



## We're judged on our behaviors.

Wonder why, in many everyday situations, sometimes we seem to excel, and at other times unravel?

- *Think communication.*
- *Think relationships.*

In the big picture of human interaction, people won't be influenced by us, or collaborate with us if they aren't comfortable with the way we come across personally and professionally. **Life is too short to spend it working and doing business with people who stress us out.**

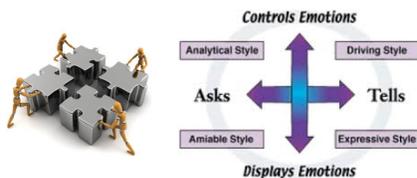
To get ahead, it helps to get along, and the underpinning of getting along – building strong relationships – is good communication. The effectiveness of our communication is based on these three factors:

- 7%: meaning of the words we use
- 38%: the way we say the words we choose
- 55%: nonverbal clues, such as facial expressions

Communication is the most complex thing we do. **Arguably the most critical skill for thriving and surviving in just about any situation.**

The ability to manage emotions effectively is a key part effective communication. Emotional intelligence is the ability to perceive, control and evaluate emotions. Regulating emotions, responding appropriately and responding to the emotions of others are all important aspect of emotional management.

Your *Behavioral Style* is the easiest for others to assess. They may not see your Emotional Intelligence or identify your Mindset, but they can tell if you're animated, rushed or sulking. The way you behave has a direct impact on your interactions with others and on your success in the workplace.



**Whitewater Group uses SOCIAL STYLES to help people communicate. It is the world's leading Behavioral Style model.**

- **Used by thousands of organizations to improve leadership performance and sales results.**

Each of the four Styles displays positive and negative characteristics when working with others, and research shows that people of any SOCIAL STYLE can be successful in any profession.

If someone's SOCIAL STYLE is not inherently good or bad, what is the point of studying these behavioral preferences? Understanding Style allows you to identify the preferences of others and modify your behavior to make others more comfortable. This is known as Versatility, and it is strongly linked to career and business success.

Our Profile measures **Style** and **Versatility**, allowing you to take steps to improve your relationships and performance. Taking these steps is especially important for increasing leadership performance, developing coaching skills, increasing sales, building relationships, working in teams and enhancing communications.