

## How to Discover Your Leadership Style

A great leader is someone that knows how to take massive action and inspire others to do the same. A great leader basically knows how to influence himself and others.

For centuries, scientists have tried to categorize human behavior. There are many models, but for this exercise, we will use the model developed by Dr. Eileen Russo. Her model uses two dimensions of personality: expressiveness and assertiveness.

**ASSERTIVENESS** is the quality of being self-assured and confident without being aggressive. This is a skill that can be learned and developed.

**EXPRESSIVENESS** is the quality that shows or communicates meaning or feeling effectively. This is a skill that can be learned and developed.

The combination of the two dimensions results on four basic personality styles:

- ==> Low Expressiveness + Low Assertiveness = **Systematic**
- ==> Low Expressiveness + High Assertiveness = **Direct**
- ==> High Expressiveness + High Assertiveness = **Spirited**
- ==> High Expressiveness + Low Assertiveness = **Considerate**

Below, you will find the strategies to optimize the behaviors that result from each one of this personality styles. It's a great guide for you to learn how to deal with different kinds of people, so you can effectively move people into action.

Please, mark the ones you identify with. This is great to help you become aware and define what kind of personality you have. After you have identified yourself, you can search for the personality style of the people you want to influence.

### **DIRECT: LOW EXPRESSIVENESS + HIGH ASSERTIVENESS**

- Appeal to their sense of wanting to have excellent results if you need to make a change
- Give them chances to excel and compete when possible
- Communicate in short, direct sentences with a specific call of action or request
- Be on time and end on time
- Don't promise what you aren't sure you can deliver
- Don't give or ask information about personal issues unless they initiate it
- Give specific, measurable outcomes for them to strive
- Tell the truth. Don't sugar-coat it

### **SPIRITED: HIGH EXPRESSIVENESS + HIGH ASSERTIVENESS**

- Allow time to brainstorm and let them express their ideas freely
- Explain ahead of time how much time they will have for discussion
- Praise them in front of other people
- Show interest in their ideas but redirect them to the practical execution.
- Understand that they may exaggerate
- Establish timetables with specific steps so your expectations are clear
- Set deadlines in order to help them stay on task for the final deadline
- Challenge them to break down their 'big ideas' into specific outcomes and steps
- Provide discipline in the sense of making it clear what will happen if they succeed and if they fail

### **SYSTEMATIC: LOW EXPRESSIVENESS + LOW ASSERTIVENESS**

- Focus on facts instead of opinions
- Try to be accurate and precise when communicating with them
- Give logical reasons for what you are doing and what you are asking them to do
- Allow time for the research and analysis phase of a project
- Set timeframes when analysis should be done and when the next phase should start
- Give them time to check facts and reflect on what they learned
- Be organized and prepared when you meet with them
- Avoid personal topics in your interactions
- When conflicts arise, focus on facts and figures over personalities and feelings

### **CONSIDERATE: HIGH EXPRESSIVENESS + LOW ASSERTIVENESS**

- Express a sincere interest in their feelings, thoughts, and personal life
- Foster trust in your relationship with them
- Reassure them that they are doing a good job, and correct them gently when they are not
- Try to move at a relaxed pace, giving them time to process changes
- Monitor their workload to ensure they haven't taken on more work than they should
- Encourage them to ask questions and share their opinion
- Let them know that you appreciate their help
- Give them opportunities to help others with projects or learn new tasks
- Help them identify goals they can reach, but make sure they are achievable

Yes You Can!