TODAY’S PRESENTER:

Krista Berry Ortega
Sr. Manager, Sanford Partnerships
Sanford Programs at National University System
“As a philanthropist dedicated to distributing my wealth to causes I believe strongly in, few things are as gratifying to me as seeing the transformational impacts of effective fundraising. Fundraising by cause organizations drives research that saves people’s lives, helps young children succeed in life and school, and creates improvement to our communities and the world at large.”

- T. Denny Sanford
BUDDY UP!
Quick Conversation:

If you could be any animal, what would you be and why?
What You Can Expect to Learn

• Recognize the **four different social styles**
• Identify your own **dominant** social style.
• Learn how to **communicate** with people who operate from each of the various styles.
• Understand the concept of **versatility** and how it affects your ability to **relate** to all social styles.
What do successful leaders do?

They…

**Understand** themselves and how their behavior affects others

**Understand** their reactions to other people

**Know** how to adapt their behavior/social style to build successful relationships
The Social Styles Model

The FOUR social styles are based on these personality functions:

- DRIVER (Sensing)
- EXPRESSIVE (Intuitive)
- AMIABLE (Feeling)
- ANALYTICAL (Thinking)
Social Styles Foundations

1. Everyone has a dominant style and a secondary style.
2. Social style dictates all communication.
4. People respond well to others with their same style.
### Dominant Style Traits

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<th>ANALYTICAL</th>
<th>DRIVER</th>
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<td>Critical</td>
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<td>Dependable</td>
<td>Egotistical</td>
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<td>Agreeable</td>
<td>Gregarious</td>
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What Your Social Style Measures

- Human behavior is predictable thanks to engrained habits and attitudes.
- Social style is not a full measure of personality, but describes where you fall on two spectrums of behavior:
  1. Assertiveness (telling vs. asking)
  2. Responsiveness (emotional vs. controlled)
Nonresponsive (Controlled)
- Wants facts and figures; precise about time;
- task-oriented; objective and reserved

Nonassertive (Asking)
- Inquisitive;
- slow-acting;
- risk averse;
- non-verbal;
- cooperative

Analytical “How”

Driver “What”

Assertive (Telling)
- Fast; active;
- risk taker;
- verbal;
- directive;
- competitive

Responsive (Emotional)
- Expressive about feelings; wants feelings
  and emotions; imprecise about time;
- people oriented; subjective

Amiable “Why”

Expressive “Who”
AMIABLE SOCIAL STYLE

Slow in making decisions or taking actions
Likes close, personal relationships
Dislikes interpersonal conflict
Supports and actively listens to others
Weak in goal setting and self-direction
Seeks security and identification with a group
Has good counseling and listening skills
ANALYTICAL SOCIAL STYLE

Cautious in decisions and action
Likes organization and structure
Dislikes involvement
Asks specific questions
Prefers objective, task-oriented, intellectual work
Wants to be right, so collects much data

Works slowly, precisely, and alone
Has good problem-solving skills
**DRIVER SOCIAL STYLE**

Decisive in *action* and *decision making*

Likes *control*; dislikes inaction

Prefers maximum *freedom* to manage self and others

Cool, *independent*, and *competitive* with others

*Low tolerance* for feelings, attitudes, and advice of others

Works *quickly* and impressively alone

Has good *administrative* skills
EXPRESSIVE SOCIAL STYLE

Spontaneous actions and decisions
Likes involvement
Exaggerates and generalizes
Dreams & gets others caught up in those dreams
Jumps from one activity to another
Works quickly and excitedly with others

Seeks esteem and group identification
Has good persuasive skills
STRENGTHS

**DRIVER**
- Asks questions that challenge tradition
- Works quickly to resolve issues

**EXPRESSIVE**
- Brings a sense of enthusiasm
- Looks for different approaches

**AMIABLE**
- Excels at calming disagreements
- Easily negotiates conflicts between teams/people

**ANALYTICAL**
- Clarifies complex issues
- Demonstrates organizational skills
REMINDER

• There is no best social style position
• Your dominant style is not your full personality
• Your style profile represents a theme in your performance
• Your dominant style has growth actions
• Building relationships across style can be challenging, but is possible
What is your dominant social style and why?

DRIVER? ANALYTICAL EXPRESSIVE AMIABLE?
STRENGTHS

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Communicating with Other Styles
Notice the Person’s Surroundings
Office decorations and how things are arranged
Furniture
Pictures, diplomas, awards

Being able to identify a social style does not provide a crystal ball that predicts a prospect’s every action, but it does provide a basis for forming reasonable expectations about recurring behavior.
Communication Strategies for Drivers

NEED: Results

ORIENTATION: Action

• Keep it brief and on task.
• Don’t overdo visuals.
• Give them lots of room to talk.
• Challenge concepts, not them.
• Do not bluff or avoid answering an objection.
• Give them options that require action.
• Stress a sense of urgency to act now.
Communication Strategies for Expressives

NEED: Approval
ORIENTATION: Spontaneity

- Show them how everyone can win.
- Lead with your most innovative ideas.
- Ask open-ended questions.
- Present ideas and seek feedback (be genuine).
- Use some showmanship and plenty of visuals.
- Never argue.
- Use testimonials from well-known people.
Communication Strategies for Amiables

NEED: Personal Security
ORIENTATION: Relationships

- Do your homework before you meet!
- Avoid a canned approach and presentation.
- Use visuals and testimonials.
- Use empathy and show you understand their feelings.
- Move to a first-name basis quickly.
- Avoid asking directly for a donation.
- Use third-party references.
Communication Strategies for Analyticals

NEED: To Be Right
ORIENTATION: Thinking

• Know their business and interests thoroughly.
• Use a logic-based, low-key style.
• Start with an agenda for the meeting.
• Emphasize proven aspects of your org’s work.
• Use research-based visual aids.
• Point out the pros and cons.
• Present a summary of major points.
• Avoid opinions; stick to facts.
## TIP SHEET!

### For Analyticals:
- Know their business thoroughly. Go in with facts and the evidence to back them up.
- Use a logic-based, low-key style of relating
- Make use of visual aids – charts, graphics, written “leave-behind” documents.

### For Drivers:
- Ask brief questions to involve them, get them to talk, and allow them to lead.
- An action close stressing an immediate opportunity works well.
- The fewer visual aids you use, the better. Any visuals you choose to show must be absolutely, relevant to the major points.

### For Amiables:
- Plan to approach with as much personal information as possible.
- Avoid a rigid or canned approach and presentation.
- Spend some time relating. More to a first-name basis quickly

### For Expressives:
- Open with innovative ideas for them to grow and help change the world.
- Present ideas and seek feedback, using them as sounding boards.
- Allow them to carry out their own game plan, not yours.
Versatility as a Communication Tool

• Some social styles naturally clash.
• Stay open enough to engage in behavioral flexibility.
• *Versatility* means you apply techniques that cater to a person’s unique style.
• Versatility is not insincere... it’s smart!
• The secret to success is not a secret; it’s psychological reciprocity.
• **Give first** and make the effort to see into their world.
• Learn, understand, empathize, and **adapt**.
• Follow the Platinum Rule: **treat people how THEY want to be treated!**
• When we move toward their style, then they feel compelled to **move toward our style.**

**Psychological Reciprocity**
LET’S RECAP

✓ Style is an overall approach to receive and send messages
✓ Includes verbal, nonverbal, and behavior
✓ Everyone uses all four, but there is a favorite
✓ Favorite = majority of time = primary style
✓ Everyone has a secondary or backup style
✓ Clues give away style
✓ People respond positively to styles that complement their own
✓ People respond negatively to styles that conflict with their own
ACTIVITY:
Reading the Social Style of Others

DRIVER? ANALYTICAL EXPRESSIVE AMIABLE?
Topic Suggestions:

1. What is something that you learned how to do this year?
2. If you could be a superhero, what power would you want to have?
3. If you could go anywhere in the world, where would you go? Why?
Discussion:

1. Describe what you think the greatest challenge will be for the other person in relating to other people. Why?

2. What suggestions would you offer to help your conversation partner become more versatile in relating to others? Be insightful and constructive in your comments.

3. What did you learn that will help you build successful relationships and get the most out of your interactions?
Summary

• Social styles can help you predict actions and gain insight.

• The four personality styles: driver, expressive, amiable, analytical.

• Assertiveness and responsiveness levels help determine style.

• Versatility helps you connect with other styles.

• Practice psychological reciprocity.

• Drivers get to the point, expressives are recognition oriented, amiables are people pleasers, and analyticals are careful.
PERSONAL ACTION PLAN

1. Three key concepts that were most beneficial to me today
2. What am I doing well already?
3. Priority actions I will take when I return to the office?
QUESTIONS?

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