



# The 10¢ Decision:

How small change pays off big  
*with*

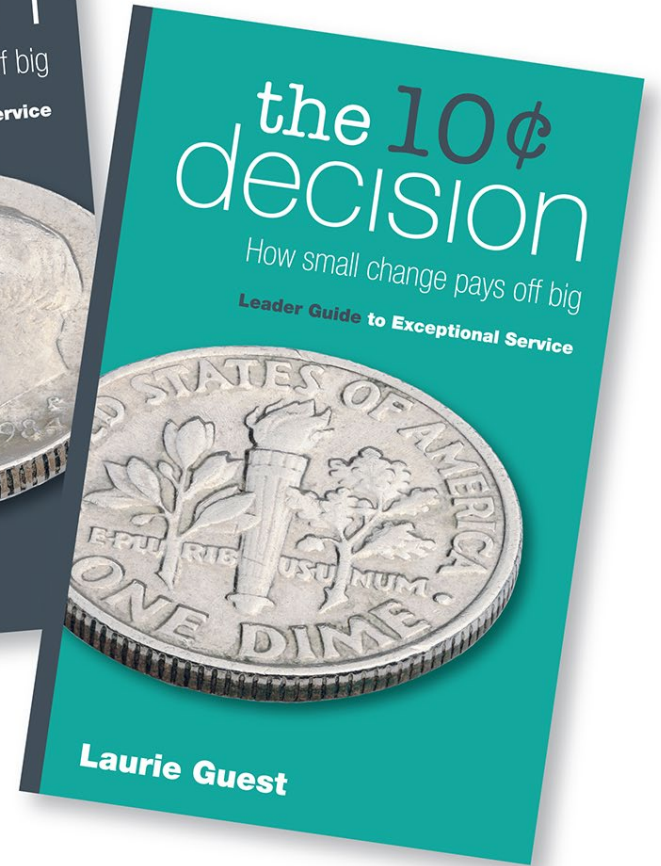
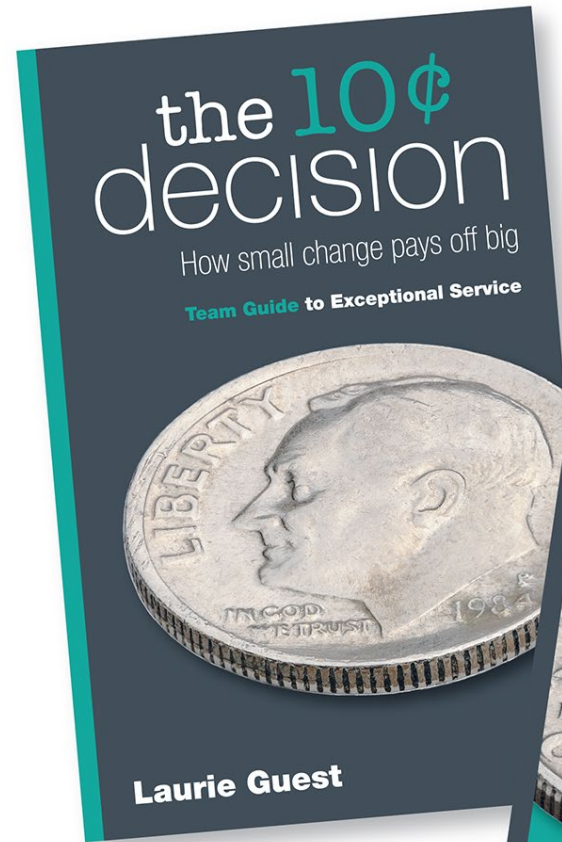
LAURIE | GUEST, CSP

# **SWEET CORN**

**Available**

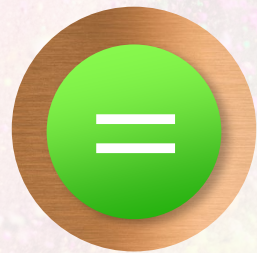








Patient's  
Perceived  
Value



Today's  
Competitive  
Advantage



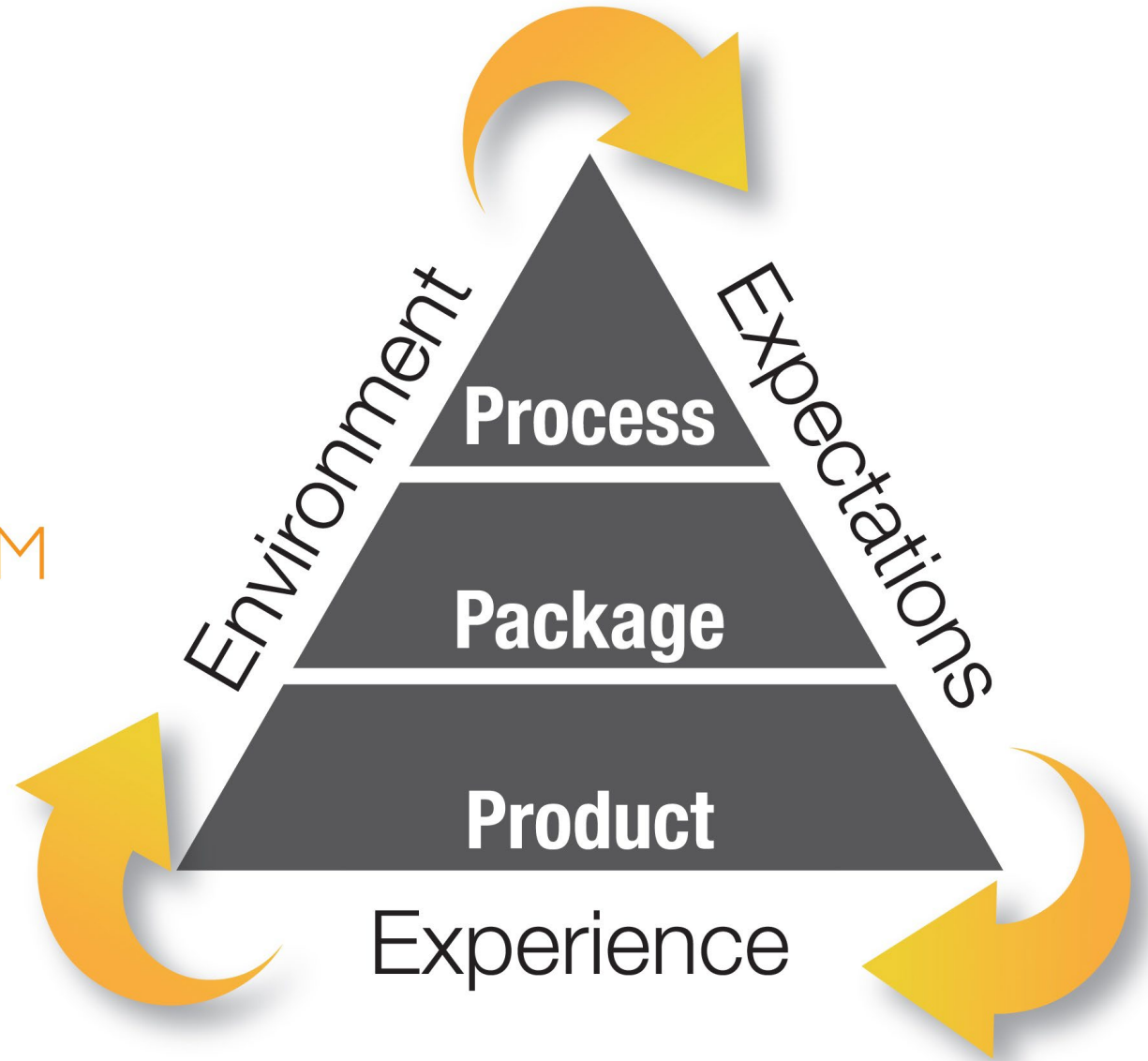
Knowing  
vs.  
Doing



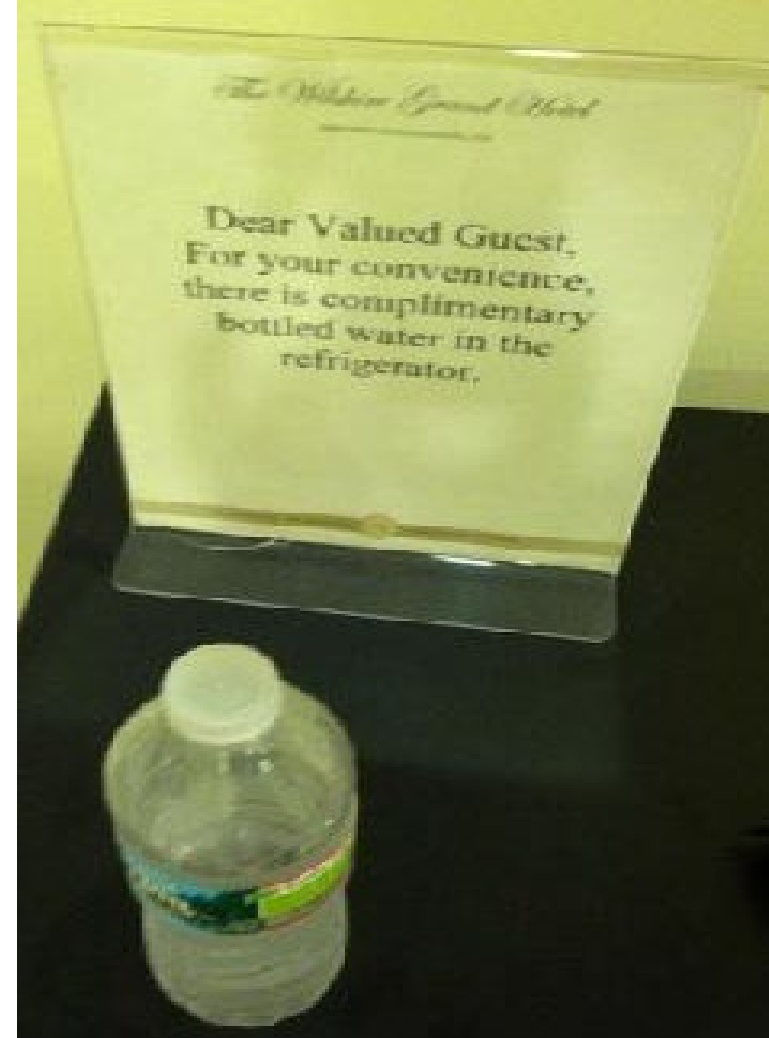


# ExtraOrdinary

THE G E S Y S T E M









*Limited Edition  
Spice*

100%  
**Real  
Vanilla**







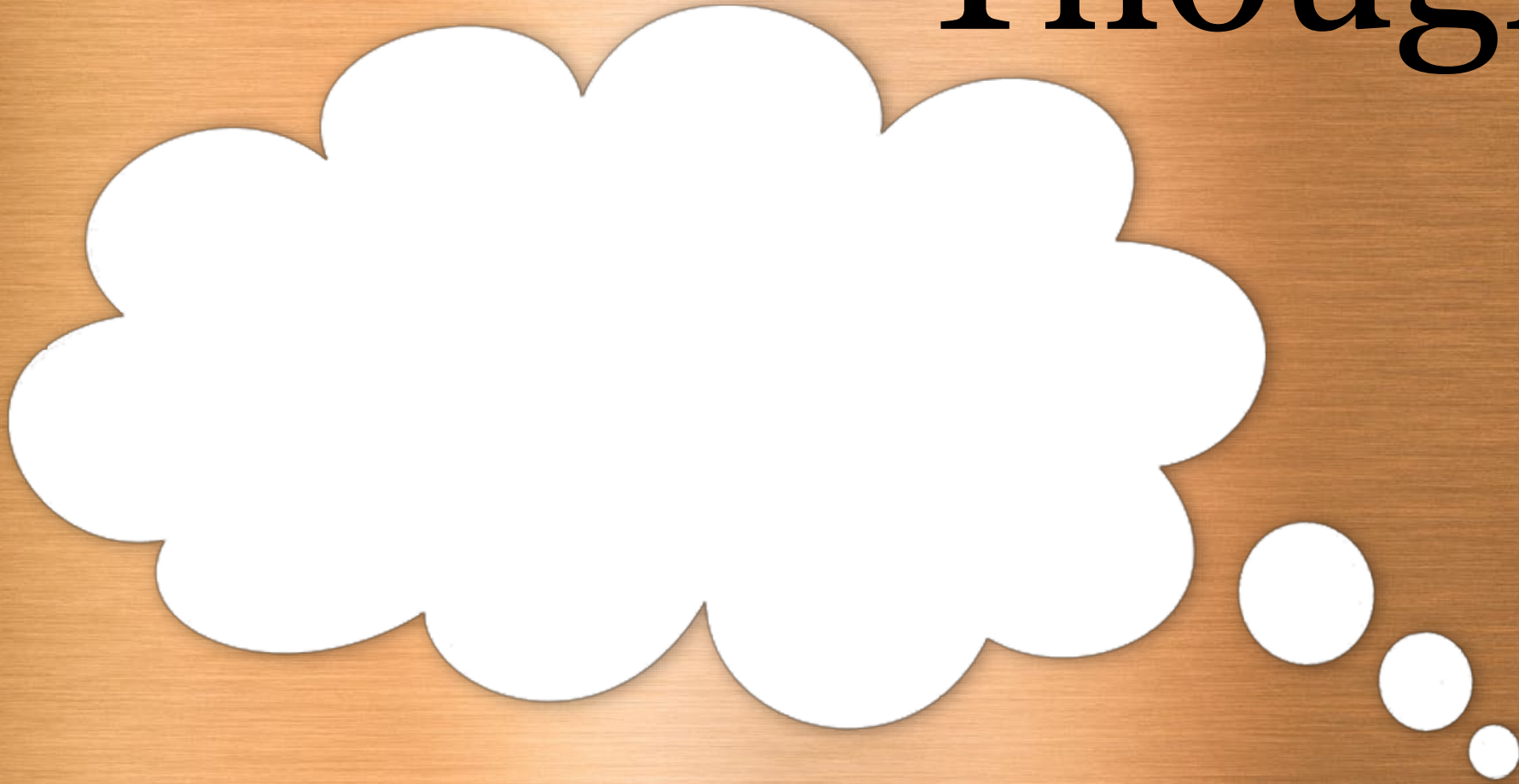
Thoughts + Presence + Words

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Influential Communication



# Thoughts





# Presence





# Silent Signals







**Words**



8

T<sup>1</sup> A<sup>1</sup> B<sup>3</sup> O<sup>1</sup> O<sup>1</sup>

Words & Phrases



Nice to see you.

~~How are you?~~



~~Busy~~

Dr. Hill is currently with a patient, is there something I can help with?



~~Honey~~



~~Toots~~

~~Sweetie~~

~~Babe~~

~~Dearie~~



# Verbal Vomit

Sit amet, con  
ctetuer adipisci  
sed diam nonummy  
euismod tincidunt ut  
dolore magna aliquam erat  
volutpat. Ut wisi enim ad  
minim veniam, quis nos-  
trud eunmelapon!

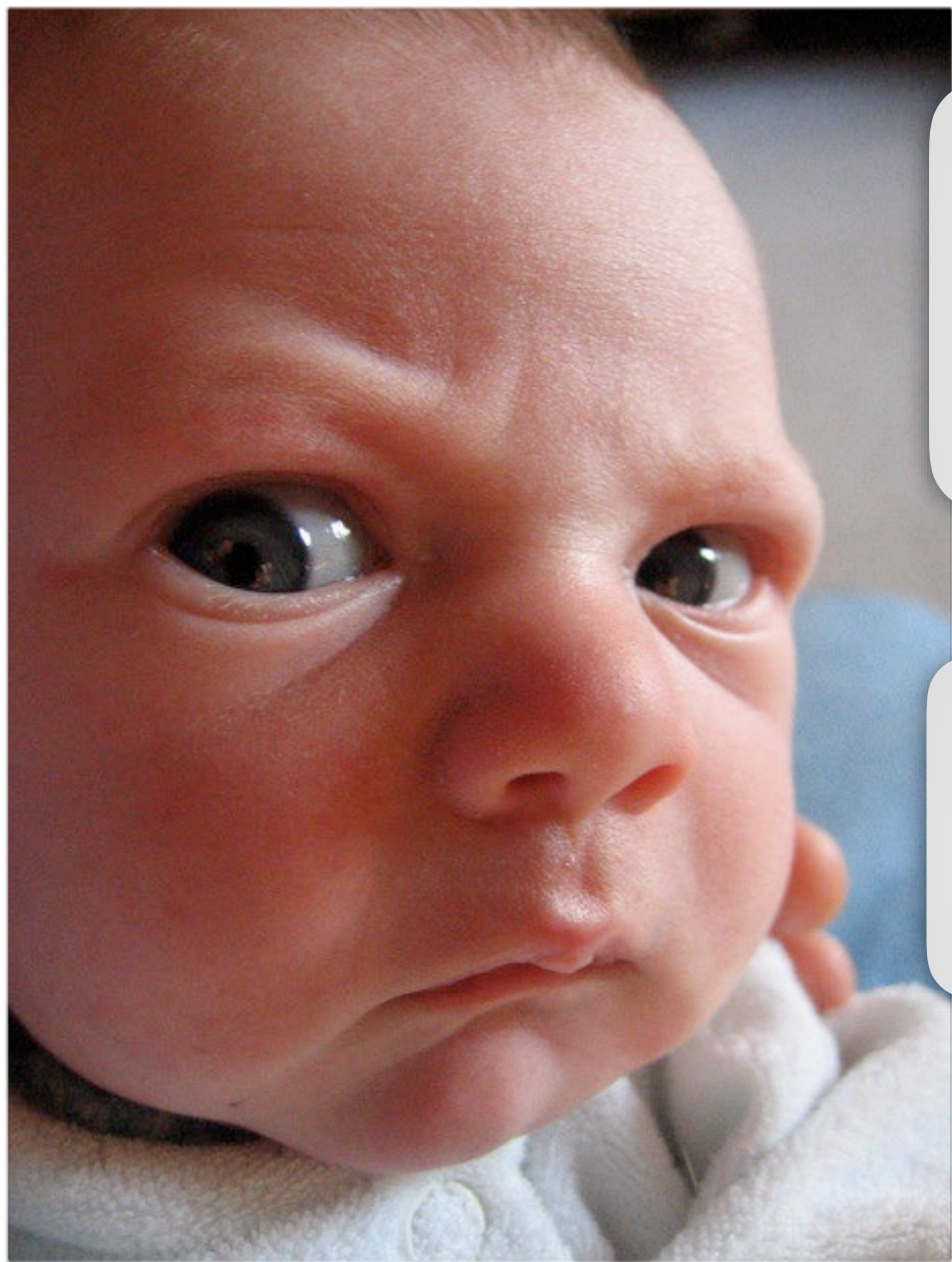
~~Oops!~~



~~Wait~~

If you would like to relax here,  
we will call you back when you are fully dilated.





~~There's nothing I can do.~~

~~That's our policy.~~



Actually,  
~~No.~~



~~Sorry.~~







Stuff your  
Sorries in  
a sack!



# Accurate self-analysis





# Shades of Brilliance

*Communication by personality type*





# Finding your *Shades of Self*

To learn about the True Colors  
Personality test we discussed, visit:

**[personalitylingo.com](http://personalitylingo.com)**

Understanding your personality type &  
using it to improve workplace  
relationships

# Why does this system work?

- Difference in styles can trigger conflicts
- Knowing our own style, we can better understand our tendencies & reactions
- Knowing the styles of others, we can more fully appreciate differences & enhance working relationships



# Identify Your Category:

**MOST** like you (4) to **LEAST** like you (1)  
**No duplicate number in any horizontal row**

Active Opportunistic Spontaneous	4	Parental Traditional Responsible	1	Authentic Harmonious Compassionate	3	Versatile Inventive Competent	2
Competitive Impetuous Impactful		Practical Sensible Dependable		Unique Empathetic Communicative		Curious Conceptual Knowledgeable	
Realistic Open-minded Adventuresome		Loyal Conservative Organized		Devoted Warm Poetic		Theoretical Seeking Ingenious	
Daring Impulsive Fun		Concerned Procedural Cooperative		Tender Inspirational Dramatic		Determined Complex Composed	
TOTAL		TOTAL		TOTAL		TOTAL	
Orange		Gold		Blue		Green	

# Colors at a Glance: GOLD

## Characteristics

- Influence
- Security
- Status

## Values

- Responsibility
- Dependability
- Stability

## Regard

- Dedication
- Service
- Order

## Dislikes

- Non-conformity
- Ambiguity
- Waste

## Expresses

- Purpose
- Stability
- Concern

## Fosters

- Institutions
- Traditions
- Rules

## Respects

- Loyalty
- Obligation



# Strengths & Weaknesses of GOLDS in organizations

## STRENGTHS

- Strong sense of responsibility & duty to organization
- They are their organization's backbones

## WEAKNESSES

- Rigidity
- Narrow focus on meeting rules & regulations

# Colors at a Glance: BLUE

## Characteristics

- Authenticity
- Affection
- Love

## Dislikes

- Insincerity
- Hypocrisy
- Deception

## Values

- Compassion
- Sympathy
- Rapport

## Expresses

- Enthusiasm
- Inspiration
- Vivacity

## Respects

- Nurturing
- Empathy

## Regard

- Significance
- Meaning
- Identity

## Fosters

- Harmony
- Community
- Growth



# Strengths & Weaknesses of BLUES in organizations

## STRENGTHS

- Ability to persuade & cooperate
- Team Builders

## WEAKNESSES

- Over-personalization of organizational problems
- Tendency to carry grudges

# Colors at a Glance: ORANGE

## Characteristics

- Free
- Spontaneous
- Impetuous

## Values

- Freedom
- Action
- Performing

## Regard

- Opportunity
- Competition
- Options

## Dislikes

- Rigidity
- Authority
- Rules

## Expresses

- Optimism
- Confidence
- Openness

## Fosters

- Recreation
- Enjoyment
- Fun

## Respects

- Skills
- Expression



# Strengths & Weaknesses of ORANGES in organizations

## STRENGTHS

- Ability to do variety of tasks with ease
- Sense of urgency when the situation demands it
- Organizational troubleshooters

## WEAKNESSES

- Disinterest in routine
- Being too present-oriented at expense of long-term thinking

# Colors at a Glance: GREEN

## Characteristics

- Competence
- Accuracy
- Truth

## Values

- Intelligence
- Explanations
- Answers

## Regard

- Efficiency
- Output
- Ideas

## Dislikes

- Incompetence
- Unfairness
- Injustice

## Expresses

- Coolness
- Reservation
- New Ideas

## Fosters

- Inventions
- Technology
- Growth

## Respects

- Knowledge
- Capability



# Strengths & Weaknesses of GREENS in organizations

## STRENGTHS

- Ability to think systematically & strategically
- Natural Analysts


## WEAKNESSES

- Tendency to make things more complex than necessary
- Impatience with incompetence

**TOP 3**

**Action Steps**





**Showtime!**  
**Go time,**  
**All the time...**





## Rubber Band-Man Syndrome



# Service Mindset



## Rubber Band-Man Syndrome





Vault





LAURIE GUEST  
CSP, CPAI

[WWW.LAURIEGUEST.COM](http://WWW.LAURIEGUEST.COM)

# Burst

OUT OF

# SERVICE FATIGUE





“This first thing I do is  
make sure that  
everyone on set is  
making the  
same movie.”

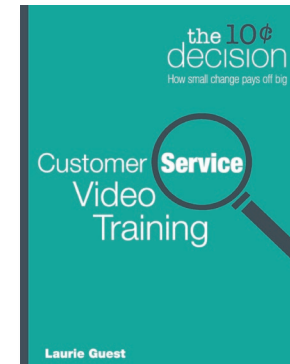
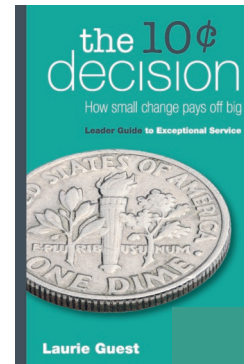
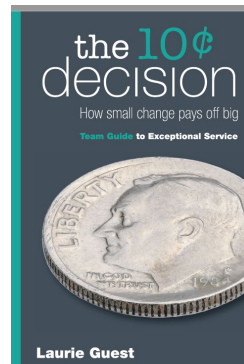
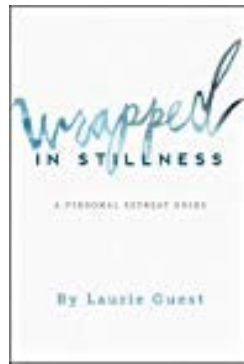
FRANCIS FORD COPPOLA





# LAURIE | GUEST, CSP

Professional Speaker and Trainer



   
LaurieGuestSpeaker

   
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