

# OUR PROGRAM



## Leading with Impact

Consultare Inc.

By Red Grimates

I  
Leading the  
**SELF**

II  
Leading  
**OTHERS**

III  
Leading the  
**BUSINESS**

IV  
MANAGEMENT  
**BASICS**

V  
Leading for  
**CHANGE**

VI  
**STRATEGY**  
in Business



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## 5 Tips: LEADING OTHERS

1. Leading and Following are **interdependent**.
2. Leadership is **not automatic**. It demands specific skills. There is a science and an art to it.



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# Failures of Leadership

## In History

- Revolutions, Uprisings – American, Russian, French, EDSA Revolutions



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# Failures of Leadership

## In the Office

C

- Strikes and Pickets
- Office Mutinies
- Walkouts, Mass Resignations



# KYC: Know Your Customer

In Customer Service, Marketing and Sales, KYC involves understanding and documenting customer information, preferences, purchase history, and interactions. This knowledge helps customer service representatives provide personalized and efficient support.

In Marketing, KYC refers to the practice of gathering and analyzing data to create customer personas and segment audiences. This information allows marketers to tailor their messaging, content, and advertising to specific customer groups.

# KYC: Know Your Customer

**Build Relationships** Build stronger relationships by understanding your team members' needs, pain points, aspirations.

**Customer Segmentation** Categorize team members into segments based on their characteristics, preferences, behaviors, etc.

**Personalization** Customize messaging, tone, manner/ approach, timing, etc. to align with each segment.

**Customer Lifetime Value (CLV)** Determine potential value of each employee over their 'lifetime'; focus on high-value customers.



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## 5 Tips: LEADING OTHERS

### 3. Apply

#### High-Context & Low-Context Cultures



Beebe, S. A., & Masterson, J. T. (2020)  
*Communicating in small groups* (12<sup>th</sup> edition). Pearson.

Chapter 3

Comes from Anthropology

- ◆ Not absolute, either/or way of looking at cultures
- ◆ High- vs. low-context cultures make the most sense on a relative continuum

# Low vs. High Context Cultures

## High-Context & Low-Context Cultures



### High-Context Cultures

- ◆ Associated with collectivistic cultures
- ◆ An emphasis and sensitivity to unspoken, nonverbal messages
- ◆ Communicators' moods shape how messages should be interpreted
- ◆ Physical context and environment help communicators make sense of messages
- ◆ Collectivistic culture allows individuals to understand the meaning of subtle behaviors
- ◆ Verbal messages are fewer, may be indirect, and may imply more than is said
- ◆ High-context individuals may not see low-context individuals as less trustworthy

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	Low-Context	High-Context
Countries	US, UK, Canada, Germany, Switzerland	PHILIPPINES, Japan, France, Italy, Mid-East*
Business Outlook	Competitive	Cooperative
Work-Ethic	Task-Oriented	Relationship-Oriented
Work Style	Individualistic	Team-Oriented
Relationships	Many, loose, short-term	Fewer, tighter, long-term
Decision-Making	Logical, linear	Intuitive, relational
Communication	Verbal over non-verbal	Non-verbal over verbal
Planning Horizons	Explicit, written, formal	Implicit, oral, informal
Time	Present, Future	Deep respect for the past
View on Change	Change over tradition	Tradition over change



# KYTM

## Know Your Team Members

By understanding the unique preferences of team members, leaders can tailor their leadership approach to better resonate with their group, fostering more effective communication and collaboration.

Personality Typing can be a valuable ‘people-handling’ tool in balancing group dynamics, anticipating potential conflicts, and promoting a more harmonious and productive team.

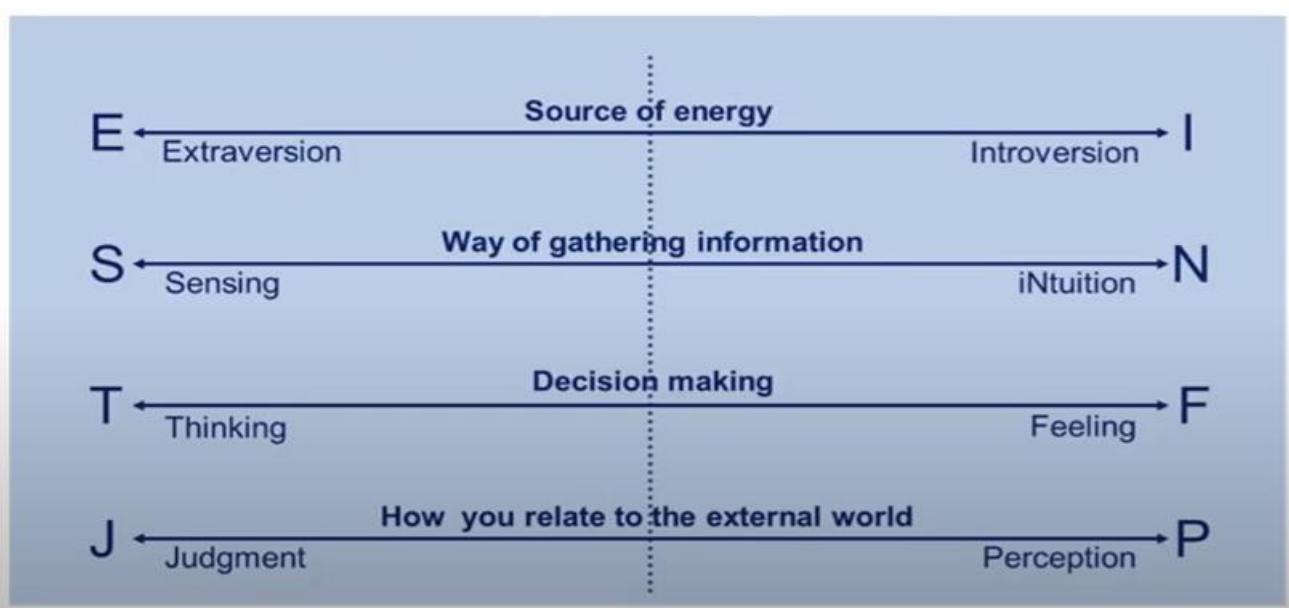
### EXERCISE: THE 4 TYPES OF TEMPERAMENTS

1	2	3	4
Optimistic, outgoing, sociable, enthusiastic, energetic.	Ambitious, decisive, confident, assertive, goal-oriented.	Calm, easygoing, patient, diplomatic, dependable.	Thoughtful, analytical, detail-oriented, creative, empathetic.
Impulsive, disorganized, forgetful, prone to exaggeration, easily distracted.	Impatient, controlling, aggressive, short-tempered, insensitive.	Indecisive, unassertive, passive-aggressive, resistant to change, unmotivated.	Pessimistic, perfectionistic, self-critical, moody, prone to overthinking.

## DEALING WITH THE 4 TYPES OF TEMPERAMENTS

Sanguine	Choleric	Phlegmatic	Melancholic
Extrovert	Extrovert	Introvert	Introvert
People	Task	People	Task
Optimistic, outgoing, sociable, enthusiastic, energetic.	Ambitious, decisive, confident, assertive, goal-oriented.	Calm, easygoing, patient, diplomatic, dependable.	Thoughtful, analytical, detail-oriented, creative, empathetic.
Impulsive, disorganized, forgetful, prone to exaggeration, easily distracted.	Impatient, controlling, aggressive, short-tempered, insensitive.	Indecisive, unassertive, passive-aggressive, resistant to change, unmotivated.	Pessimistic, perfectionistic, self-critical, moody, prone to overthinking.
Provide a positive and enthusiastic environment. Engage in social activities and encourage their expressive nature. Help them stay organized and focused on tasks.	Be direct and assertive in communication. Provide clear goals and challenges. Encourage leadership opportunities and autonomy.	Create a calm and peaceful atmosphere. Be patient and give them time to process information. Offer support and reassurance to help them make decisions.	Show empathy and understanding. Provide a structured and organized environment. Encourage their creativity and provide outlets for self-expression.

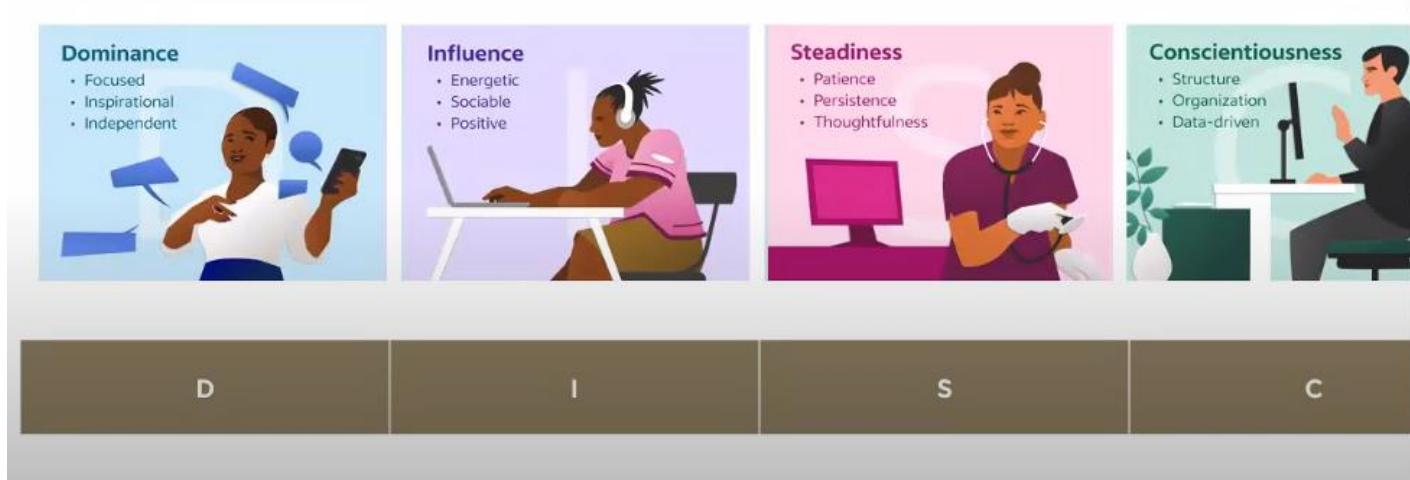
## Myers-Briggs Type Indicator (MBTI)



# MBTI Personality Type Guide

Rationalist	ENTJ <b>THE COMMANDER</b> Opinionated Confident Forceful	INTJ <b>THE MASTERMIND</b> Innovative Theoretical Self-assured	ENTP <b>THE VISIONARY</b> Intelligent Inquisitive Passionate	INTP <b>THE THINKER</b> Logical Inventive Thoughtful
Romantic	ENFJ <b>THE GIVER</b> Goal-oriented Charismatic Open-minded	INFJ <b>THE COUNSELOR</b> Idealist Compassionate Reserved	ENFP <b>THE CHAMPION</b> Gregarious Enthusiastic Impulsive	INFP <b>THE HEALER</b> Quiet Idealistic Considerate
Defender	ESTJ <b>THE SUPERVISOR</b> Orderly Dependable Commanding	ISTJ <b>THE INSPECTOR</b> Traditionalist Reliable Detail-oriented	ESFJ <b>THE PROVIDER</b> Helpful Judgemental Sociable	ISFJ <b>THE NURTURER</b> Humble Sensitive Tough
Creator	ESTP <b>THE DOER</b> Energetic Practical Flamboyant	ISTP <b>THE CRAFTSMAN</b> Insightful Realistic Autonomous	ESFP <b>THE PERFORMER</b> Indulgent Spontaneous Approachable	ISFP <b>THE COMPOSER</b> Modest Open-minded Creative

## DISC ASSESSMENT MODEL



## DEALING WITH DIFFERENT PERSONALITIES

## SOCIAL STYLES



**1. Extroverts: Outgoing and energized by social interactions. Engage them in group activities and allow them to express themselves openly.**

**2. Introverts: Reserved and energized by solitude. Respect their need for alone time and provide opportunities for reflection and individual work.**

## DEALING WITH DIFFERENT PERSONALITIES

## DEALING WITH DIFFERENT PERSONALITIES

3. Assertive individuals: Confident and direct in expressing their opinions. **Listen actively, offer clear communication, and appreciate their decisive nature.**

4. Easygoing individuals: Relaxed and adaptable, often going with the flow. **Provide a supportive and flexible environment while avoiding excessive pressure.**

5. Analytical individuals: Detail-oriented and logical. **Present information with clarity, encourage their analytical thinking, and allow time for thorough decision-making.**

6. Creative individuals: Imaginative and innovative. **Encourage their ideas, provide opportunities for creative expression, and allow flexibility in their approach.**

## DEALING WITH DIFFERENT PERSONALITIES

7. Perfectionists: Strive for flawlessness and high standards. **Be patient, provide constructive feedback, and help them manage perfectionistic tendencies.**

8. Empathetic individuals: Sensitive to others' emotions and needs. **Show appreciation for their empathy, create a nurturing environment, and encourage open communication.**

## DEALING WITH DIFFERENT PERSONALITIES

9. Risk-takers: Thrive on challenges and embrace uncertainty. **Provide opportunities for calculated risks, encourage their initiative, and offer support when needed.**

10. Team players: Collaborative and focused on group harmony. **Foster a cooperative atmosphere, encourage teamwork, and recognize their contributions.**