

## Lesson 2

# Appreciating Diversity through Winning Colors®



### Key Words

comfort zone  
natural  
preference

### What You Will Learn to Do

- Apply an appreciation of diversity to interpersonal situations

### Linked Core Abilities

- Communicate using verbal, nonverbal, visual, and written techniques
- Treat self and others with respect

### Skills and Knowledge You Will Gain Along the Way

- Identify key characteristics for each Winning Colors® behavior cluster: Builders, Planners, Adventurers, and Relaters
- Determine factors that impact the behavior of others
- Determine factors that impact how others perceive your behavior
- Select behaviors that promote success in a variety of situations
- Define the key words contained in this lesson

## Introduction

Understanding yourself is an important aspect of creating a successful and happy life. It is also essential to develop your awareness of others so you can become sensitive to the differences and similarities among all people. This lesson covers the key characteristics for the Winning Colors® behavior cluster that was introduced in the previous lesson and presents factors that impact the behavior of others.

## We're All Different

As a young child, you became familiar with behaviors you were exposed to by your parents. These behaviors were influenced by your parents' personalities as well as your own. Because these behaviors became familiar, you got "attached" to them; you attached a positive emotion to them, sometimes solely because they were what you knew, even though they might be negative or hurtful behaviors. This principle is crucial to understanding how to communicate effectively, and this is the first clue in understanding the makeup of anyone's **comfort zone**.

When you have identified the present strengths of your own behavioral clusters as well as those of others, you have targeted this comfort zone. Generally people are more at ease if allowed to communicate within their individual comfort zones.

Asking or expecting others to behave outside their comfort zone is as hard on them as believing for yourself that you should be good at something you've never learned. Remember, though, even an old dog can learn new tricks.

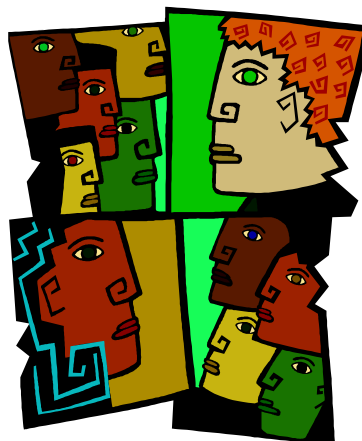
## Seek First to Understand

A behavior that is **natural** for you might not be so for others. Assuming that all behaviors are natural for all individuals can lead to unreasonable expectations of others and unnecessary frustration for yourself. Instead, keep in mind that others might be approaching ideas and situations a little differently than you.

### Key Note Terms

**comfort zone** – behaviors that seem natural; behaviors you exhibit without realizing what you're doing

**natural** – based on an inherent sense of right and wrong; occurring in conformity with the ordinary course of nature, not marvelous or supernatural; formulated by human reason alone rather than revelation; having a normal or usual character



Courtesy of CACI and the U.S. Army.

### ***Awareness-Enhancing Behaviors***

There are three awareness-enhancing behaviors that can help us understand and communicate better with others: introspection, observation, and feedback. Introspection is self-examination or the process of looking at ourselves to make sure that we first understand where we are, how we act, and what someone might expect of us. It is a self-analysis that determines why we behave or act the way we do and helps us understand what reaction might be expected in different situations. Introspection is an opportunity to look inward instead of always looking outward to other people and their behavior.

Observation is the act of taking in information and provides you with an opportunity to observe someone that is different from you to learn from their verbal and nonverbal behavior. It is an attempt to learn why someone acts the way they do. It is a tool that can be used to develop a better knowledge of others' behaviors.

Feedback is another opportunity to provide constructive information to someone that you have observed from the standpoint of learning more about their behavior and to effect better communication. Effective feedback is a process whereby someone can learn how well their verbal and nonverbal behavior is matching their intentions. It can provide information to a person that can be used to continue or change a behavior or the way he or she is acting. It involves the person giving the information and the person that receives the information.

### ***The EIAG Process***

The EIAG (Experience, Identify, Analyze, Generalize) model is a reflection process that can be used after each experience or action to help you understand what happened and why. It is a process to assist you in understanding other people and their behavior. After you have *experienced* an event or observed another person's behavior, you *identify* or describe what happened. You can ask yourself the following questions:

- **What did the other person do?**
- **What did you do?**
- **How did the other person react?**
- **How did you react?**

The next step is to *analyze* the experience. Again ask yourself questions about the experience. For example,

- **Why did the other person act in that way?**
- **Why did you act the way you did?**
- **How have things been going for you?**
- **What has been going on in your life?**

In the final step you *generalize* or come up with some general rules or principles that might apply not only to this situation but also to similar situations in the future. Again ask yourself some questions to help you develop your future behavior, such as the following:

- What will you do in the future when you encounter another situation like this one?
- What would you do differently if you had to do it over again?
- What advice would you give another person who is about to have a similar experience?
- What can you do to make sure your behavior will go well the next time you have this type of experience?

### *Effective Communication*

Developing awareness of others can help you become a more effective communicator. By having insight into another's **preferences**, you may be able to adapt your personal communication skills and your behavior in such a way that other people are more likely to hear, understand, and respond in a positive way. This is because you're "speaking their language," and what you say makes sense to them. When you speak out of a completely different behavioral style, you're much more likely to encounter resistance because they do not fully understand what you're trying to say.

#### *Key Note Term*

**preference** – the act of preferring, the state of being preferred; the power or opportunity of choosing

### *Winning Colors® Power Words*

It has been found through years of research that certain words affect people differently. Through word association discoveries, it has been learned that the mere mention of a particular word produces tension in certain individuals. This is the basis of the lie detector test. When a question is asked, the person becomes emotionally involved and begins to perspire.

When you speak with a person with Planner behaviors, you succeed by using Planner power words. The same is true if you want to communicate successfully with those inclined to Builder, Adventurer, and Relater behaviors.

The following is a list of words and phrases for each Winning Colors® behavior cluster. After identifying an individual's natural "cluster," use the list to help you communicate effectively with him or her.

#### *Your Planner Power Words*

- Changing and improving
- Analyzing
- Being my best
- Dreaming
- Caring
- Inner life
- Thinking
- Inventing
- Knowing more

- Exactness
- Planning
- Revolution
- Knowing the future
- Freedom of thought

### *Your Builder Power Words*

- Always leading people
- Power
- Results
- Responsible
- Duty
- Tradition
- Money
- Be prepared
- I give directions
- Do it my way
- I like to get things done now

### *Your Adventurer Power Words*

- Test the limits
- Do it now
- Excitement
- Fast machines
- Fun
- Doing
- Action
- Risk
- Challenge
- Act and perform
- Freedom

### *Your Relater Power Words*

- Always liking to be with people
- Hugs are special when I choose
- Friendly
- Giving
- I see everything

- Romantic
- Let's get along with each other
- Wanting people to like me

## *Conclusion*

Being aware of what motivates people is worth your time and attention. The information and insight you gain can help you be more effective in all your relationships.

You have been given words and behaviors that will assist you in having the best possible success as a leader or communicator with others after you have identified their comfort zones.

Think when it is time to think (planner—green), decide when it time to decide (builder—brown), feel when it is time to feel (relater—blue), and act when it is time to act (adventurer—red).

The following lesson introduces you to the personal growth planner. You need to have goals in your life, and those goals should be clearly defined so you know how to achieve them.

## *Lesson Review*

1. How can assuming something about a friend or family member lead to disappointment or frustration?
2. What differences and similarities do you see in yourself and your best friend? How do those differences and similarities affect your friendship?
3. List five words you would use to communicate effectively with an adventurer.
4. Give an example of how you would use the EIAG model to change your behavior.