



HOW **THEY** SEE YOU...

Darian K. Lewis, Sr., Co-Founder & CMO

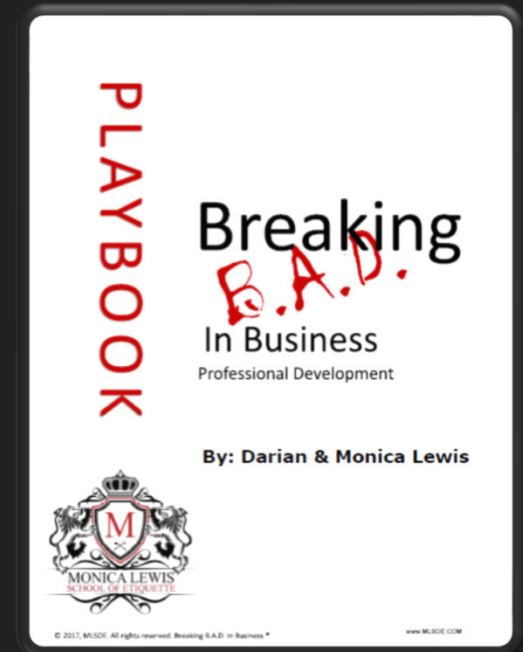
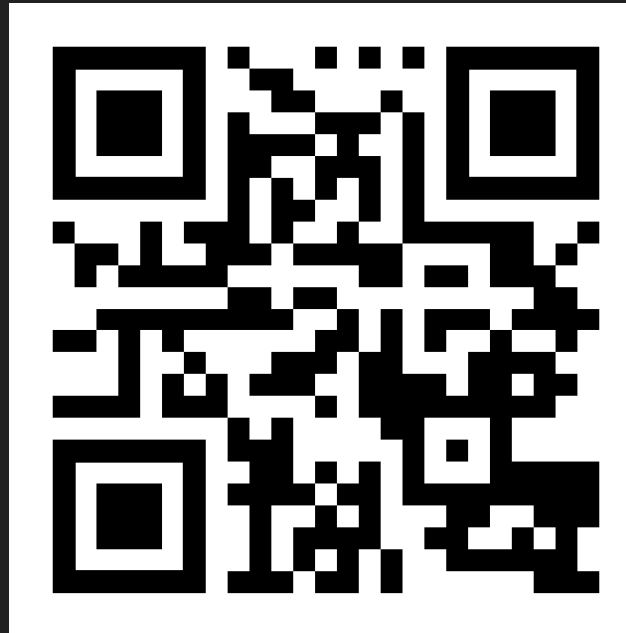
The Monica Lewis School of Etiquette
Women Breaking B.A.D. In Business

WELCOME & THANKS FOR JOINING US



Get your Breaking B.A.D. in Business Playbook: How They See You

- DOWNLOAD YOUR PLAYBOOK
- GET MORE INFO ABOUT US at www.MLSOE.com
- And more



3 CRUCIAL QUESTIONS

- WHY ARE YOU HERE?
- I REALLY GET ANNOYED WHEN _____ HAPPENS AT WORK?
- WHAT HAVE YOU DONE TO CHANGE IT?



Are You *B.A.D.*?

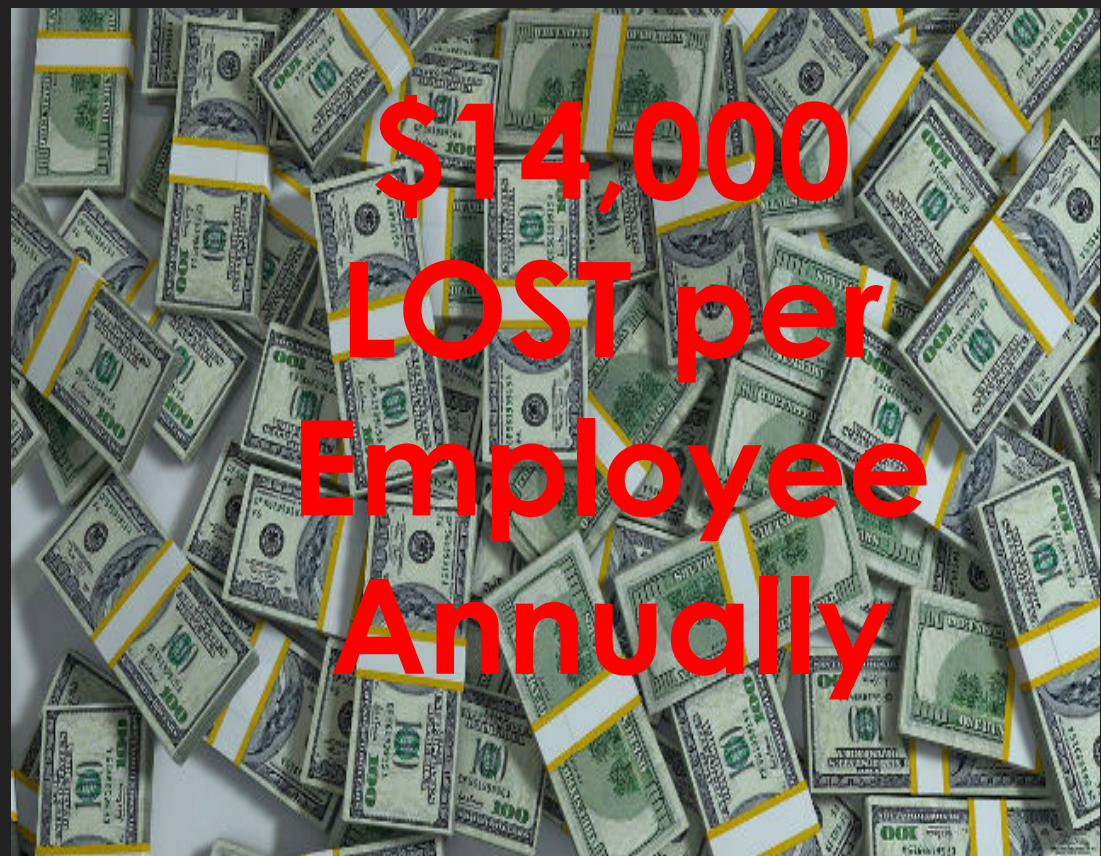
- B.A.D. = Brutal, Abrasive and Disgruntled behaviors that may invade your professionalism.
- B.A.D. = Barriers, Attitudes and Decisions that may be interfering with your ability to excel and set new records.

What's your *B.A.D.*?



Don't Let *B.A.D.* Ruin You

- B.A.D. = Brutal. Abrasive. Disgruntled
- Bad behaviors and attitudes can kill your career
- Costs millions in lost revenue and earnings
- The Average company can expect to loose over \$14,000 per employee annually due to Incivility in the workplace

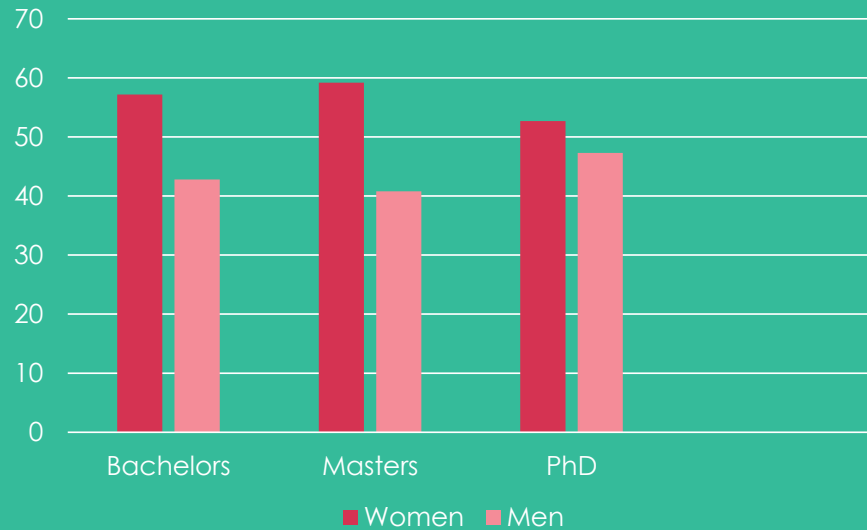


BUSINESS STATS & FACTS: 2017 vs. 2021

- **More Than Half of Management Occupations Are Held by Women**
- In 2017, women held 51.6% of all management, professional, and related occupations and 44.0% of the subcategory management, business, and financial operations occupations. (Bureau of Labor Statistics, 2017)
- Women acquired **21.2%** of New Corporate Board positions in 2017.
- **Women represent 54.3% of the US workforce as of December 2021 but only held 35% of senior leadership**
- companies with women executives are 30% more likely to outperform other companies
- 8.2% of Fortune 500 CEOs are women.
- As of 2020, 35% of top management positions are held by women.

Who Runs the World...?

Her vs. Him in Education 20121



Medical



Law

Science

National Center for Education, 2021

The 5 Types of People You **May** Work With

- Command
- Comrade
- Competitor
- Coo-Coo
- You

○ How Do We Work With Them?



But, How Do They See **YOU**?

How They See You

COMMAND



COMRADE



How They See You

COMPETITOR



COO-COO





COMMAND

Strengths:

- Highly qualified
- Precise
- Earned Her Stripes
- Experienced
- Polished Communicator

Weakness:

- Unknown
- Not Clearly Identified

Potential Threat:

- None-Minimal

Our Goal/Mission:

- Learn
- Follow
- Trust
- Defend



COMRADE

Strengths:

- Equal
- Goal Driven
- Building/Maintaining Career
- Genuine Communicator

Weakness:

- May be too trusting, once relationships are established
- May not mesh well with others

Potential Threat:

- Low – Based on trust
- Will compete based on competence, goals, and career path

Our Goal/Mission:

- Friend
- Help
- Trust
- Protect



COMPETITOR

Strengths:

- Equal
- Goal Driven
- Similar Career Path, Education, Social Status
- Defends point-of-view at all costs

Weakness:

- Values Position vs. Relationships
- Overly defensive
- Selfish communicator
- Calculated in every way

Potential Threat:

- High – Fight to the finish
- His distrust drives every interaction

Our Goal/Mission:

- Eliminate
- Discredit
- Neutralize



COO-COO

Strengths:

- Intuitive
- Stealth Communicator – Highly Skilled in C.Y.A.
- Unknown
- Not Easily Identifiable

Weakness:

- Inexperienced
- Gullible
- Unqualified
- Indecisive
- Unpredictable Personality

Potential Threat:

- High – Potential Sabotage and Collusion likely

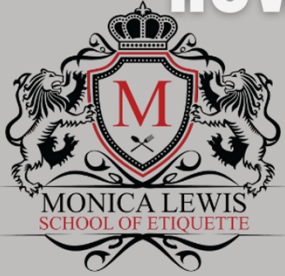
Our Goal/Mission:

- Alienate
- Minimize
- Dominate
- Neutralize



WHICH ONE ARE YOU?

HOW **THEY** SEE YOU... COMMAND



Tactful



Your Dominant
Communication Style

Tactful



Your Crucial
Communication Style

Command (Direct & Tactful):

- Your Test Results indicate you are a Highly Qualified, Experienced, Polished Communicator.
- Your Dominant Communication Style is Direct.
 - You prefer to address issues quickly and amicably.
- Your Crucial Communication Style is Tactful.
 - When communicating under stress you're more likely to address issues with empathy, facts, and accountability.



HOW THEY SEE YOU... COMRADE



Tactful

Tactful



Your Dominant
Communication Style



Your Crucial
Communication Style

Comrade (Direct & Tactful):

- Your Test Results indicate you are a Firm but Fair Communicator. You are considerate and open to opposition along as it is constructive.
- Your Dominant Communication Style is Direct.
 - You prefer to address issues quickly and amicably.
- Your Crucial Communication Style is Tactful.
 - When communicating under stress you're more likely to address issues with empathy, facts, and accountability. And you expect others to do the same.



HOW THEY SEE YOU... COMRADE



Tactful

Tactful



Your Dominant
Communication Style



Your Crucial
Communication Style

Comrade (Direct & Silent):

- Your Test Results indicate you are a Firm but Fair Communicator. You are considerate and open to opposition along as it is constructive.
- Your Dominant Communication Style is Direct.
 - You prefer to address issues quickly and amicably.
- Your Crucial Communication Style is Silent.
 - When communicating under stress you may avoid addressing the issue immediately. However, your non-verbal cues & thoughts are in over-drive. You're aware of the risk/reward and try to steer clear of a potential catastrophes.



HOW THEY SEE YOU... **COMRADE**



Tactful

Tactful



Your Dominate
Communication Style



Your Crucial
Communication Style

Comrade (Direct & Violent):

- Your Test Results indicate you are a Firm but Fair Communicator. You are considerate and open to opposition but skeptical.
- Your Dominant Communication Style is Direct.
 - You prefer to address issues quickly and amicably with those your care about.
 - Your Crucial Communication Style is Violent.
 - When communicating under stress you may be triggered in a defensive state. Your response will be driven by your intent to be heard.



HOW THEY SEE YOU... COMRADE



Tactful

Tactful



Your Dominant
Communication Style



Your Crucial
Communication Style

Comrade (Avoid & Tactful):

- Your Test Results indicate you are a “Best Case Scenario” Communicator.
- Your Dominant Communication Style is Avoid.
 - You prefer to Not address issues too quickly; you’d rather take time to weigh your options/gather your thoughts with those your care about.
- Your Crucial Communication Style is Tactful.
- When communicating under stress you’re more likely to address issues with empathy, facts, and accountability. You seek truth and are skilled at holding other accountable.



HOW THEY SEE YOU... COMPETITOR



Tactful

Tactful



Your Dominant
Communication Style

Your Crucial
Communication Style

Competitor (Direct & Violent):

- Your Test Results indicate you are a Goal-Driven, Results Oriented" Communicator.
- Your Dominant Communication Style is Direct.
 - You prefer to address issues quickly; you'd rather get straight to the point and present your solution or idea.
- Your Crucial Communication Style is Violent.
 - When communicating under stress you're more likely to address issues based a need to defend your point of view. You are more likely to call out others for perceived lack.



HOW THEY SEE YOU... COO-COO



Tactful

Tactful



Your Dominant
Communication Style



Your Crucial
Communication Style

Coo-Coo (Avoid & Silent):

- Your Test Results indicate you are a Highly Skilled, Intuitive, and Pragmatic Communicator.
- Your Dominant Communication Style is Avoid
 - You typically prefer to avoid conflict and do your best to stick to the facts or process. You communicate primarily for clarity, and you will follow-up to confirm.
- Your Crucial Communication Style is Silent.
 - When communicating under stress you're more likely to shut down and hold others responsible for their process, instructions or role in the issue.



**NOW THEY SEE YOU... HELP
THEM REACH YOU**

TACTFUL Communications



T- Test for
Diplomacy.



A- Ask Questions.



C - Communicate
Consciously, simply
and sincerely.



T- Timing is
everything.



TACTFUL Communications



F - Find the Facts



U - Understand your audience. Variances in culture, region, organizational structures, and personal communication styles must be considered.



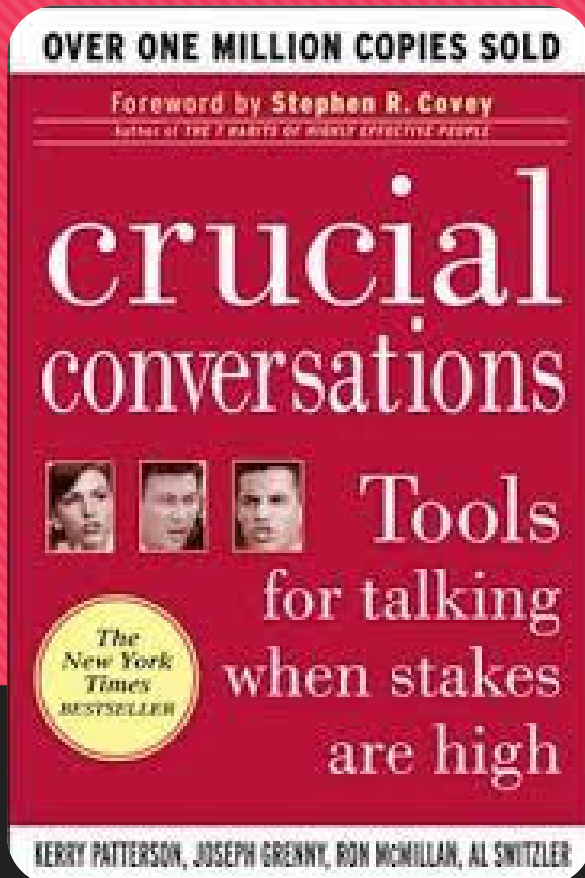
L- Learn Always. Remember the communication style that works best for each audience and always communicate in that manner.



HOW TO HANDLE CONFLICT



- Dig, Document and Decide based only on the facts
- Don't avoid complaints - take each complaint seriously
- Determine the "Best Case" scenario
- Do it Consistently
- Don't alienate the other person
- Don't delay the resolution
- Display the results



Excerpts from

Crucial Conversations

based on the book by:

By Kerry Patterson, Joseph Grenny,

Ron McMillan and Al Switzler

Presented by Darian Lewis, Monica
Lewis School of Etiquette

CRUCIAL CONVERSATIONS MODEL

BEFORE

WORK ON ME FIRST

Get Unstuck
Start with Heart
Master My Stories

DURING

MY MEANING

STATE My Path

SILENCE

SAFETY

POOL of
**SHARED
MEANING**

SAFETY

VIOLENCE

THEIR MEANING

Learn to Look
Make It Safe
Explore Others' Paths

AFTER

MOVE TO ACTION

Who does What by When
Follow up

Crucial Conversations

➤ What makes a conversation “crucial” vs. typical?

1. Opinions vary
2. The stakes are high
3. Emotions run strong



Crucial Conversations

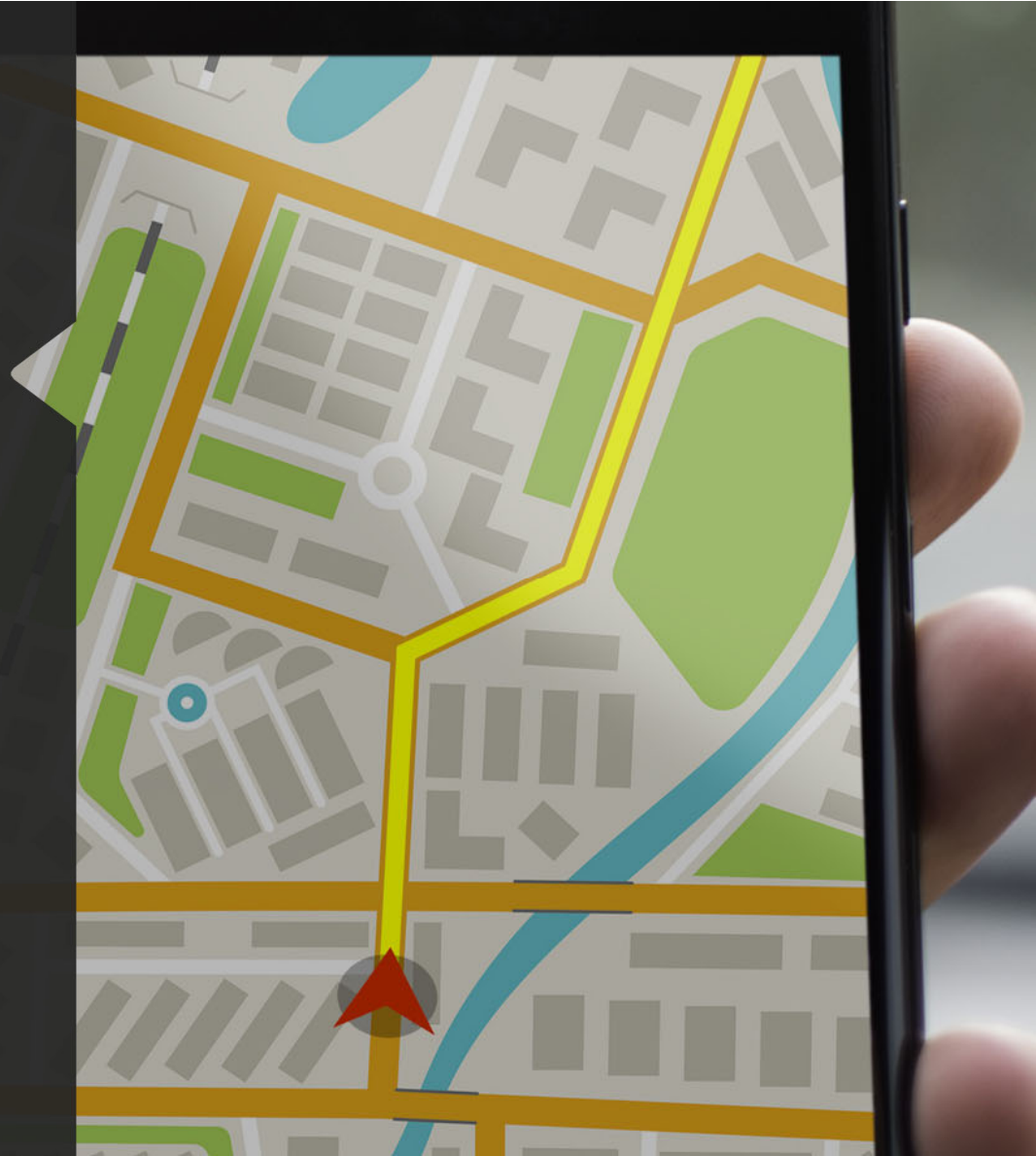
- How do we typically handle crucial conversations:
 - We can avoid them
 - We can face them and handle them poorly
 - We can face them and handle them well



STATE My Path

➤ STATE:

- Share your facts
- Tell your story
- Ask for others' paths (what)
- Talk tentatively
- Encourage testing (how)



STATE My Path

- Am I really open to others' views?
- Am I confidently expressing my own views?

HOW TO HANDLE CONFLICT



**KEEP
CALM
and
DAMAGE
CONTROL**

- Dig, Document and Decide based only on the facts
- Don't avoid complaints - take each complaint seriously
- Determine the "Best Case" scenario
- Do it Consistently
- Don't alienate the other person
- Don't delay the resolution
- Display the results





Breaking

B.A.D.

In Business

- Monica & Darian Lewis, Etiquette Experts
- Follow Us: @sayes2manners & @married2manners
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