

# Brett Cooper

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00:17

Your future success will largely be determined by how well you work with people, and how well you inspire them to work with you.



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Emotional intelligence is two times more important than technical skills for outstanding performance in the workplace, and emotional intelligence accounts for 58% of job success.



00:40

I'm Brett Cooper, President and co founder of integris performance advisors. For the last 20 years, I've been an organizational health consultant, advising leaders in government agencies, nonprofits in corporate America, about how to build workforces that are more productive, more cohesive, and more effective in the work that they do. Over the course of that time, I've worked with literally hundreds of organizations, and I've trained and coached 1000s of individuals. And what I'm going to share with you today is some of the highlights some of the most powerful insights that I've gained over that 20 year career. Now I'm also the author, co author of a book called solving the people problem. Now, I'm thrilled to report that this book was an Amazon number one bestseller, and it was named by Entrepreneur Magazine as the number one must read book for 2021. Now the full title of solving the people problem is solving the people problem, essential skills you need to lead and succeed in today's workplace. And that's what I'm hoping to give you today, I want to give you some skills that you can apply, as soon as we're done here to help you

lead and succeed as you take that next step in your career.



02:03

Now, I'm going to highlight for you now a statistic that I think is rather concerning. And it's that 62% of workers say that personality clashes are their number one source of workplace conflict. Now, it can't be just the existence of different personalities, because we all have personalities. And if that's the problem, we're all in trouble. But what I'm going to argue and what I'm going to highlight for you today is that it's not the existence of personalities, its problem, it's the fact that we don't understand and honor the different personalities around us.



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To highlight why this is such an important thing and why you should care about it. Let me just touch on the toll that conflict takes for workers.



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27% of workers say that they've experienced personal insults. 76% of workers say that they've gone out of their way to avoid a calling due to conflict that they've experienced. 57% of workers have experienced frustration, anger or D motivation. And less than 33% of workers say that they're highly engaged at work. Now whether you are entering the workforce for the first time, or you're re entering the workforce after taking a break and doing some upscaling these statistics should concern you. And more importantly, these statistics should be things that you don't want to have anything to do with. And I'm going to give you some tips on how to make sure that's the case, I'm going to give you a framework for emotional intelligence that you can use to help improve the relationships and how you communicate with people around you. It's a very simple framework. It starts with two columns. The first column is about awareness, because we have to have to have some understanding of concepts first. But it doesn't stop there. Because knowledge with our practical application really doesn't get us very far. So we need to have awareness and application. Now the first row is about self. And here under the awareness column. It's about knowing your own style. Knowing how you make decisions, knowing where you get your energy, knowing how you like to communicate, and how others view that communication style. Because if you know that if you have that kind of awareness, then you can apply it. You can apply it to make sure that you are always choosing your actions as wisely as possible.



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Once you master yourself, you can turn to others and under awareness, it's about knowing other styles. And a bunch of what I'm going to share with you very shortly will help you do that. And as you



05:00

Do, you're going to be able to apply it and adapt your actions for mutual benefit.



05:07

Now, at the end of this presentation, I am going to show you how to get your own personalized emotional intelligence profile. This profile is going to give you an idea of how you currently rank on those four areas of knowing your style, choosing your actions wisely, knowing other styles and adapting your behavior for mutual benefit. But more importantly than that, it's going to give you some very concrete steps that you can take right now to improve your emotional intelligence and strengthen your relationships. And finally, it gives you a template that you can use to build your own personal action plan, you can set some goals and go after those goals using the information that is presented to you in this report. And I'm going to give you access to that right when we finish. But first, I want to give you an understanding of the language of emotional intelligence. And to do this, I'm going to share with you a model called disk. Now, disk is a social science model that has been around since the late 1920s. In over the last 100 years, it has been validated and verified and refined to become one of the most impactful tools that you can use right now, if you want to increase your emotional intelligence, and strengthen your relationships. So this is built on this kind of two by two spectrum. And we can place people in these different quadrants. On the upper half of the spectrums. Here. It's people who are fast paced and outspoken. On the lower half of the model. It's people who are more cautious and reflective. If we go to the left, we'll see this is people that are more questioning and skeptical that's questioning and skeptical of new people and of new ideas. And over on the right, people who are more accepting and warm both new ideas and have new people. So we can start to put people into these quadrants based on the observations of their behavior, or at our own case, just what we know to be true about ourselves. Now, if we look at the fast paced and outspoken and people who are questioning and skeptical, we call that the D dominance, personality style. People in that D category tend to be direct, results oriented and strong willed. Some of the people or characters that you might recognize that have that D personality, Madonna, Serena Williams, Bernadette from Big Bang Theory, and Captain Kirk, both the old Captain Kirk

and the new Captain Kirk from Star Trek.



07:54

Now if we keep going around the the disc model there and we look at people that are fast paced and outspoken, but little more accepting and warm, we call them the eye style for influence. These are people that are outgoing, enthusiastic, and optimistic. Some names you might recognize here, Will Smith, Oprah Winfrey, penny from Big Bang, and bones McCoy from Star Trek again, the old and the new.



08:24

If we look at people that are accepting and warm, but they're a little bit more cautious and reflective, those are for folks with the s or steadiness style. These people tend to be very supportive, very accommodating, and very humble. Some names you might recognize here are Missouri, Mother Teresa, Mahatma Gandhi, Raj from Big Bang and Zulu from Star Trek. And finally, the sea or conscientiousness group, these are people that are questioning and skeptical, and also cautious and reflective. These folks tend to be analytical, detailed, and private.



09:06

Some names characters you might recognize,



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Albert Einstein, Diane Sawyer, Sheldon from Big Bang, and Dr. Spock.



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So I want to give you before I go any further, I want to give you a couple of personal accounts of the aha moment of people who have learned this information and applied it to improve their emotional intelligence. Now, I'll tell you one of the most fun things for me about writing this book, solving the people problem was the fact that we reached out to literally hundreds of people, and we got their personal story. And so there's a bunch of those in here. I'm just gonna read two of them to you, because I think it's going to help highlight the value of this information for you going forward for your own purposes. So the first one I'm going to read is from a woman named Kelsey. She says I'm about as high I



10:00

analogy as it gets. I'm high spirited social, and I love getting to know my co workers on a personal level. When I was introduced to desk, I was not surprised by my style. It did, however, open my eyes to how others saw me. Shortly after I built I decided to build my disk EQ. I sat down at my desk to respond to emails. I had one from my boss, Julie, it read, please provide an update on next week's conference. In my ironist Kelsey writes, I wrote her a long friendly email. Before I hit send, I paused. And I thought to myself, you know, Julia is a very direct, fast paced and quick thinking D personality. I look back at the email she just sent to me as well as several others from the past. And I noticed that most of them were only one or two sentences. She definitely had a habit of getting right to the point. In that moment, I made a decision. I was going to flex my disk muscles, and I was going to provide a quick direct response. I deleted my long draft and I changed my email. When I finished it read simply, Julie, we currently have 200 people registered. Kelsey, Julie responded in seconds. Thanks for the quick response. I appreciate it.



11:17

Kelsey says, My mouth dropped open. She liked it. This was a major eureka moment for me. From that day forward, I always slow down to consider how other styles may receive my decisions. There's a perfect example of Kelsey learning about her own distell knowing her style, and knowing the style of Julie her boss, and then adapting her behavior for mutual benefit. Now I have one more story for it. That is a little bit different in nature, but it still highlights that aha moment. This is from a woman named Megan. And Megan writes, my boss and I both get to work very early. For a long time. Every morning, I would be at my desk and he would blow past me. After barely saying good morning, he would close his office door. I was left thinking, why does he hate me? What did I do? It was very frustrating. And my feelings were hurt every day. Do you think Megan is part of that 62% that says that her number one source of conflict is personal personality clashes, I think so. She continued and said that our department began increasing our disk emotional intelligence. And I discovered that I'm an S and my boss is a D.



12:31

The next day when he blew past my desk again, I was hurt. But then I started thinking about the characteristics of a D. When he is walking into the office, he is probably thinking about all of his tasks for the day, he is in business mode. And his decision not to stop and chat isn't a reflection on me. As soon as I embraced this way of thinking, I no longer took his behavior. So personally, because I realized it had nothing to do with me.

She concludes by saying I still don't understand why he shuts his door. And I chuckle when he does, but it doesn't hurt my feelings. I understand that we are different. And neither one of us is right or wrong. We're just different in how we approach our day. So there you go two examples of personal aha moments, applying what it is that we're talking about here today. So let me kind of cut to the chase here and give you just a little bit more. So you have some information that you can take going forward.



13:32

If you understand this, you are going to be able to see, basic better understand how the world sees you, and how you see others.



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See, if we look at DS



13:48

some people see them as assertive, ambitious, strong willed and decisive. But people that don't understand the DS, they might see them as aggressive or demanding or bossy or confrontational. So this is the difference, right that some people look at them with the positive some people can look at us with the negative and every personality style as the same kind of thing for eyes. On the positive side, people see them as warm and enthusiastic and engaging and persuasive. But some people tend to look at eyes as easily distracted, selfish, sloppy and impulsive.



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If we look at the ss, ss, the best of them, they're patient and predictable and supportive and good listeners. But if they're if they're misunderstood, they might come across as resistant to change or passive, or slow or even maybe as a pushover, and C's C's are absolutely detailed, meticulous organized and thorough. But if they're misunderstood, they can be viewed as critical and anti



15:00

Social, maybe hard to please or defensive. Now, none of these are meant to be labels or putting somebody into a specific categories. As you know, you are always this. And in fact,

we, we all have a little element of di, S and C in us. But by understanding this language, and really striving to put it to work, you are going to be able to master how the world sees you, and how you see others. And more importantly, you're going to understand the differences, the differences in communication styles, and behavior, preferences in the people around you. And if you understand it first, then the next step is that you can honor those differences. When you're working on a team, you're going to bring other people in, when you're a leader, and you have direct reports of different styles, you're going to be able to get the best out of each one of them because you're going to know how to communicate with them more effectively. And you will not, you will not be among the 62% of workers who say that personal personality clashes are their number one source of workplace conflict.



16:19

So now the next step for you, we got to get you your personalized emotional intelligence profile. Remember, this is going to give you some scores some steps, you can take an action plan that you can use immediately to improve your emotional intelligence and strengthen your relationships. To get it, all you have to do is go to solving the people problem.com and look for the what's my disc EQ link, you can see it on the homepage, you can also see it in the drop down menu. As soon as you click on that, you will come to the landing page. And there you need to enter the access code graduate, that's going to let you right in to take the survey takes most people about five or 10 minutes. And then you're going to get your report right away. upfront, it's going to ask you some some demographic kind of questions that are going to go towards the research that we're trying to do with this data. And I'd appreciate if you gave us that information. But I love for you to take this report, take the survey and then get this report and apply it to build on everything that we just talked about today.



17:30

So whatever your next steps are, I wish you the best of luck, and I wish you success in all of your future endeavors. Thanks for listening. Take care. Buh bye.