

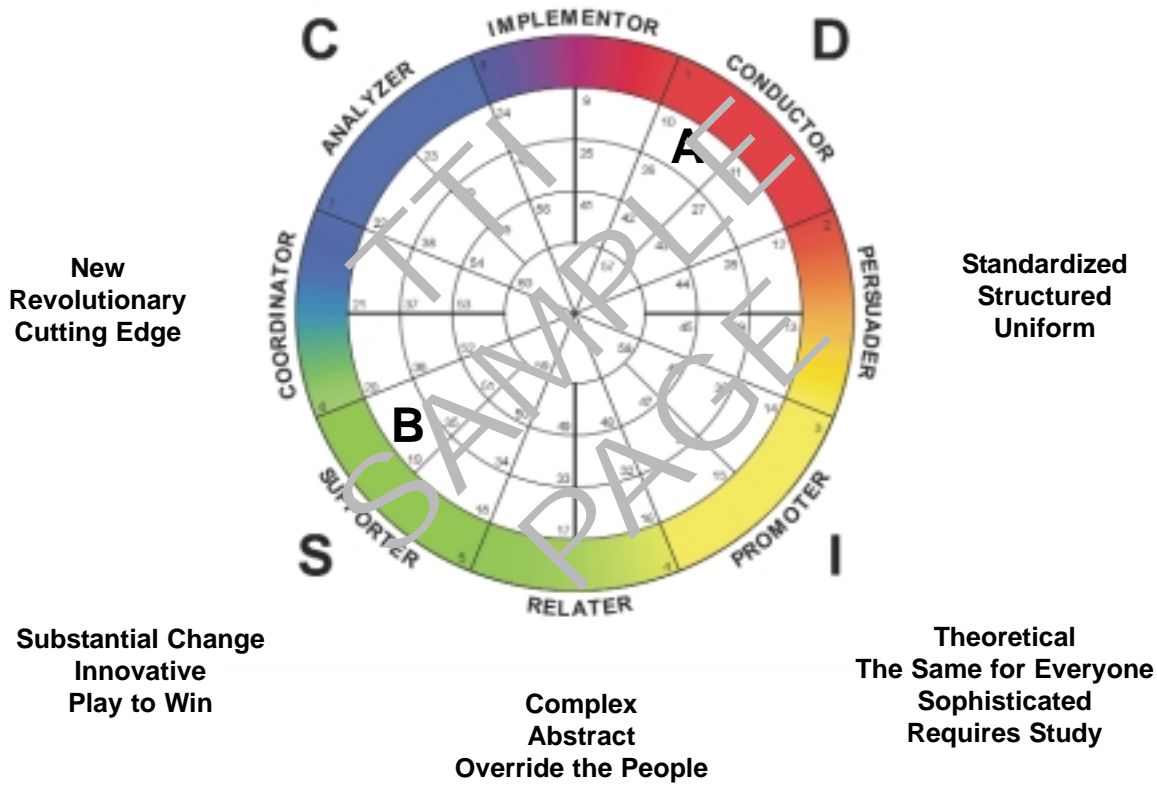
SUCCESS INSIGHTS® WHEEL

Words That Don't Work

Clever
Educated Guess
Experimental

Feelings
Perception
Your Opinion

Frequent Interruptions
Follow Directions
In My Opinion



A = Person A
B = Person B

SUCCESS INSIGHTS® WHEEL

Adapting Your Style for Dynamic Communication

Body Language:

Keep your distance
Firm posture
Direct eye contact
No gestures

Tone of Voice:

Controlled
Direct
Thoughtful
Little modulation

Pace (Speech & Action)

Slow-Methodical

Words and Content

“Here are the facts”,
“No risk”, “Proven”,
“Analysis”, “Guarantees”

Body Language:

Relaxed
Methodical
Lean back
Friendly eye contact
Small gestures

Tone of Voice:

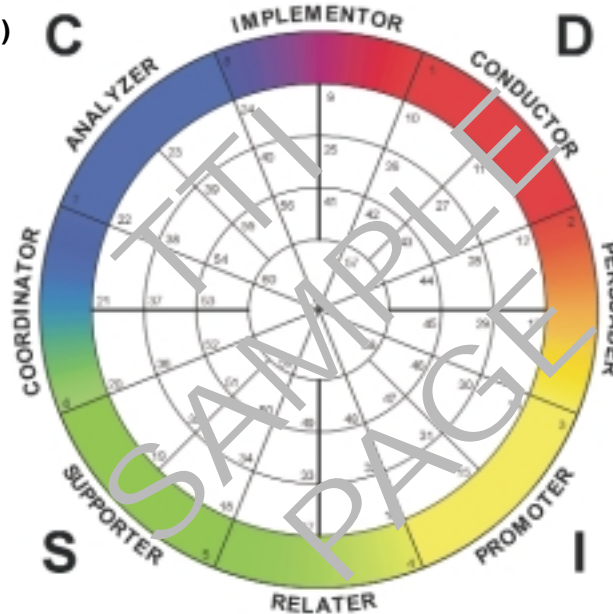
Warm
Soft
Steady
Low volume

Pace (Speech & Action)

Slow-Logical

Words and Content

“Step-by-step”, “Help me out”,
“Guarantee”, “Promise”,
“Think about it”



Body Language:

Keep your distance
Strong handshake
Direct eye contact
Controlled gestures
Lean forward

Tone of Voice:

Strong
Clear, loud
Confident
Direct

Pace (Speech & Action)

Fast-Abrupt

Words and Content

“Win”, “Lead the field”,
“Results”,
“Now”, “New”, “Challenge”

Body Language:

Get close
Use touch
Relaxed, humor
Friendly eye contact
Expressive gestures

Tone of Voice:

Enthusiastic
High and low modulation
Friendly
Energized

Pace (Speech & Action)

Fast-Skip around

Words and Content

“Fun”, “I feel”, “Sociable”,
“Will make you look good”,
“Exciting”