

# Understanding People

Every person has a unique interpersonal style. Learn how to build stronger relationships by:

- Identifying a person's style quickly
- Adjusting your style to meet their needs

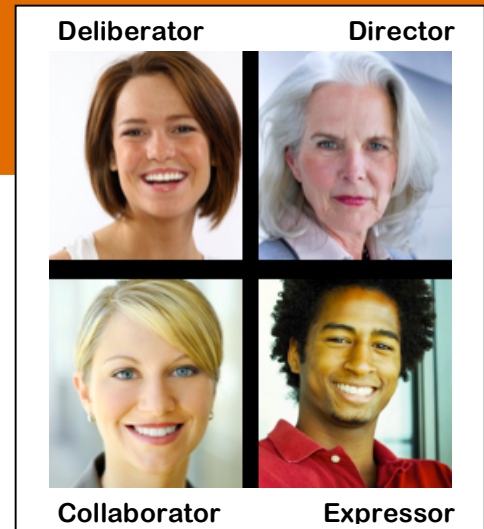
High performers understand that every person has a unique interpersonal style—a set of behavior expectations as to how they prefer to interact with others. The more adept you are at identifying and understanding interpersonal style preferences and, then, adjusting your own style to meet the style preferences of others, the more likely the you are to build strong relationships. This skill is key for:

- Developing customer loyalty
- Engaging and motivating associates
- Interacting optimally with colleagues
- Problem solving efficiently and effectively

For 40 years, Wilson has helped individuals inside organizations learn how to utilize Interpersonal Style and build lasting relationships.

**The Platinum Rule:**  
**Treat others the way they would like to be treated!**

As human beings, we are conditioned to pick up clues from the behavior of others—a smile, a frown, a deep sigh, a clenching of the fist, a shaking of the head, or a gaze. We also send signals in a variety of ways—a glance away, a crossing of the arms or legs, a hearty laugh, leaning back, leaning forward, and countless other actions which indicate a person's degree of dominance and sociability in a relationship. The signals we send and receive are observed and cataloged in our own and



other's minds. Very often our interpretation of those signals determines our likely actions and reactions toward each other.

The responsive acts we choose are usually consistent with the set of behaviors we feel most comfortable with—our comfort zones. Over time these behaviors become habitual, and they comprise our unique **Interpersonal Style**.

Your Interpersonal Style consists of a particular pattern of actions that others can observe and agree upon for describing your behavior. The model is based on two dimensions: **Dominance** and **Sociability**.

**Dominance** measures a person's effort to influence the thinking and actions of others. People with high dominance attempt to influence others through overt personal control. Those with low dominance assert themselves with more moderate, unassuming, and quiet behaviors.

**Sociability** is the tendency to express feelings openly and to be outgoing with people. Highly sociable people exhibit behaviors that indicate a strong display of feelings and emotions in their interactions. People at the other end of the scale, tend to show a minimum outward display of feelings and emotions.

**Versatility:**  
**The ability to adjust your style to meet the style needs of others.**