



Leadership & Communication

The Skills of Champions!

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Great leaders & communicators

- Know their audience
- Inspire their audience
- Serve their audience



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AGENDA

- Managers & Leaders
- Successful Synergy
- Dimensions of Behavior
- Effective Communication Strategies
- Actually Differentiating
- Final Thoughts



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Managers...

- have dedicated employees
- communicate
- share what needs done
- manage/direct tasks
- want to see results
- eye the bottom line
- are good soldiers
- develop business relationships
- get things done



Managers & Leaders

tactical vs strategic approaches

MANAGERS...

- have dedicated employees
- communicate
- share what needs done
- manage/direct tasks
- want to see results
- eye the bottom line
- are good soldiers
- develop business relationships
- get things done

LEADERS...

- earn spirited disciples
- persuade
- share what can be done
- lead/inspire people
- want to see achievement
- eye the horizon
- are their own person
- also develop personal relationships
- make things happen



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Managers & Leaders

- Management is a profession...and people have to work for you.
- Managers affect the detail by which we maintain our focus to be successful...
- Managers make you do stuff that needs to get done!
- Leadership is a calling...and people want to work with you.
- Leaders affect our desire to strive and create great things for our clients...
- Leaders make you want to do stuff that will be awesome!



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Leadership & Management Synergy



Strong Management = Future **SURVIVAL**

Strong Management + Strong Leadership = Future **GROWTH**

Dimensions of Behavior

- Fill out profile questionnaire.
- Discuss how we do and how we should behave with colleagues, clients, peers, etc.



Dimensions of Behavior

- **Dominance**
 - Motivated to solve problems and get immediate results.
 - Tends to question the status quo.
 - Prefers direct answers.
 - “I like being the/my own boss.”
 - “I know what I want and go after it.”
 - “I like to test myself with new challenges.”
- **Influence**
 - Motivated to persuade and influence others.
 - Tends to be open, verbalizing thoughts and feelings.
 - Prefers working with a fun team rather than alone.
 - “I enjoy telling stories & entertaining people.”
 - “I get fired up about things.”
 - “I like freedom from control and details.”

Dimensions of Behavior

- **Steadiness**
 - Motivated to create a stable, organized environment.
 - Tends to be patient and a good listener.
 - Prefers participation over directing; listening more than talking.
 - “I like working with people who get along.”
 - “I enjoy helping people.”
 - “I can be counted on.”
- **Conscientiousness**
 - Motivated to achieve high personal standards.
 - Tends to be diplomatic, carefully weighing pros/cons.
 - Prefers environments with clearly defined expectations.
 - “I am good at analyzing things.”
 - I prefer facts to emotions.”
 - “I enjoy working with people who are organized and have high standards.”

Strategies for Success

- **Dominance**

- If you emphasize Dominance, be aware that others may prefer:

- to weigh pros and cons (C)
 - to receive an explanation for your decisions (C)
 - to socialize briefly before getting down to business (I)
 - to cautiously approach change (S)

- **Influence**

- If you emphasize Influence, be aware that other may prefer:

- to receive facts and short answers (D)
 - to use systematic and organized approaches (C)
 - to benefit from your personal follow-through (S)
 - to encounter a low-key, sincere approach (S)



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Strategies for Success

- **Steadiness**

- If you emphasize Steadiness, be aware that others may prefer:

- to focus on the big picture and set priorities (D)
 - to make decisions quickly (D)
 - to know your needs and wants (I)
 - to challenge the way things are done (C)

- **Conscientiousness**

- If you emphasize Conscientiousness, be aware that others may prefer:

- To deal directly with conflict (D)
 - To use policies only as guidelines (I)
 - To openly communicate and negotiate with you (I)
 - To understand your rules and standards (S)

Compatibility/Effectiveness

	Excellent	Good	Fair	Poor
Relatability	Play/Work	Play/Work	Play/Work	Play/Work
D-D		P	W	
D-I		W	P	
D-S	W		P	
D-C			W	P
I-I	P	W		
I-S	W		P	
I-C			W	P
S-S	P	W		
S-C		W		P
C-C	W		P	

Identifying DISC Profiles

	D	I	S	C
Office	Trophies/BIG furniture	Group photos Piling system	Homey feel Plants	Organized Diplomas
What They Hear	Key points Bottom line	Fun stuff People events	Family Assurances	Consistency Facts/details
Salutation	“Mr./Mrs.” (or none)	“What’s up?” “Hey, buddy!”	“Hi First Name”	“Hello”
Chit Chat	No patience for rambling	Will let you ramble a minute or two	Will let you ramble to avoid conflict	Will let you ramble to process for evidence
Talking to Them	Rapid pace; little emotion	Rapid pace; friendly, fun	Slow pace; warm, caring	Moderate pace; formal

Create chemistry...

- Don't let your perspective or attitude get in the way of open communication or new ideas.
- Professionals can adapt their approach to almost any situation.
- If you can make your clients, colleagues or peers more comfortable, you win!



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Developing a UVP

What makes us any different than other firms?

- Most times, people will bring up these features:
 - Years established, number of staff, number of offices
 - Location of certain office
 - Full menu of services
 - General project experience
- Most times, someone else can say the same thing?



Developing a UVP

- What do these “features” really mean to our clients?
 - Capacity to execute large/complex projects
 - Ability to integrate many services needed
 - We’ve completed similar projects to theirs
- We are starting to relate to their potential concerns now, but still not really differentiating.



Developing a UVP

- Let's take it a step further:
 - What can we “guarantee” is unique about us?
 - Our people
 - Our culture
 - How we work together and with clients
 - How our specific experiences can benefit clients
 - What can we say about these things that no one else can?
 - What are our people really good at?
 - What kind of people do we like to hire?
 - How do we manage projects, teams, issues, communications?
 - Why specifically have our past projects been successful?



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We want to match our passions with their needs!

Developing a UVP

- **EXERCISE**

- Individually, complete the statements on the following slide.
- Prepare to share your proposed UVP with the room.

Developing a UVP

- **EXERCISE**

- *“I believe we offer our clients unique value because we...”*
 - Try to stay away from features.
 - Consider a process or person who is really effective.
 - It can be for any pursuit, client type or market you choose.

- *“What that means to you Mr./Ms. Client, is...”*
 - What is the direct benefit?
 - How has it helped others/can it help them be successful.
 - Validate with an example, perhaps.

Benefits of having a UVP

- It reaches a personal level of benefit that will frequently supersede a technical benefit.
- If you know and believe in the uniqueness of your firm or the people you work with, it is easier to relay that to your clients.
- The client is always asking “So What?”

Final Thoughts...

**Great ideas “presented well”
inspire people!**

Always understand your audience!

You don't need a title to be a leader!



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QUESTIONS?



GRASS
ROOTS

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