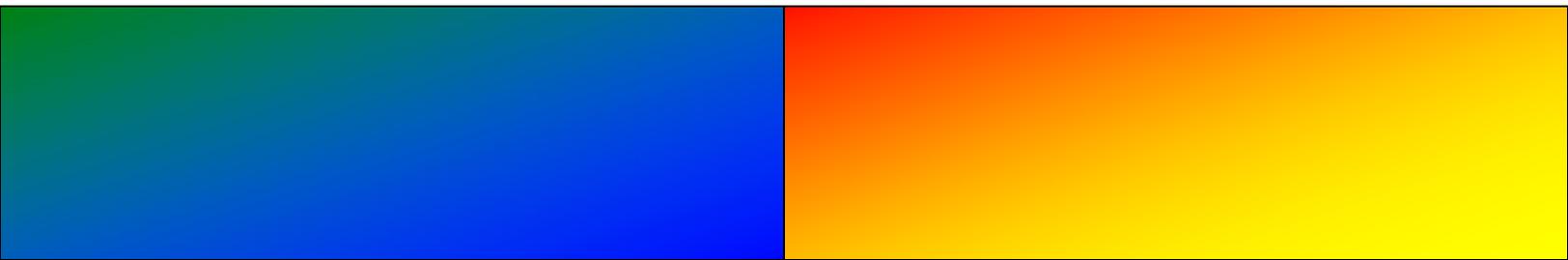


**The**

**Power**

**of**

**Influence**



# **The Power of Influence**

**by Dick Huiras**

**Edited by Sandy Webb**

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*When you know how to connect,  
others will trust  
and be  
influenced by your words.*

*“They may forget what you said, but they will never forget how  
you made them feel”.*

- - - Carl W. Buechner

*“Feelings of worth can flourish only in an atmosphere where individual differences are appreciated, mistakes are tolerated, communication is open, and rules are flexible -- the kind of atmosphere that is found in a nurturing family.”*

- - - Virginia Satir

*“First learn the meaning of what you say, and then speak”.*

- - - Epictetus

*“No one would talk much in society if they knew how often they misunderstood others”.*

- - -Johann Wolfgang Von Goethe

**Influence** is the single most powerful attribute anyone can possess. It can change politics, foster dreams, guide a child, or create a nation. It can give hope, share a vision, build a company, and create success.

Influence is the magic of connecting. And when you connect, you can become the outstanding manager who is highly respected by your co-workers who will seek you out for your opinion.

When dining out with a prospective client impress them with your social graces of conversation.

Be the hit of the party by connecting with everyone in the room, while attracting that person you really want to meet.

Become the hero in the eyes of those you love, because you know how they think and feel.

When you influence it's because you have connected. Connecting is knowing those with whom you wish to relate.

To make a connection:

- The listener must desire to continue to listen
- The listener must retain the information
- The listener must trust you

When someone disconnects from a conversation one or all of these elements will cease to exist, even though the conversation continues.

People are different in fundamental ways. They have different cultures, goals and needs, they think, imagine, perceive, and comprehend differently. Hence, the uniqueness of you and everyone around you.

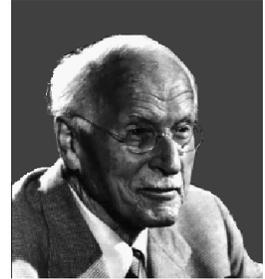
Awareness of how these differences affect the communication process will change your life and dramatically improve your relationship with your spouse, children, friends and co-workers.

Your ability to understand and relate to others is paramount to all relationships, whether personal or professional.

## *Carl Jung and Preferences*

A **Preference** is the way we prefer to relate to the outside world

Carl Gustav Jung was born July 26, 1875, in the small Swiss village of Kessewil. Although his first career choice was archeology, he went on to study medicine at the University of Basel. While working under the famous neurologist Krafft-Ebing, he settled on psychiatry as his career.



After graduating, he took a position at the Burghoeltzli Mental Hospital in Zurich under Eugene Bleuler, an expert on (and the namer of) schizophrenia. He also taught classes at the University of Zurich, had a private practice, and invented word association at this time.

Jung developed a personality typology that has become so popular many people don't realize he did anything else!

It begins with the distinction between **introversion** and **extraversion**. Introverts are people who prefer their internal world of thoughts, feelings, fantasies, dreams, and so on, while extraverts prefer the external world of things and people and activities.

The words have become confused with traits like shyness or sociability, partially because introverts tend to be shy and extraverts sociable. But Jung intended for them to refer to whether you ("ego") more often faced toward the persona and outer reality, or toward the collective unconscious and its archetypes. In that sense, the introvert is somewhat more mature than the extravert. Our culture, of course, values the extravert much more. And Jung warned that we all tend to value our own type most!

Whether we are introverts or extraverts, we need to deal with the world, inner and outer. Each of us has our preferred ways that we are comfortable with.

Jung suggests there are **Four Basic Ways**, or **Functions**.

The first is **Sensing**.

“Sensing” means what it says: *getting information by means of the senses*. A sensing person is good at looking and listening and generally getting to know the world.

The second is **Thinking (task)**.

**Logical, sees cause & effect relations, cool, distant, frank, questioning.**

The third is **Intuition**.

“Intuition” is a kind of perception that works outside of the usual conscious processes. It is like sensing, but comes from the complex integration of large amounts of information, rather than simple seeing or hearing.

The fourth is **Feeling**.

Do not confuse feelings with emotions. A feeling preference is one who puts relationships first.

**Feelings are an inner pre-disposition to care about people – empathy, warmth.**

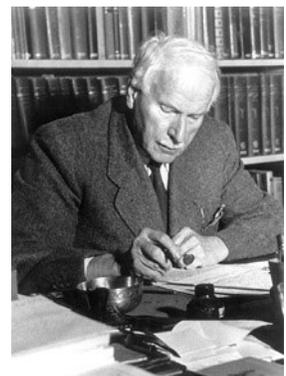
**(Emotions are a response to external stimuli – anger, fear, joy)**

We all have these functions. We just have them in different proportions. Each of us has:

A **superior or dominant** function, which we prefer to use and display.

A **secondary** function, which we are aware of and use in support of our superior function.

An **inferior** function, which is poorly developed and so unconscious that we might deny its existence within ourselves.



## *Carl Jung's Two Types*

### *Expressing Energies Introversion & Extraversion*

The **Extravert** is someone whose energy and attention is directed outward to the people and things in the world around him. For the **Extravert**, the world around him is real and he adapts himself to it. His inner world however, is less real and is a secondary influence on his conduct

In contrast, the **Introvert's** energy and attention are directed inward. His inner world is the real world to which he adapts and which determines his behavior. He strives to protect this inner world from too strong an influence from the outer world. His outer world is less real and therefore has less influence. Extraversion and introversion form a pair of opposite basic attitudes to life. Each of us is extraverted and introverted, for we relate to the world around us and the world within, but we tend to favor one attitude over the other.

#### **INTROVERSION**

*Inner-directed, need for privacy and space; chooses solitude to recover energy, often reflective*

#### **INTROVERSION**



#### **EXTRAVERSION**

*Outer-directed, need for sociability chooses people as a source of energy, often action-oriented.*

#### **EXTRAVERSION**

## *Carl Jung's Four Types*

### *Sensing & Intuition*

The next set of preferences is **Sensing** and **Intuition**. These are not as easy to observe. Each is a way of perceiving simply "what is".

**Sensation** sees "what is" in the external world; Sensing is in the present - it is using our five senses to get through the day. **It** is concrete as opposed to abstract. **Sensing** is what we use to justify our preference to **Extraversion**.

**Intuition** sees (or "picks up") what is in the inner world. It is a hunch, a way of sniffing out possibilities. It is focused on the future. **Intuition** sees what isn't there yet, but could be. **Intuition** is what we use to justify our preference to **Introversion**.

#### **SENSING**

**Oriented toward the body and senses.**

**Detailed, concrete, present**

**Focus on the realism & here and now**

#### **SENSING**



#### **INTUITION**

**Sees many possibilities in situations, goes with hunches, impatient with earthy details, impractical, sometimes not present**

**Focus on the imagination & future potential**

#### **INTUITION**

## *How We Make Decisions*

### *Thinking & Feeling*

The first set of Preferences is “**thinking**” and “**feeling**”. Jungian **thinking** and **feeling** are both equally valid functions.

The **feeling** person has feelings about people or things, and they know, in no uncertain terms, whether they like a person or situation.

An individual with a “feeling” preference might say, “I like it because it feels right to me,” causing another with a “thinking” preference to throw up their hands in frustration. What the individual with a “thinking” preference does not know is that the individual with a “feeling” preference has put the person or situation on their special feeling scale, from which they are able to clearly see whether or not it is good for them. The individual with the “thinking” preference expects that all judgments should be preceded with the same analysis they employ, where things are divided, compared, then reconnected, and a final judgment is decided.

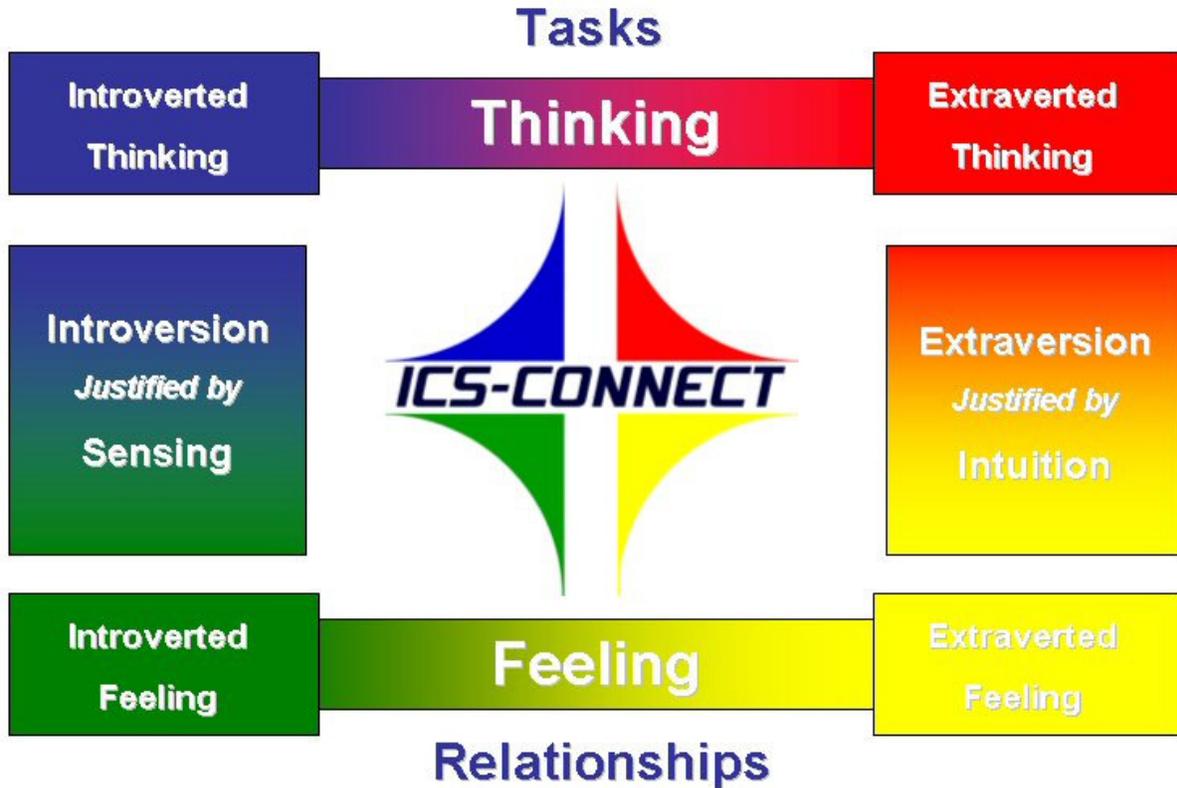
If “thinking” compares one thought with another in order to advance to a new idea, feeling weighs the situation and compares it to others.

**Logical, sees cause & effect relations, cool, distant, frank, questioning.**



**Feelings are an inner pre-disposition to care about people – empathy, warmth.  
(Emotions are a response to external stimuli – anger, fear, joy)**

# Carl Jung's Types & Functions



## *The Interpersonal Connection Styles Color Energies*

There are people in your life that energize you mentally and physically. You enjoy a conversation, and stay connected for long periods of time. Yet there are other people who, when you hear their footsteps, you find the nearest place to hide! Two minutes with them and you are mentally and physically drained.

When we communicate with another person, three elements must exist:

- You must be willing to listen or keep the other person listening.

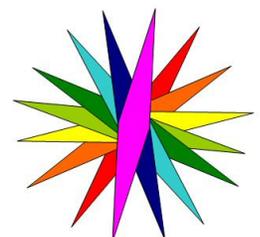
- You must be able to retain as much information as possible, or promote information retention in the other person.
- You must continue to increase the level of trust regarding information the other person is sharing, or you must promote trust of yourself in the other person.

Typically these three elements will exist providing each person is connected to the conversation. If at any time one person disconnects, all three elements will stop or significantly diminish even though the conversation continues.

Our first step to understanding why we stay connected to one person but quickly disconnect from another is to learn the Basic Four Jungian Energies, and the Behaviors and Preferences of each.

It is a proven fact that when we see things in color we have a much higher level of retention and enjoyment. Therefore, a color has been assigned to each of the Four Basic Energies. How we communicate, and the success of that communication, has everything to do with our energy.

As you read the **Behaviors** and **Preferences** of each energy style you will see that one of these four energies will be your preferred style. However, you will also see yourself in each of the other three energies. Jung taught that we will demonstrate behaviors from all four energy styles depending on which is needed to be expressed in our communication. You may also see yourself as having two styles that are very much like you. Many of us have an almost equal amount of two or even three energies After you have read through all four energies use the boxes in the upper corner to rank your preferences from 1 – 4, (1) meaning most preferred (4) meaning least preferred. This is how you truly see yourself and what you want others to see in you.



## ***Red Energy - Extraverted Thinking***



Those who have a preference toward **Red Energy** are comfortable and energized when they are able to express themselves in an extraverted style, make decisions by identifying the gaps that may hinder them attaining their goals. They will immediately concentrate on filling or bridging those gaps. They expect others to do the same thing and will tend to disconnect from those who don't understand that gap analysis is the focus. They are positive, direct in dealing with others, and focus on results. They may show less concern for the feelings of others, and tend not to bring relationships into how they view the criteria for results.



## **Red Energy**

### **Gap Analysis Is The Focus**

**Will use the following skills:**

**Competitive  
Purposeful  
Goal-oriented  
Determined  
Strong-willed  
Get-to-the-point  
Risk taker**

If a person who had a preference to **Red Energy** could have a slogan. It might be:

**“BE CLEAR, BE CONCISE, BE GONE”**

How a person who has a preference to their **Red Energy**

### **Makes Decisions**

- Makes quick & decisive decisions and then takes action
- If decision is wrong, make another decision and again take action

### **Explains Their Vacation** – short and to the point

- Went to New York
- Left on Thursday
- Returned following Thursday
- Enjoyed the trip

### **Red Energy Strengths**

- Confident, determined, loves challenges, can focus, able to influence others

### **Red Energy Challenges - As Seen By Others**

- Poor listener, can be seen as arrogant, may push too hard, doesn't wait for feedback/feedforward

### **Email Communication**

Response: Done!

## ***Blue Energy – Introverted Thinking***



Those who have a preference toward **Blue Energy** are comfortable and energized when they are able to express themselves in an introverted style, make decisions by thinking through the process and view the things around them by using their senses.

They like to organize their thoughts before they act. They place value and trust in those who use a logical process to achieve results. They tend to distrust those who do not use a process even though the end results are correct. They prefer to have things in writing to maintain an orderly process, and retrace their steps in the event they don't achieve the right results.



## **Blue Energy**

### **A Logical Process**

**Will use the following skills:**

**Cautious**

**Precise**

**Deliberate**

**Formal**

**Detailed**

**Analytical**

If a person who had a preference to **Blue Energy** could have a slogan. It might be:

**“MORE & MORE INFORMATION”**

How a person who has a preference to their **Blue Energy**

### **Makes Decisions**

- Will analysis all data prior to making decisions
- Will bring three options to the table, if none work, needs to revisit data

### **Explains Their Vacation – A minute by minute account**

- Will have it planned before ever leaving
- Left on Monday at 3:45 pm, arrived at 6:32 pm, had dinner reservations for 8:15 pm. Was in bed at 11:14 pm so we could be at Disney World by 8:20 am the next day for a four hour tour and then on to..... etc. etc. etc.

### **Blue Energy Strengths**

- Knowledgeable and detailed, competent, asks probing questions, thorough follow-up & follow through.

### **Blue Energy Challenges - As Seen By Others**

- May be difficult & stuffy, is seen as critical & insensitive, overlooks others' feelings, focuses on inconsequential details

### **Email Communication**

Response: On Tuesday I did the paperwork, and on Wednesday I filed the paperwork, on Thursday I set up a spreadsheet to track the information, On Friday I printed reports and I have attached them to this email

## **Yellow Energy – Extraverted Feeling**



Those who have a preference toward **Yellow Energy** are comfortable and energized when they are able to express themselves in an extraverted style, make decisions by how they feel and view the things around them intuitively.

Their first priority is to build a relationship with others before doing business. They enjoy being around others and generally inspire their co-workers. Life and work should be enjoyable and fun. They are very democratic and show interest in joining in on many different projects at the same time.



## **Yellow Energy**

### **Creating New Experiences & Ideas**

**Will use the following skills:**

**Demonstrative**

**Enthusiastic**

**Optimistic**

**Expressive**

**Idea-generating**

If a person who had a preference to **Yellow Energy** could have a slogan. It might be:

**“IDEAS, IDEAS, IDEAS”**

How a person who has a preference to their **Yellow Energy**

### **Makes Decisions**

- Is an eternal optimist and quick to make decisions
- If asked if they have ever done it, they will say no, but anything is possible

### **Explains Their Vacation – Be ready for a long story**

- Will tell you everything they did
- Will not be in any particular order of events
- They will forget to tell you what others did if they went with a group
- Will have tons of pictures, they will be in most of them

### **Yellow Energy Strengths**

- Quick to build relationships, friendly & sociable, adaptable & imaginative, skillful presenter, life of the party

### **Yellow Energy Challenges As Seen By Others**

- May lack focus, too casual for some, poor planning & follow-up, can quickly lose interest when there is no creativity or fun

### **Email Communication**

Response: I am almost done, I had to finish the project from last week but I know that I will have it finished soon.

## ***Green Energy – Introverted Feeling***



Those who have a preference toward **Green Energy** are comfortable and energized when they are able to express themselves in an introverted style, make decisions by how they feel and view the things around them by using their senses.

First and foremost a person whose preference is to **Green Energy** expects those around them to be honest and focus on values with a sense of fair play. It is important for them to meet the expectations of the persons he/she are working with. They tend to be resistant change until they understand their parameters and success indicators. They are wonderful listeners and strive to make others feel important.



## **Green Energy**

### **Honesty Drives Their Lives**

#### **Will use the following skills:**

**Values**  
**Caring**  
**Sharing**  
**Encouraging**  
**Patient**  
**Calm**  
**Supportive**

If a person who had a preference to **Green Energy** could have a slogan it might be:

**“SUPPORTING, CARING & SHARING”**

How a person who has a preference to their **Green Energy**

### **Makes Decisions**

- Takes their time making decisions, must get consensus of those affected
- Need to know their parameters and success indicators before agreeing

**Explains Their Vacation** – Is very considerate of the listener

- Will tell you everything the others did while on vacation
- Will not give too much information unless asked
- May not share what they did or contributed to the trip
- Very seldom in the picture because they are taking the picture

### **Green Energy Strengths**

- Builds deep, long-term relationships, natural listener, sincere & warm

### **Green Energy Challenges As Seen By Others**

- Slow to adapt, may lack enthusiasm for change, avoids rejection, takes difficulties personally

### **Email Communication**

Response: I finished the job, I hope that everything is like you want it if not please let me know and I will do it differently.

# ***ADAPTING & CONNECTING***

## ***Adapting***

Before we can begin to recognize someone's energies, we need to understand Perceptions, Preferences, the ICS-CONNECT™ (Interpersonal Communications Styles) Colors and their relationships to one another.

**Perception** is how people view the outside world.

- It is reality to most people
- Shaped by inner beliefs, what is known, and what is believed about the world
- Two people can see the same thing differently and both be right

## ***Why adapt?***

Studies show that communication in interpersonal relationships accounts for about 85% of the problems in our professional (and personal) lives.

Our words only account for 7% of our communication.

93% is about the perception of the person or persons with whom we are interacting. Adapting enables our communication to be more clearly interpreted by others. It is also the first step to connecting.

Imagine a manager who delegates a task to his team giving little direction. Upon completion the team returns with results that do not match his expectations. Perhaps his team is comprised of members who have a lot of Yellow Energy. They may have approached the task with a lot of creativity and no idea of deadline. Perhaps this task is putting together important information to be shared with the board



members of the company at their next board meeting. Without instruction outlining the need for detail and accuracy as well as the date of the meeting, the team might put together information that may not be all together accurate and their report might be finished the day after the meeting.

On the other hand, a manager who recognizes the team's collective energy and takes steps to adapt will delegate the task with specific instructions on the need for accuracy and the deadline for completion of the report. By adapting, he has connected with the individuals on the team, enabling them to deliver a quality report, resulting in less stress and aggravation for him as well as showing his excellent managerial skills.

## *How to Influence*

The first step in adapting is recognizing the type of individual with whom you are interacting. There are three things you need to observe:

1. What is their dominant energy?
2. What is their secondary energy?
3. What is their least preferred energy?

Let's say you meet someone who appears to be outgoing. She is demonstrative with her speech; in fact she uses her hands and facial expressions while talking. Paying close attention you notice her words are nurturing (not to mention politically correct). Her office is very comfortable with plants and family pictures, and if you were to ask, she would speak fondly of those in the photos. When the conversation turns to business you notice she is focused on the people involved or the benefit to the team. She does not question you, she takes what you say at face value. She draws pictures to clarify her point of the conversation.

During this interaction, you first see the Yellow Energy in her outgoing nature, the way she uses her hands and her animated facial expressions. Upon further observation, you take note of her Green Energy in the way she is focused on the “benefit” to others. As the conversation continues you realize she is exhibiting very little Blue Energy, as she is not really interested in the details and depth of the topic. Therefore, you safely assume blue energy is her least preferred. To continue talking in a Blue Energy most likely will cause her to disconnect.

This may take place in the first three minutes of your interaction. Because you noticed her style appears to be a combination of Yellow and Green Energy, you adapt your style to one she can relate to. You might do this by being a little more animated, focusing on benefits, and not loading her down with too much detail. By adapting, you have connected and she will continue to stay connected.

### ***Connecting & Influencing***

Our ability to relate to others is directly related to our effectiveness in business and personal relationships. By adapting to those we are communicating with we form better and longer lasting relationships, and increase how others perceive our professionalism.



Connecting is simply “Flexing to the other person’s style

“Flexing” does not mean that you stop being who you really are. It means that you accommodate the other person to establish a solid two-way conversation that keeps both parties connected. You are flexing so that the other person hears your message in a style that makes sense. In this way, you stay connected longer.

Conversely, when we meet someone who relates to using our own preferred energy we enjoy the conversation and stay connected. If she displays what we don’t recognize within ourselves, we will connect, but will likely soon disconnect.

## *Flexing Your Style*

When individuals are willing to "Flex" their behavior to the needs and expectations of others, relationships are typically seen as more satisfying and productive.

**When communicating or working with a person whose preferred energy is “RED” it is important to adapt in the following ways:**

- When making an appointment confirm how much time they are willing to spend with you.
- Do not discuss what has happened in the past, nor too far out in the future, unless it significantly impacts the current needs.
- Make efficient use of time. Time is money and neither can be wasted.
- Demonstrate your competence and credibility.
- Be well prepared to give answers that can solve current issues.
- Use factual documentation and summarize your answers in a condensed and bulleted format.
- Get down to business, state your case and then pause, waiting for him to take the next step.
- Support his principles with active listening.
- If you are asking him to make a commitment, ask him directly before leaving.
- Offer options or alternatives when he is not accepting of your original ideas. Be prepared to have alternatives ready to put in place.

**When communicating or working with a person whose preferred energy is “BLUE” it is important to adapt in the following ways:**

- Be formal, present yourself in a business-like manner, and don't get personal.
- After scheduling a meeting, send a prepared agenda so she will be ready to respond to your needs.
- Before asking for her decision give her adequate time to analyze the data.
- Keep to the facts, and be prepared to present documentation that will support your claims.
- Demonstrate your expertise. She needs to know that you have the background or education to be involved.
- Support her principles as she generally has done the research to substantiate her views.
- Be organized, well prepared when making your presentation. This demonstrates that you have done your homework.
- It is okay to frequently ask questions. She will not see that as testing her, but your willingness to learn and confirm what you have heard.
- Have ample detail available with sources she can research.

**When communicating or working with a person whose preferred energy is “YELLOW” it is important to adapt in the following ways:**

- When meeting, greet him in an informal and friendly manner.
- Use personal testimonies that will engage him into the conversation.
- When he has significantly made an impact on a project give recognition and positive feedback. This will typically result in an increase in motivation.
- Because he is very optimistic he will be quick to make decisions. Ask him if he can do the project, expect he will say, “Of course”.
- Support his intuitions, feelings
- He becomes uninterested in any process that is very detailed. Keep things short.
- Use stories, analogies and word pictures to keep him interested and motivated in the possibilities.
- Take time to build rapport before the request.
- He enjoys being interactive with several other people involved in the process.
- Keep things fast paced or he will lose interest.

**When communicating or working with a person whose preferred energy is “GREEN” it is important to adapt in the following ways:**

- She desires to conduct all business with a high level of openness, integrity, and honesty.
- It is important that she is dealing with people who are sincere in their dealings with others.
- Don't push her into a decision. You can help her make a decision by explaining “the how and why”.
- She becomes motivated when she knows the parameters and success indicators.
- Give ample time for relationships. She tends to build relationships on her willingness to trust the other person.
- Enhance her image and contributions as it is important for her to know she has made a difference.
- Offer guarantees and assurances so when she engages your services or purchases your products she will not have failed those around her.
- If you are a vendor she will respond quickly to those who are willing to share the risk by being there for her when she needs someone. Never leave her out on a limb.

## ***Recognizing The Behaviors of Each Energy***

Psychological studies have proven that most of the difficulties we have with others comes from a lack of establishing a good relationship. When we are alike – we like that person. We generally don't have any problems with those relationships. However, what make our lives dysfunctional is when we have to deal with people that are not like us, and we find it very uncomfortable to form any kind of relationship.

If you haven't figured out who those people are in your life by the time you read this section, I highly recommend you go back and start over. Generally the second time through does the trick.

The objective is to start a process of awareness and respect, enabling you to better connect and value the other person. It allows you to empathize and “walk a mile in their shoes”.

These skills will enable you to build meaningful relationships and to connect - and stay connected - to each person in your circle of influence.

Each of us displays verbal and non-verbal behaviors that tells others how we enjoy the communication and relationship process. The remainder of this book will identify some of those behaviors for each of the four energy types.

## *The Hand Shake*



When a person has a preference to:

**Red Energy:** He will give a firm to robust grip., Pumping the hand one time only, he will immediately release their grip and retract his hand. Any additional contact will be perceived as “touchy-feely”, and may very well cause him to disconnect.

**Blue Energy:** Typically he will offer the best hand shake of the four energies. He reaches out and takes your hand, using the amount of grip that is appropriate for that person. He is most comfortable with a single pump of the hand but will allow a second before releasing and withdrawing his hand. He generally will keep his hand straight up and down, instead of either open palm or covering up the other person’s hand.

**Yellow Energy:** He will grasp and pump your hand as long as you want to stand there. He will almost always use the other hand to touch the arm, shoulder, or use both hands to cover your hand. If he already knows the person he is very comfortable with hugging.

**Green Energy:** He will open his hand in preparation for the hand shake, but will generally not extend the arm, allowing you to take his hand from him and will let you shake it in a manner that is comfortable for you.

He prefers not to hug the first time.

## *The Office Space*

When a person has a preference to:



**Red Energy:** Her office space will be neat, orderly and business-like, with the proper amount of furniture and technology to get the job done. Pictures will include one of the family and a framed degree certificate. Usually only one visitor chair.

**Blue Energy:** The office space will have systematic organization. Everything will be in its place. Files will be color coded for easy and efficient location of information. The atmosphere may seem formal and a little cold.

**Yellow Energy:** Her office space will have multi-chairs for many visitors. It will be very informal with pictures, awards, trophies, and items from her favorite past-time and hobbies. The environment will be warm and friendly, while looking cluttered and disorganized. She generally will have all the latest techno-toys but not too sure how to use most of them.

**Green Energy:** The office space will contain all the things she needs and also those items that other people need to borrow. She might put her name on them, "this stapler belongs to Jane Doe". This way other people will know who to return it to in case someone else is waiting to borrow the same item. The environment will be warm and have a homey feeling. She will do whatever it takes to make guests feel comfortable.

## *When Purchasing A New Vehicle*

Assuming cost is not an issue.

When a person has a preference to:

**Red Energy:** He will drive a large vehicle that makes a bold statement. A vehicle that has brut power and commands respect on the road. Too big and powerful is never too big and too powerful!

**Blue Energy:** The most important factors will be how many miles to the gallon, cost per mile to drive the vehicle, potential resale value after ten or more years in relationship to the purchase price, and dealer discounts. With all that in place he will be happy to drive the little car with pink stripes.

**Yellow Energy:** The vehicle must have the “WOW” factor. He likes a fast, sleek, eye catching vehicle that will go from 0 – 60 in three seconds. “Flash for the cash” is his motto.

**Green Energy:** The vehicle must first pass two most important factors. Is the vehicle rated in the top two for crash and safety features, as well as being large enough to comfortably accommodate the family and anyone else’s family should the need arise.



## *Riding In An Elevator*

When a person has a preference to their:



**Red Energy:** She enters the elevator and pushes the button for her floor and closes the door at the same time. Some will even continue to hold the floor button with the idea in mind that the elevator will not stop at any other floors. Why should it? She's not getting off on those floors.

**Blue Energy:** She gets on the elevator and scans the people who are already there. She then looks at the little bar above the floor buttons that says, "Maximum weight 2600 pounds". If she thinks the elevator has over that amount she gets off and gets another elevator.

**Yellow Energy:** She gets on the elevator looking around to see who she knows or who she would like to know. By this time she has forgotten to push the floor button and most likely has forgotten what floor she is going to. Yes, one more thing, many times she will get off the elevator the first time the door opens, and by the time she realizes it isn't the right floor, the door closes again.

**Green Energy:** She will get on the elevator, push her floor button and then ask if everyone has selected their floor. If not, she will push the buttons for them. She will also stand in the front of the elevator so she can see if anyone is rushing to catch it. She will then hold the door. There is always room for one more. She will step out and help you with anything you are carrying. Last but not least, she will be willing to give you her spot if you are in a hurry.

## *Verbal Signs*

### **Red Energy**

- Words that mean “Get to the point”
- Seldom any “touchy-feely” words
- How long will this take? I am really busy
- Their speech will be fast paced with authority in their voice

### **Blue Energy**

- Words that are “meaningful and give direction”
- They will ask many questions, almost to the point it appears they don’t believe you.
- They may challenge what you say so they can be clear about your message
- They generally are clear and concise

### **Yellow Energy**

- Words that are “friendly and personal”
- They like to talk about themselves
- They openly express their feelings
- They will interrupt if an idea pops in their head

### **Green Energy**

- Words that are “accommodating”
- They are very diplomatic
- Slower paced and reluctant to immediately share their opinions.
- They will wait for you to take the lead
- They would rather listen before speaking

## *Difficult People*

There are two levels we experience when we are required to deal with our most difficult person.

Level One, **The Toleration Level** – Takes us from a connection with this person to an unwillingness to stay connected. At this level we will tolerate others and if they continue we will discount or even ignore any input they may have, thereby, disconnecting.

May happen when we need to interact with that person who is opposite in extraversion or introversion and we perceive that person is using their extraversion or introversion to their advantage. We may also see intuition and sensing in the same manner.



Level Two, **The Adversary Level** – We reach this level when others attack our most inner being or “hook our emotions”. This attack on our emotions can happen over a period of time or may happen almost instantly.

May happen when we see the other person using their thinking or feeling preferences to discount how you are thinking or feeling. We tend to resort to our thinking or feeling side to get them to agree with us, this tends to take it to a more emotional level.

## ***RED ENERGY - Director***

### **What Directors Tolerate - May disconnect when others:**

- Need all the facts before they are willing to make a decision
- Rely only on a step-by-step process
- Take time to reflect to be sure the task is realistic and accurate
- Are too rational and logical
- Seek to be perfectionists

### **Adversary Level – May see others as adversaries when:**

- Others want to maintain status quo and not willing to think about the outcome
- The feelings of others come before the task at hand
- Others need to express their feelings and thoughts about how co-workers or family will be affected
- They are keeping things on a personal level
- They are being too expressive and harmonious
- When Director's are accused of not having the ability to understand feelings

## ***BLUE ENERGY - Monitor***

### **What Monitors Tolerate - May disconnect when others:**

- Move forward before gathering all the facts
- Take unnecessary risks that might jeopardize success
- Keep adding new ideas, rather than sticking to the plan
- Take short cuts that might result in failure
- Assume the position of authority and control
- Lack interest in a well developed plan
- Don't take the process seriously

### **Adversary Level – May see others as adversaries when:**

- They feel they need to have others share the risk with them
- Others don't care to take the time to understand the process
- They feel the need to involve everyone in the planning process
- Others want to change in mid-stream
- They need to have their self-esteem boosted
- They get their feelings hurt because they were not involved in the planning stages

## ***GREEN ENERGY - Supporter***

### **What Supporters Tolerate - May disconnect when others:**

- Get pushy and refuse to help the Supporter understand the who, why, what, and where
- Expect the Supporter to just change overnight
- Have a lack of focus on established goals
- Don't ask for feedback
- Create competition among team members
- Hypothetical ideas are not followed up with sensible, tried-and-proven experience

### **Adversary Level – May see others as adversaries when:**

- They challenge the Supporters values and standards
- They criticize the Supporter for always helping others at the expense of their own time
- The Supporter is accused of never thinking things through
- The Supporter is told “do what it takes” regardless of others
- The Supporter is not allowed to share even at the expense of others.
- The Supporter is seen as weak because they are considerate of the feelings of others

## ***YELLOW ENERGY - Encourager***

### **What Encouragers Tolerate - May disconnect when others:**

- Rely on a detailed set of plans and believe it is the only way to get the job done
- Take for ever to make even the simplest decisions
- Are not willing to step up and tell others what is on their minds
- Are critical of the Encourager's creativity
- Are overly cautious about change
- Are stuffy and always keep to themselves

### **Adversary Level – May see others as adversaries when:**

- They push the Encourager to do-it-their-way or the highway
- They require the Encourager to take on tasks by themselves
- They put the task and process before the Encourager's feelings
- They accuse the Encourager of never carrying out one thought before they come up with another
- They openly refer to the Encourager as some one who engages mouth before engaging brain

## Use this book as your guide

**“When you are communicating with others, how to keep them connected long enough to raise the level of trust to a point, where they are willing to let you *influence* them”.**



If you are interested in learning how to:

- ✚ Influence your co-workers and boss
- ✚ Reduce conflict between yourself and your spouse

If you are interested in learning how these energies look when you:

- ✚ Get an email
- ✚ Go out on a date
- ✚ Interview for a job
- ✚ Go on a vacation
- ✚ Handle money
- ✚ Raise your children
- ✚ Purchase a home
- ✚ Make decisions . . . and more

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