely act without a purpose

# Power of Understanding People

*HOLLYWOOD STYLE*

## The Cast of Life

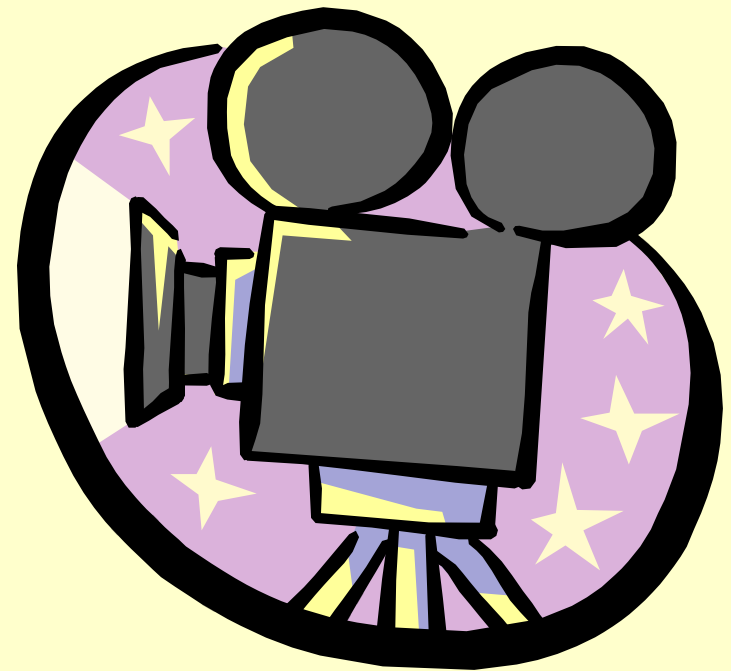


# Power of Understanding People

*HOLLYWOOD STYLE*

## The Warriors

- Al Pacino
- Tom Cruise
- Pierce Brosnan
- Sigourney Weaver
- George Clooney
- Katherine Hepburn
- Will Smith
- Robert DeNiro



# Power of Understanding People

*HOLLYWOOD STYLE*

## Recognizing The Warriors

- They get to the point quickly.
- May appear more irritated than they are
- Talk fast
- Want an answer immediately
- May expect things to be handled on their terms
- Negotiate aggressively
- Come across as very intelligent
- Not overly friendly, but genial.

# Power of Understanding People

*HOLLYWOOD STYLE*

## Appealing to The Warriors

- Be direct
- Do not “manage them”
- Impress them with your professionalism (warm, but outcome oriented)
- Express confidence that you can handle their transaction
- Don’t personalize their limited tact
- Respond quickly and efficiently. Be valuable!
- Tell them what you did, not what you are going to do
- Be assertive when obtaining feedback and don’t expect an abundance of praise

# Power of Understanding People

*HOLLYWOOD STYLE*

## Experts Versus Masterminds

- 🎬 Factual sensitivity versus conceptual sensitivity
- 🎬 Details versus “Big Picture”
- 🎬 Cautious versus risk taker
- 🎬 Linear thinker versus systemic thinker
- 🎬 Intrinsic need = security versus intrinsic need = excitement

# Power of Understanding People

*HOLLYWOOD STYLE*

## The Experts

- Trust what is certain and concrete
- Value realism and common sense
- Like to apply and hone established skills
- Tend to be specific and literal
- Give detailed instructions

# Power of Understanding People

*HOLLYWOOD STYLE*

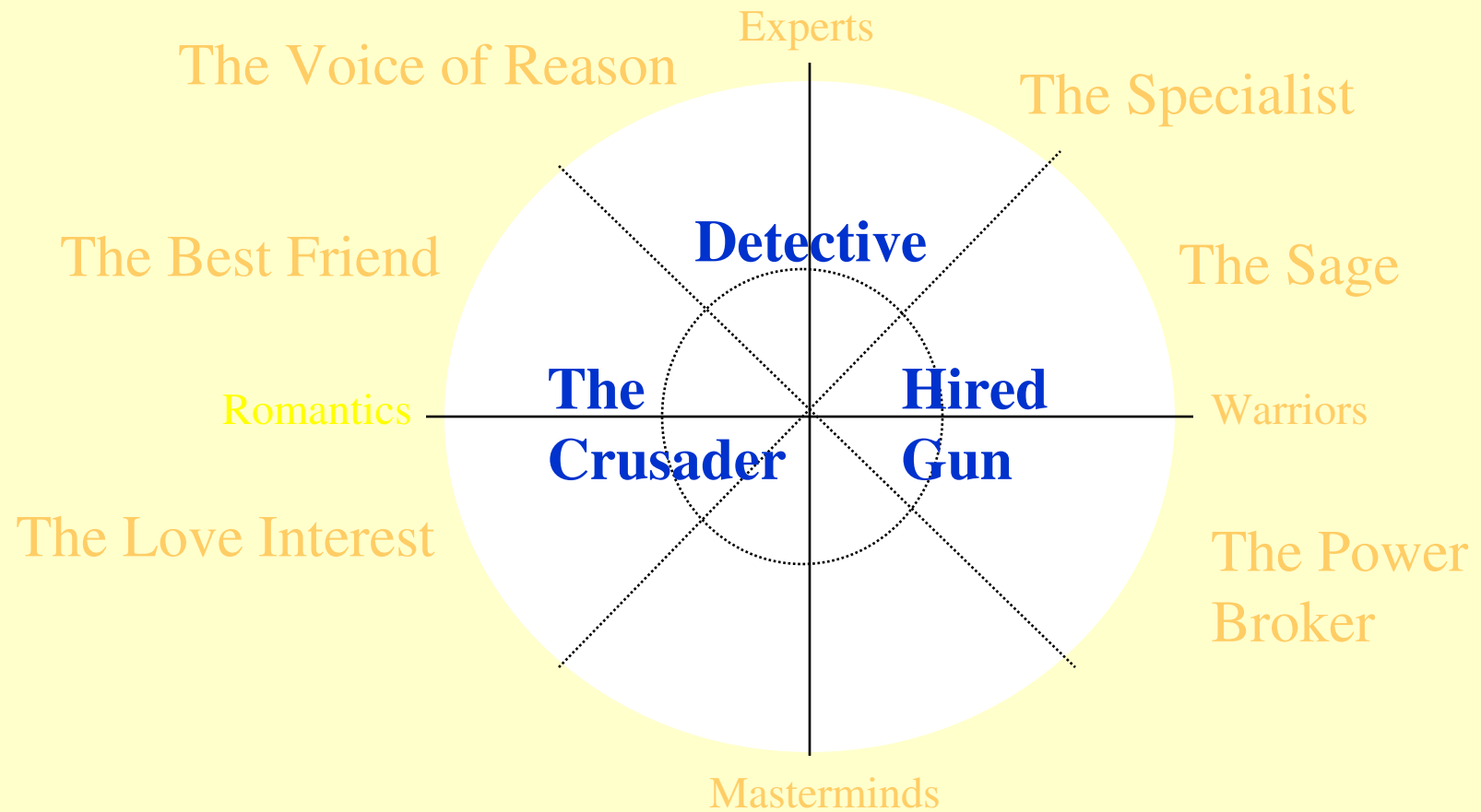
## The Experts

- Present information in a step by step manner
- Are focused on the present
- Have great respect for the rules
- Value consistency and reliability

# Power of Understanding People

**HOLLYWOOD STYLE**

## The Cast of Life

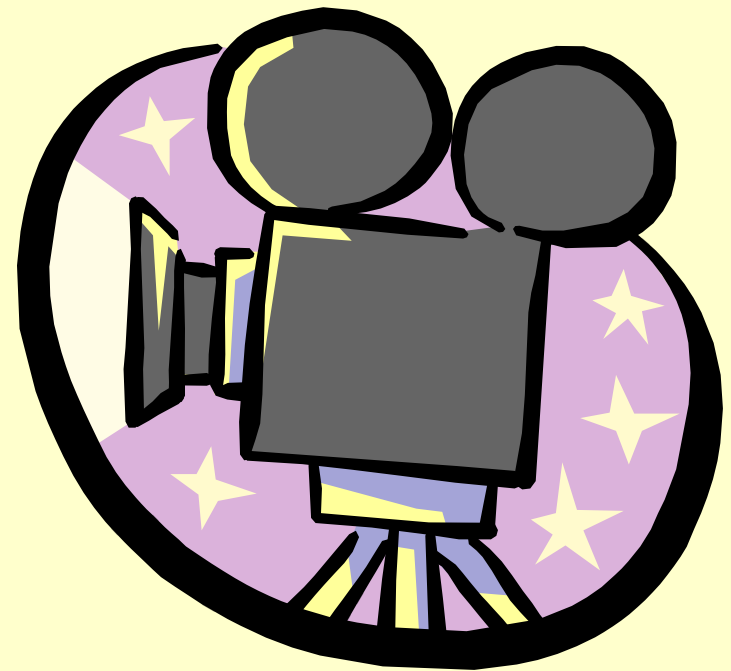


# Power of Understanding People

*HOLLYWOOD STYLE*

## The Experts

- Tom Hanks
- Jodie Foster
- Ethan Hawke
- Nicole Kidman
- Samuel L Jackson
- Gwyneth Paltrow
- Kevin Kline
- Gillian Anderson



# Power of Understanding People

*HOLLYWOOD STYLE*

## Recognizing The Experts

- They often have great depth of knowledge about the process.
- If they don't, they may want to obtain it from you...
- Very specific with their questions and requests
- Disappointed if things don't go exactly as they were told
- May appear stubborn on small issues
- Complete their assignments on time and detailed
- They like appointments for call backs and upcoming interactions

# Power of Understanding People

*HOLLYWOOD STYLE*

## Appealing to The Experts

- Be specific and provide details
- Respect the rules
- Respect their knowledge and historical data
- Give examples of precedence. Be knowledgeable!
- For internal customers, obtain their input before implementing change
- Don't label them as malcontents
- Be patient with their questions and answer thoroughly
- **KEEP PROMISES!**

# Power of Understanding People

*HOLLYWOOD STYLE*

## The Masterminds

- Trust inspiration and inference
- Value imagination and innovation
- Like to learn new skills and become easily bored with things they have mastered
- Often use metaphors to explain their ideas

# Power of Understanding People

*HOLLYWOOD STYLE*

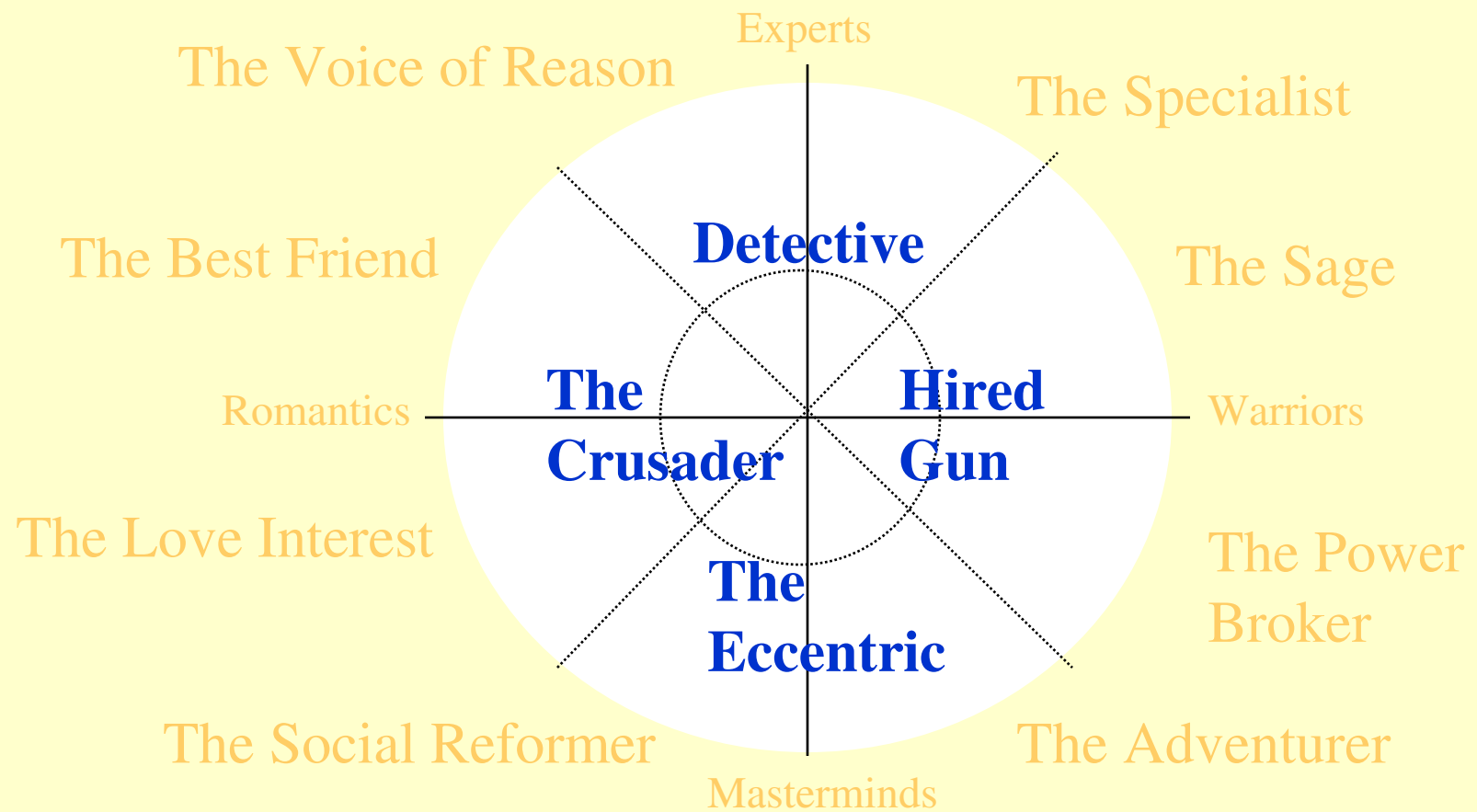
## The Masterminds

- Present information in large chunks or in a roundabout manner
- Tend to be impractical dreamers
- Can appear to be disorganized and absent minded
- Seek change, take risks and are comfortable in chaos

# Power of Understanding People

**HOLLYWOOD STYLE**

## The Cast of Life

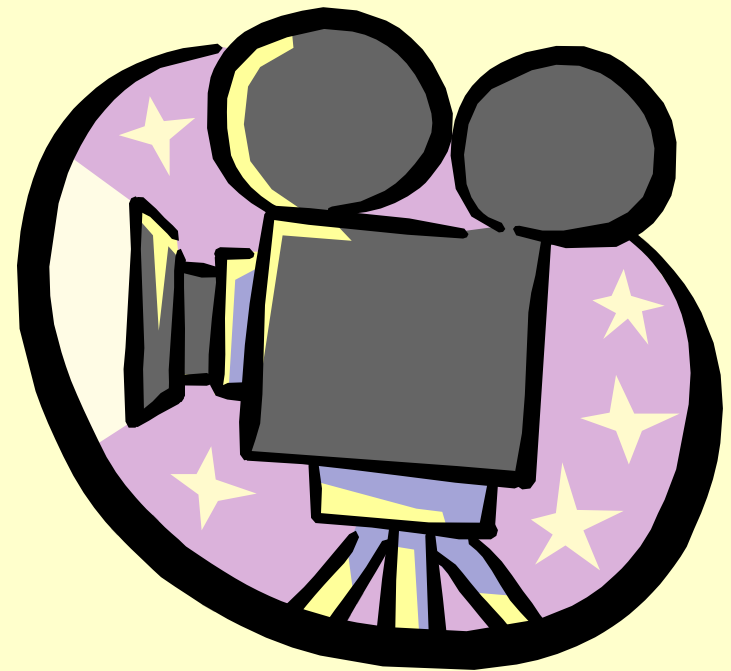


# Power of Understanding People

*HOLLYWOOD STYLE*

## The Masterminds

- Robert Redford
- Harrison Ford
- Meryl Streep
- Julia Roberts
- Denzel Washington
- Brad Pitt
- Lisa Kudrow
- Val Kilmer
- Angelina Jolie



# Power of Understanding People

*HOLLYWOOD STYLE*

## Recognizing The Masterminds

- Conversation may go off on other tangents
- They will challenge you to provide options or exceptions
- Often very charming and enthusiastic
- May forget some of the content of previous discussions
- Often use language like “What if” or “Would it be possible”
- Less specific and more general in their questions and expectations (Big Picture thinker)

# Power of Understanding People

*HOLLYWOOD STYLE*

## Appealing to The Masterminds

- Acknowledge their ideas and give them consideration
- Be flexible with expectations of exact compliance
- Indulge them when they explore all their options
- Be flexible when expecting them to keep appointments or meet deadlines. Be enthusiastic!
- For internal customers: follow up with them to support development of ideas and...
- Give them projects outside their usual responsibilities and...
- Allow them to try new things

# Power of Understanding People

**HOLLYWOOD STYLE**

Designed, Developed and Delivered By

**Dave Mitchell**

*the Leadership Difference*

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**[www.theleadershipdifference.com](http://www.theleadershipdifference.com)**

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