



THE PLATINUM RULE

**Powerful People Skills for Building
Long Term Relationships**

Tony Alessandra

Personality differences: they're what make life so rich and fascinating and often so frustrating, too. Most of us never figure out some people. We just ricochet through life, getting along with some people and dealing as little as possible with others because they're so different from us.

Everyone knows the Golden Rule: Do unto others as you would have done unto you. But this habit can turn off those people who have different needs, wants and hopes than we do. Instead, the real key to making a difference is to apply the Platinum Rule: Do unto others as they would like done unto them! Once you understand and master the Platinum Rule, you'll be able to build bridges to people of any style in any personal or business situation.

- UNDERSTAND THE STRENGTHS, WEAKNESSES, LIKES, DISLIKES, FEARS, AND GOALS OF EACH OF THE FOUR BEHAVIORAL STYLES
- UNDERSTAND YOUR OWN BEHAVIORAL STYLE AND HOW TO MAXIMIZE ITS STRENGTHS AND MINIMIZE ITS WEAKNESSES.
- LEARN HOW TO "READ" THE BEHAVIORAL STYLE OF OTHERS — QUICKLY AND ACCURATELY THROUGH THEIR VERBAL, VOCAL AND VISUAL SIGNALS.
- DISCOVER STRATEGIES FOR CREATING INSTANT RAPPORT AND BETTER COMPATIBILITY WITH EACH BEHAVIORAL STYLE.
- LEARN HOW TO PRACTICE ADAPTABILITY WITH EACH BEHAVIORAL STYLE - THROUGH YOUR FLEXIBILITY (THE WILLINGNESS TO ADJUST YOUR BEHAVIOR) AND VERSATILITY.

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- THE TWO DIMENSIONS OF BEHAVIORAL STYLES

- THE FOUR BASIC BEHAVIORAL STYLES

- STRENGTHS & WEAKNESSES OF EACH STYLE

- HOW THEY COMMUNICATE

“Prescription before diagnosis is malpractice.”

“When two people want to do business together, the details never stand in the way.”

“People buy from people they like.”

“Do unto others as they would have you do unto them.”

-Tony Alessandra

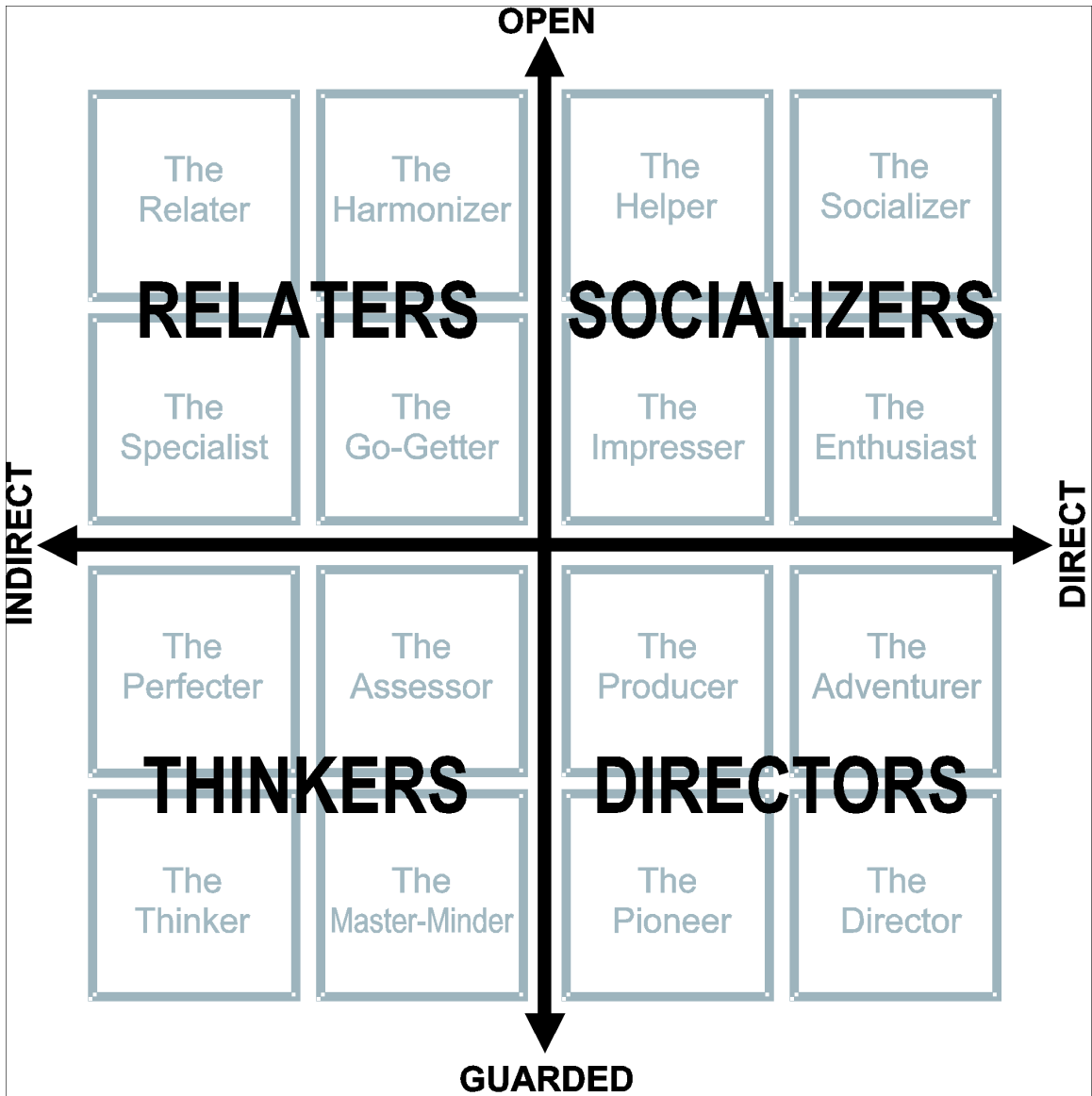
- HOW THEY SET GOALS

- HOW THEY MAKE DECISIONS

- SOCIAL & WORK COMPATIBILITY

- IN RELATIONSHIPS WITH EACH STYLE...

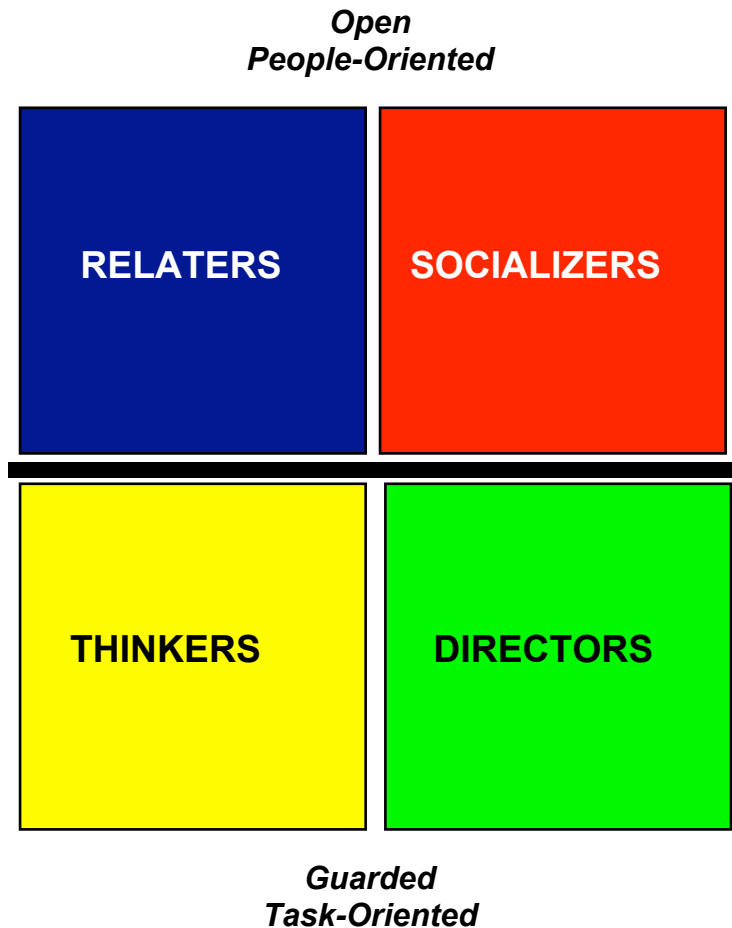
- TREAT THEM...



How To Identify Another Person's Behavioral Style

How do you quickly and accurately identify each of the four behavioral styles in order to practice adaptability? You do this by focusing on two areas – **openness and directness**. How open or guarded is the person and how direct or indirect is the person?

OPENNESS



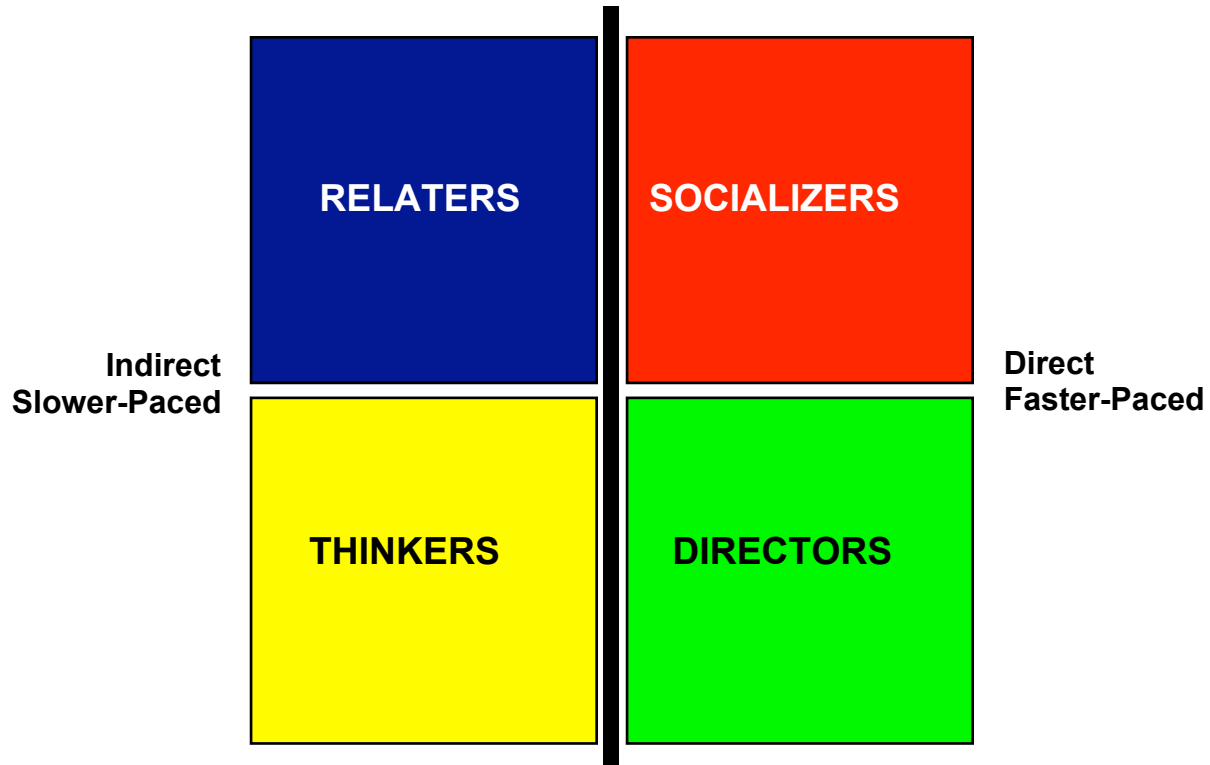
Open Behaviors

- Shows feelings and enthusiasm
- More relaxed and warm
- Emphasizes main ideas
- Goes with the flow
- Conversation includes digressions
- Opinion-oriented
- Animated facial expressions
- Friendly handshake
- Initiates/accepts physical contact

Guarded Behaviors

- Keeps feelings private
- Limited range of facial expressions
- More formal and proper
- Avoids/minimizes physical contact
- Goes with the agenda
- Speaks in specifics; cites facts
- Formal handshake
- Conversation stays on subject

DIRECTNESS



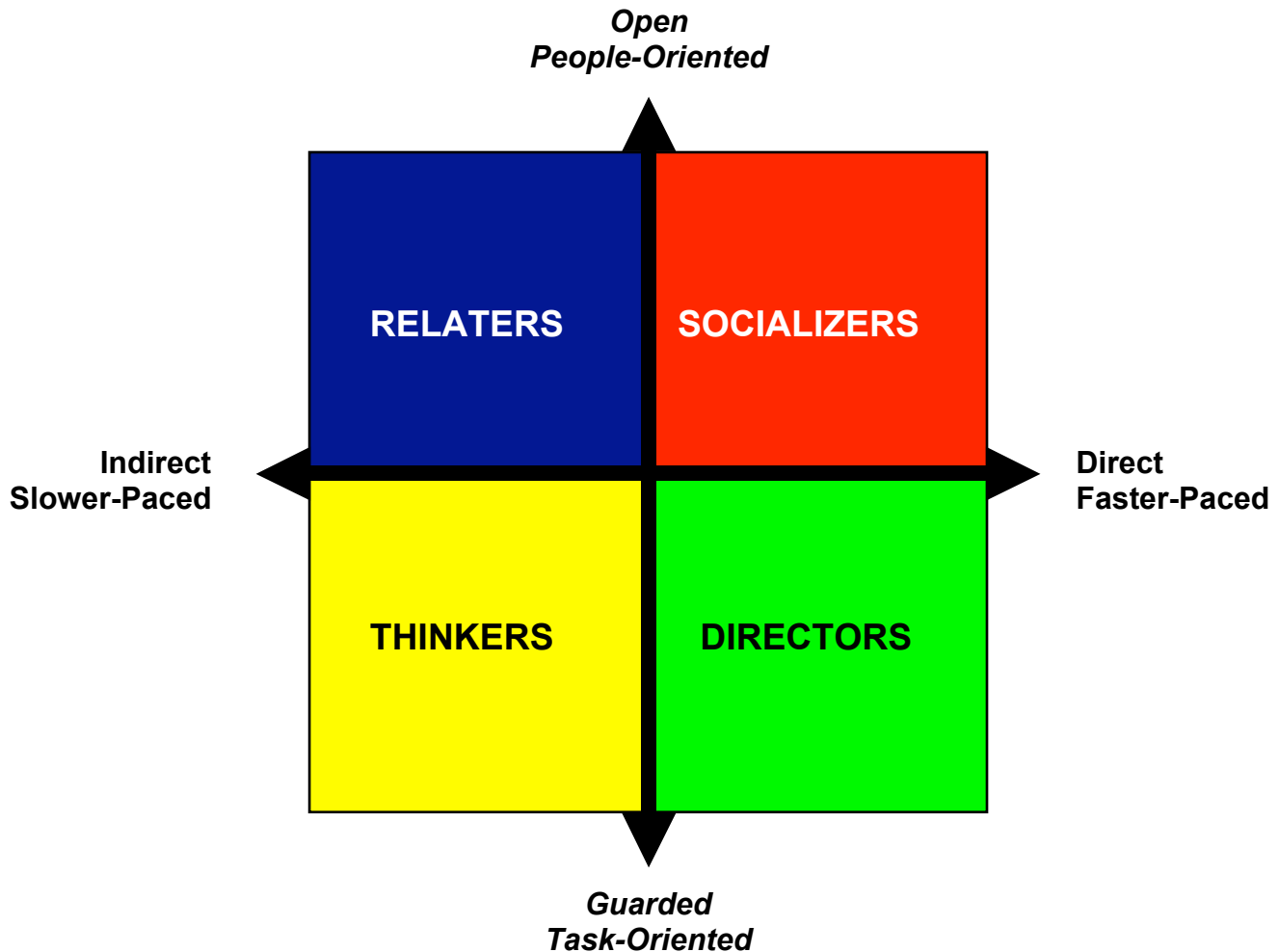
Indirect Behaviors

- Infrequent use of gestures and voice intonation to emphasize points
- More patient and cooperative
- Often makes qualified statements
- Gentle handshake
- Infrequent contributor in groups
- More likely to wait for others to introduce themselves
- Reserves expression of opinions

Direct Behaviors

- Frequently uses gestures and voice intonation to emphasize points
- Less patient; more competitive
- Often makes emphatic statements
- Sustained eye contact
- Frequent contributor in groups
- Firm handshake
- Expresses opinions readily
- More likely to introduce self to others

THE WHOLE PICTURE



When you combine the two scales, you arrive at each of the four different behavioral styles. Individuals who exhibit guarded and direct behaviors are Director Styles. People who are both direct and open are Socializer Styles. People who exhibit open and indirect behaviors are Relater Styles. Finally, indirect and guarded people are Thinker Styles.

So, to quickly identify the styles of other people ask these two questions:

1. Are they more direct and fast-paced or indirect and slower-paced?
2. Are they more guarded and task-oriented or open and people-oriented?