

FOLLOWING THE PLATINUM RULE WILL HELP YOU AVOID CONFLICTS

Think of a person with whom you work closely. Then check the statement in the following pairs that describe this person a little better than the other:

- 1A _____ she/he usually reacts slowly and deliberately.
1B _____ she/he usually reacts quickly and spontaneously.
- 2A _____ she/he usually focuses primarily on ideas, concepts and results.
2B _____ she/he usually focuses primarily on persons, interactions and feelings.

These items are adapted to help you identify a person's communication style.

If you checked 1A and 2A, you're dealing with a *White*
If you checked 1A and 2B, you're dealing with a *Blue*
If you checked 1B and 2A, you're dealing with a *Red*
If you checked 1B and 2B, you're dealing with a *Yellow*

Knowing these four categories helps you follow the *platinum rule*: Treat others the way *THEY* want to be treated.

Each type of person has particular strengths and weaknesses, goals and fears, motivators and irritators. If you know a person's type and know these characteristics about that type, you can approach that person in ways he or she will appreciate and view positively:

BLUE

Strengths: Servicing, listening.
Weaknesses: Oversensitivity, indecision
Goals: Acceptance, stability
Fear: Sudden change
Motivator: Involvement
Irritations: Insensitivity

WHITE

Strengths: Planning, analyzing
Weaknesses: Perfectionists, critical
Goals: Accuracy, thoroughness
Fear: Criticism
Motivator: Progress
Irritation: Unpredictability

YELLOW

Strengths: Persuasion, interacting w/others
Weaknesses: Disorganization, carelessness
Goals: Popularity, applause
Fear: Loss of prestige
Motivator: Recognition
Irritations: Routine

RED

Strengths: Admin, taking initiative
Weaknesses: Impatience, insensitivity
Goals: Productivity, control
Fear: Being hustled
Motivator: Winning
Irritation: Indecision

Adapting what you say to the type of person you are dealing with helps communication in a variety of work situations (such as asking for a raise, closing a sale, planning a big project, providing better service. or building morale).

Understanding people's type doesn't mean stereotyping them. You simply avoid unnecessary conflict so you eventually have the opportunity to get to know them better as individuals.

The *platinum rule* isn't manipulative – it's courteous and considerate. It helps you speak other people's language. Rather than insisting they speak yours. It doesn't ask you to alter your ideas or lie – only to adapt *how* you present your ideas so others will give them a fair hearing.

Slow, Deliberate

Quick Activity, Spontaneous

People, feelings

Blue

Mr. Rogers

- Supportive
- Nurturing
- Nurses, teachers, full-time moms who love helping kids
- Love helping people get what they want
- No interested in hard business side, but will want to help others
 - Can be decisive
 - High credibility
 - Well-organized
- Great at multi-tasking

Yellow

Robin Williams

- Love fun
- Adventurous
- Love meeting new people
- Enjoy selling
- Always talking, tells long stories
 - Won't listen
 - Trendy
 - Popular
- Life of the party
- They will rarely book follow-ups so be sure to help
 - Believe that they are great multi-taskers but they are not
- Will connect to tons of people

Ideas, Concepts & Results

White

Mr. Spock

- Engineers, CPAs, Accountants, Computer programmers
 - Logical, not emotional
- Will ask for information again, again, again and again
- Well do research for themselves
 - Like to be right
 - Usually are right
- You can't close a white just keep giving information they will decide on their own

Red

Donald Trump

- Like to be in charge
 - Great Organizers
- Always improving things
- Always think that they know best
- Focuses on the bottom line
 - Interested in ROI
- Don't listen because they know it already
- All Reds think that they are Blue
 - Love recognition and competition
- Reds will make LOTS of money