





How to Communicate Effectively

with Everyone You Lead

// GIANT Worldwide



**“Everyone Speaks.
Not Everyone is Heard”**

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“The Pioneer Voice, representing only 7% of the population has almost exclusively defined the battlefield upon which the game of Free Market Capitalism is played out”

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Rules of the Game

- › Ruthlessly Competitive
- › Adversarial
- › Winner Takes All
- › Profit Defines Success

Consequently



Teams function at less than 60% of their true potential.



82% of Team members feel misunderstood and undervalued



Team leaders rarely if ever hear the truth from their people.



Leaders undermine their influence every day without even knowing it.

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What if every Voice around your table was truly heard, valued and appreciated?

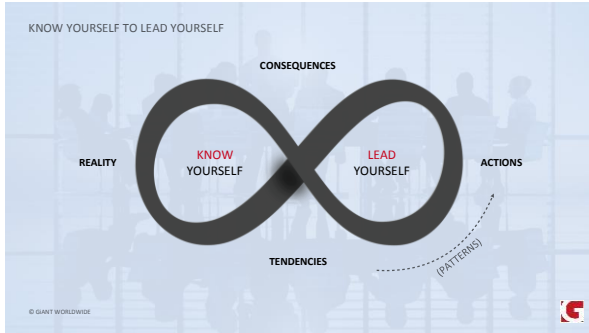
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5 VOICES | ASSUMPTIONS

1. Our **"Voice"** is made up of **all** 5 Voices.
2. Some voices are more **natural** to us than others
3. **Maturity** allows us to value the contribution each voice brings.
4. Nature / Nurture and Choice have **all** played a part
5. Don't **assume** you know what someone else's foundational voice is
6. Don't **assume** you know what each word means


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LET'S TAKE THE

5 VOICES

ASSESSMENT

HOW TO RATE EACH VOICE



GREEN

- › My Foundational Voice, my default pattern of communication & thinking


YELLOW

- › Not my Foundational Voice but I value it and it's easily accessible

RED

- › Not my Foundational Voice, I find it hard to value and hard to access

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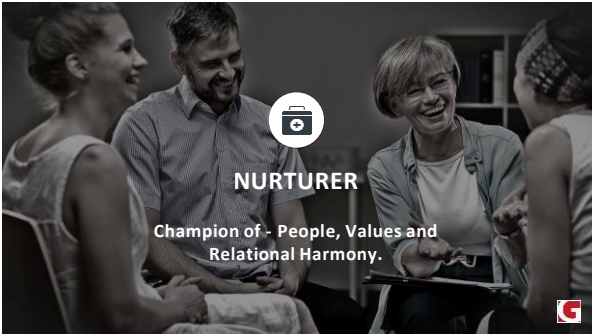
NURTURER



NURTURER

- They intuitively feel how an organization will react to a new idea
- They defend values, people will always come before profit
- They function as the relational oil inside the teams and organizations
- They are pragmatic realists who ask - "has this really been thought through?"
- They take genuine delight in celebrating the achievements of others and are natural team players.
- They can become overly resistant to change & demonstrate passive aggressive tendencies
- They rarely fully value the contribution they make.









CREATIVE

- They are the Conceptual Architects and love to think outside the box.
- They function as an "early warning radar system" for teams, often seeing the opportunities and dangers long before everyone else.
- They are never satisfied with the status quo - they inherently believe things can always be better.
- If the vision is compelling the word "can't" is not in their vocabulary.
- They often struggle with the fact that, "people never seem to fully understand my ideas"
- They exhibit a strong social conscience and desire for personal and organizational integrity
- Being internal perfectionists they can often fail to celebrate the 90% that has been achieved, focusing instead on the 10% that hasn't!



CREATIVE

Champion of - Future Ideas,
Organizational Integrity, and
Social Conscience



RATE YOUR CREATIVE VOICE**GREEN**

- My Foundational Voice, my default pattern of communication & thinking

**YELLOW**

- Not my Foundational Voice but I value it and it's easily accessible

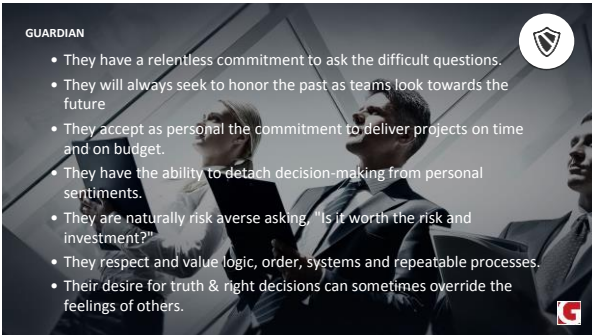
**RED**

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GUARDIAN

- They have a relentless commitment to ask the difficult questions.
- They will always seek to honor the past as teams look towards the future
- They accept as personal the commitment to deliver projects on time and on budget.
- They have the ability to detach decision-making from personal sentiments.
- They are naturally risk averse asking, "Is it worth the risk and investment?"
- They respect and value logic, order, systems and repeatable processes.
- Their desire for truth & right decisions can sometimes override the feelings of others.



GUARDIAN
Champion of - Truth, Tradition,
Resources and Systems

RATE YOUR GUARDIAN VOICE



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CONNECTOR



CONNECTOR

- They are persuasive and inspirational communicators - rallying people to causes and things they believe in.
- They are incredibly resourceful - "Whatever we need, I can get it or I have a source."
- They have the capacity to maintain a large number of relationships
- They know how to connect with people & their aspirations.
- They need appreciation and credit for making key connections - "Are you aware of what I've done?"
- Their people pleasing tendencies means they often struggle to bring effective challenge.
- They often struggle to hear or engage fully with critical feedback





CONNECTOR

Champion Of - Relational Networks, External messaging and Internal Collaboration.

The slide features a woman in a grey blazer smiling, with a background of a network diagram consisting of hexagons and connecting lines. A small icon of a person with a plus sign is in a circle. A red 'G' logo is in the bottom right corner.

RATE YOUR CONNECTOR VOICE



GREEN

- My Foundational Voice, my default pattern of communication & thinking

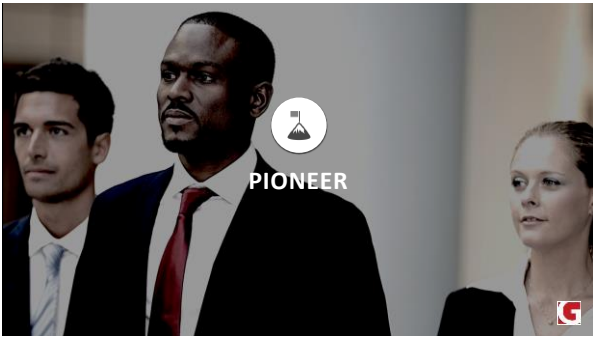
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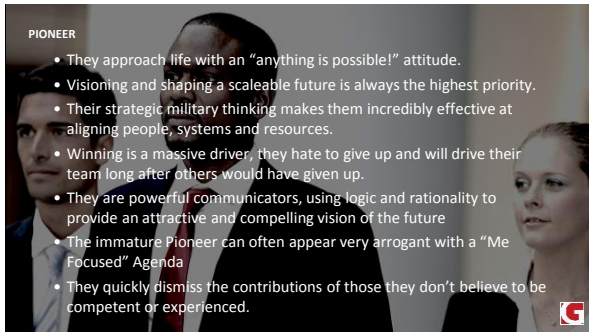
- Not my Foundational Voice, I find it hard to value and hard to access

The slide has a background image of a group of people in a meeting. Three colored circles (green, yellow, red) are on the left. A red 'G' logo is in the bottom right corner.



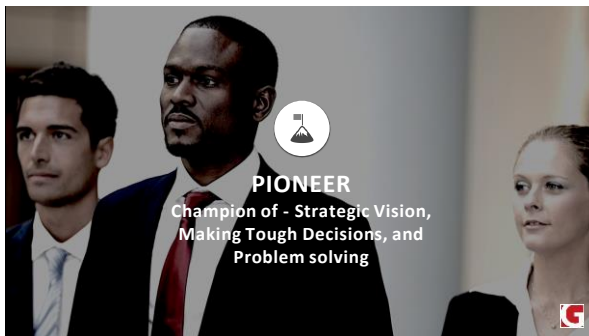
PIONEER

The slide shows three people in business attire. A small icon of a flag on a pole is in a circle. A red 'G' logo is in the bottom right corner.

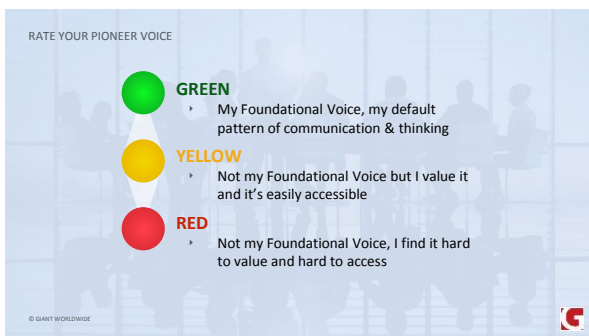


PIONEER

- They approach life with an “anything is possible!” attitude.
- Visioning and shaping a scaleable future is always the highest priority.
- Their strategic military thinking makes them incredibly effective at aligning people, systems and resources.
- Winning is a massive driver, they hate to give up and will drive their team long after others would have given up.
- They are powerful communicators, using logic and rationality to provide an attractive and compelling vision of the future
- The immature Pioneer can often appear very arrogant with a “Me Focused” Agenda
- They quickly dismiss the contributions of those they don’t believe to be competent or experienced.



PIONEER
 Champion of - Strategic Vision,
 Making Tough Decisions, and
 Problem solving



RATE YOUR PIONEER VOICE

GREEN

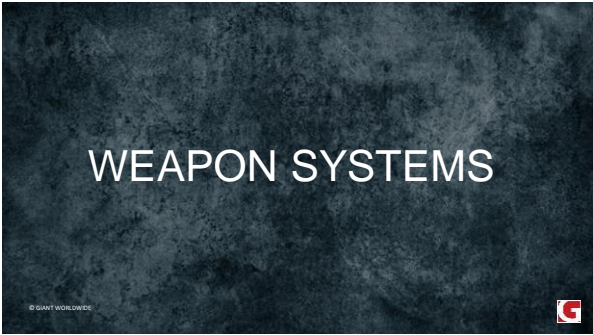
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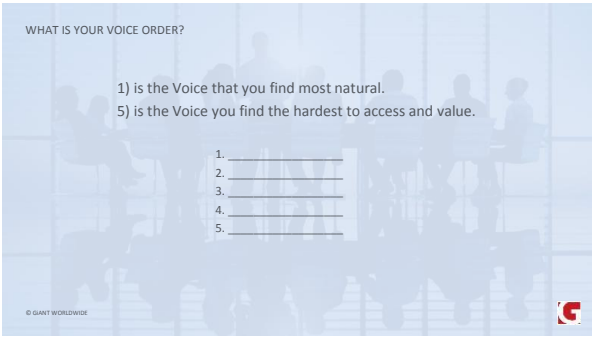















THE 5 VOICES SYSTEM ALLOWS




Teams to function closer to their true potential.




100% of Team members to feel valued and appreciated



Team leaders to hear all perspectives before making a final decision.



Leaders to create a culture of empowerment and opportunity

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EVERYONE SPEAKS NOT EVERYONE IS HEARD


YOU HAVE A LEADERSHIP VOICE
DISCOVER IT TODAY

[Buy 5 Voices Now »](#)[Take Free Assessment »](#)

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NATURE - FOUNDATIONAL VOICES

ISTJ GUARDIAN	ISFJ NURTURER	INFJ CREATIVE	INTJ PIONEER
ISTP GUARDIAN	ISFP NURTURER	INFP CREATIVE	INTP CREATIVE
ESTP GUARDIAN	ESFP NURTURER	ENFP CONNECTOR	ENTP PIONEER
ESTJ GUARDIAN	ESFJ NURTURER	ENFJ CONNECTOR	ENTJ PIONEER

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