

KYRIOS

COMMUNICATION ESSENTIALS



**How the “Golden Rule”
is Fundamentally Flawed**

COMMUNICATION ESSENTIALS

The Golden Rule ... We've all heard of it. "Do unto others as you would have them do unto you." In other words, treat people how you want to be treated. It's been used for centuries as advice for how to interact with others. On the surface, it sounds good, but is it really?

The assumption is that I would want to be treated the same way you do. That's the flaw. **Not everyone does.** The Golden Rule is a great first step, but, in reality, it is only that. You don't get the best communication by treating people how you want to be treated. You get it by **treating them how they want to be treated.**

That can be hard, however. You have to first learn how people want to be treated. Then, you have to treat them that way. Studies of social interactions tell us that there are four main communication styles. In these styles, each person has a primary and a secondary.

**If you're treating everyone how you want to be treated,
you're only appealing to 8.67% of people you interact with.**

Have you ever had an interaction with someone that didn't go well? Maybe you can't figure out why ... You were nice, treated them with respect, treated them just how you want to be treated and it still didn't go well. We all have. These communication styles explain why.

Why is communication important? It's more than just because it's a part of everyday life. It drives all interactions. In society, We tend to want to label people who fall outside of communication norms with medical labels instead of communication labels for example.

In our 22-year study of communication styles involving well over 2,000 people, we have found that challenges we have in society with things such as autism, for example, can be in large part explained through the use of communication styles.

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In the study of more than 300 autistic people with varying levels of autism, including both verbal and non-verbal, we found that every single one of them fell into one particular communication style, simply at the far end of the spectrum.

Society wants us to conform to a specific set of norms. However, in order to get the most out of communication and relationships, we must understand how others communicate and meet them on their level.

I hope you enjoy the assessment and breakdown we have included for you. I look forward to improved communication, improved relationships, and a whole new level of understanding.

Sincerely,

P. David Hall

CEO , Kyrios Systems.



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YOUR PERSONALITY PROFILE

The Social Style Behavior Profile is meant to provide an idea about the tendencies people exhibit in their interactions with others and the preferences for how they like to be interacted with.

Most people's first reaction after reading the four profiles is to say they fit into more than one category, and this is right. However, everyone will typically have a primary and secondary social style.

1. **The primary social style represents** how a person interacts in social situations most of the time or under high-stress situations.
2. **The secondary social style represents** the interactions that a person has typically in low-stress situations or in situations where they are having fun.

People are more comfortable interacting with those with similar styles to themselves. That's why you can communicate more effectively if you learn how to be versatile. In other words, learn how to change your behavior to match the person you are communicating with.

Versatility is the key to boosting effectiveness in communication, whether at work, at home, or in any social setting. A person with high versatility knows how to leverage the strengths of their own style while recognizing and responding well to others' styles.

The higher versatility you have, the better able you will be to communicate with others in ways that will help them feel like you understand them.

COMMUNICATION ESSENTIALS

Directions – In each of the following four words across, place an X in front of the one word that most often applies to you. Continue through all lines; be sure each number is marked.

- | | | | | |
|-----|------------------|---------------------|-------------------|------------------|
| 1. | ___Adventurous | ___Adaptable | ___Animated | ___Analytical |
| 2. | ___Persistent | ___Playful | ___Persuasive | ___Peaceful |
| 3. | ___Submissive | ___Self-Sacrificing | ___Sociable | ___Strong-willed |
| 4. | ___Considerate | ___Controlled | ___Competitive | ___Convincing |
| 5. | ___Refreshing | ___Respectful | ___Reserved | ___Resourceful |
| 6. | ___Satisfied | ___Sensitive | ___Self-reliant | ___Spirited |
| 7. | ___Planner | ___Patient | ___Positive | ___Promoter |
| 8. | ___Sure | ___Spontaneous | ___Scheduled | ___Shy |
| 9. | ___Orderly | ___Obliging | ___Outspoken | ___Optimistic |
| 10. | ___Friendly | ___Faithful | ___Funny | ___Forceful |
| 11. | ___Daring | ___Delightful | ___Diplomatic | ___Detailed |
| 12. | ___Cheerful | ___Consistent | ___Cultured | ___Confident |
| 13. | ___Idealistic | ___Independent | ___Inoffensive | ___Inspiring |
| 14. | ___Demonstrative | ___Decisive | ___Dry humor | ___Deep |
| 15. | ___Mediator | ___Musical | ___Mover | ___Mixes easily |
| 16. | ___Thoughtful | ___Tenacious | ___Talker | ___Tolerant |
| 17. | ___Listener | ___Loyal | ___Leader | ___Lively |
| 18. | ___Contented | ___Chief | ___Chart maker | ___Cute |
| 19. | ___Perfectionist | ___Pleasant | ___Productive | ___Popular |
| 20. | ___Bouncy | ___Bold | ___Behaved | ___Balanced |
| 21. | ___Blank | ___Bashful | ___Brassy | ___Bossy |
| 22. | ___Undisciplined | ___Unsympathetic | ___Unenthusiastic | ___Unforgiving |
| 23. | ___Reticent | ___Resentful | ___Resistant | ___Repetitious |
| 24. | ___Fussy | ___Fearful | ___Forgetful | ___Frank |
| 25. | ___Impatient | ___Insecure | ___Indecisive | ___Interrupts |

COMMUNICATION ESSENTIALS

- | | | | | |
|-----|------------------|---------------------|------------------|------------------|
| 26. | __Unpopular | __Uninvolved | __Unpredictable | __Unaffectionate |
| 27. | __Headstrong | __Haphazard | __Hard to please | __Hesitant |
| 28. | __Plain | __Pessimistic | __Proud | __Permissive |
| 29. | __Angered easily | __Aimless | __Argumentative | __Alienated |
| 30. | __Naive | __Negative attitude | __Nervy | __Nonchalant |
| 31. | __Worrier | __Withdrawn | __Workaholic | __Wants credit |
| 32. | __Too sensitive | __Tactless | __Timid | __Talkative |
| 33. | __Doubtful | __Disorganized | __Domineering | __Depressed |
| 34. | __Inconsistent | __Introvert | __Intolerant | __Indifferent |
| 35. | __Messy | __Moody | __Mumbles | __Manipulative |
| 36. | __Slow | __Stubborn | __Show-off | __Skeptical |
| 37. | __Loner | __Lord of others | __Lazy | __Loud |
| 38. | __Sluggish | __Suspicious | __Short-tempered | __Scatterbrained |
| 39. | __Revengeful | __Restless | __Reluctant | __Rash |
| 40. | __Compromising | __Critical | __Crafty | __Changeable |
| 41. | __Logical | __Persuasive | __Sociable | __Loyal |
| 42. | __Cheerful | __Business Like | __Detailed | __Good Listener |
| 43. | __Messy | __Deep | __Tactless | __Plain |
| 44. | __Hard to Please | __Argumentative | __Disorganized | __Follower |
| 45. | __Optimistic | __Willing | __Fussy | __Stubborn |
| 46. | __Serious | __Peaceful | __Popular | __Competitive |
| 47. | __Dependable | __Funny | __Positive | __Respectful |
| 48. | __Friendly | __Lively | __Confident | __Organized |
| 49. | __Talkative | __Pessimistic | __Shy | __Bold |
| 50. | __Timid | __Restless | __Domineering | __Moody |
| 51. | __Forceful | __Hesitant | __Unpredictable | __Withdrawn |
| 52. | __Productive | __Accurate | __Convincing | __Compromising |
| 53. | __Risk Taker | __Lenient | __Loner | __Worrier |
| 54. | __Planner | __Supportive | __Leader | __Excitable |
| 55. | __Submissive | __Haphazard | __Outspoken | __Persistent |

COMMUNICATION ESSENTIALS

- | | | | |
|---------------------|------------------|----------------|----------------|
| 56. __Scheduled | __Gentle | __Daring | __Loud |
| 57. __Perfectionist | __Proud | __Forgetful | __Reserved |
| 58. __Impatient | __Orderly | __Changeable | __Doubtful |
| 59. __Mixes Easily | __Task Oriented | __Agreeable | __Systematic |
| 60. __Strong-Willed | __Inconsistent | __Reluctant | __Critical |
| 61. __Patient | __Decisive | __Enthusiastic | __Behaved |
| 62. __Interrupts | __Short-Tempered | __Stuffy | __Serene |
| 63. __Considerate | __Promoter | __Independent | __Introvert |
| 64. __Undisciplined | __Idealistic | __Thorough | __Good-Natured |



COMMUNICATION ESSENTIALS

Copy all of your answers in the previous section to this section then total all of the columns at the bottom. The highest number indicates your primary communication style and the second highest number indicates your secondary communication style.

Scoring Test

EXPRESSIVE	DRIVER	ANALYTICAL	AMIABLE
1. __Animated	__Adventurous	__Analytical	__Adaptable
2. __Playful	__Persuasive	__Persistent	__Peaceful
3. __Sociable	__Strong-willed	__Self-sacrificing	__Submissive
4. __Convincing	__Competitive	__Considerate	__Controlled
5. __Refreshing	__Resourceful	__Respectful	__Reserved
6. __Spirited	__Self-reliant	__Sensitive	__Satisfied
7. __Promoter	__Positive	__Planner	__Patient
8. __Spontaneous	__Sure	__Scheduled	__Shy
9. __Optimistic	__Outspoken	__Orderly	__Obliging
10. __Funny	__Forceful	__Faithful	__Friendly
11. __Delightful	__Daring	__Detailed	__Diplomatic
12. __Cheerful	__Confident	__Cultured	__Consistent
13. __Inspiring	__Independent	__Idealistic	__Inoffensive
14. __Demonstrative	__Decisive	__Deep	__Dry humor
15. __Mixes easily	__Mover	__Musical	__Mediator
16. __Talker	__Tenacious	__Thoughtful	__Tolerant
17. __Lively	__Leader	__Loyal	__Listener
18. __Cute	__Chief	__Chart maker	__Contented
19. __Popular	__Productive	__Perfectionist	__Pleasant
20. __Bouncy	__Bold	__Behaved	__Balanced
21. __Brassy	__Bossy	__Bashful	__Blank
22. __Undisciplined	__Unsympathetic	__Unforgiving	__Unenthusiastic
23. __Repetitious	__Resistant	__Resentful	__Reticent
24. __Forgetful	__Frank	__Fussy	__Fearful
25. __Interrupts	__Impatient	__Insecure	__Indecisive
26. __Unpredictable	__Unaffectionate	__Unpopular	__Uninvolved
27. __Haphazard	__Headstrong	__Hard to please	__Hesitant

COMMUNICATION ESSENTIALS

- | | | | |
|-----------------------|---------------------|----------------------|------------------|
| 28. __ Permissive | __ Proud | __ Pessimistic | __ Plain |
| 29. __ Angered easily | __ Argumentative | __ Alienated | __ Aimless |
| 30. __ Naive | __ Nervy | __ Negative attitude | __ Nonchalant |
| 31. __ Wants credit | __ Workaholic | __ Withdrawn | __ Worrier |
| 32. __ Talkative | __ Tactless | __ Too sensitive | __ Timid |
| 33. __ Disorganized | __ Domineering | __ Depressed | __ Doubtful |
| 34. __ Inconsistent | __ Intolerant | __ Introvert | __ Indifferent |
| 35. __ Messy | __ Manipulative | __ Moody | __ Mumbles |
| 36. __ Show-off | __ Stubborn | __ Skeptical | __ Slow |
| 37. __ Loud | __ Lord over others | __ Loner | __ Lazy |
| 38. __ Scatterbrained | __ Short-tempered | __ Suspicious | __ Sluggish |
| 39. __ Restless | __ Rash | __ Revengeful | __ Reluctant |
| 40. __ Changeable | __ Crafty | __ Critical | __ Compromising |
| 41. __ Sociable | __ Persuasive | __ Logical | __ Loyal |
| 42. __ Cheerful | __ Business Like | __ Detailed | __ Good Listener |
| 43. __ Messy | __ Tactless | __ Deep | __ Plain |
| 44. __ Disorganized | __ Argumentative | __ Hard To Please | __ Follower |
| 45. __ Optimistic | __ Stubborn | __ Fussy | __ Willing |
| 46. __ Popular | __ Competitive | __ Serious | __ Peaceful |
| 47. __ Funny | __ Positive | __ Respectful | __ Dependable |
| 48. __ Lively | __ Confident | __ Organized | __ Friendly |
| 49. __ Talkative | __ Bold | __ Pessimistic | __ Shy |
| 50. __ Restless | __ Domineering | __ Moody | __ Timid |
| 51. __ Unpredictable | __ Forceful | __ Withdrawn | __ Hesitant |
| 52. __ Convincing | __ Productive | __ Accurate | __ Compromising |
| 53. __ Lenient | __ Risk Taker | __ Loner | __ Worrier |
| 54. __ Excitable | __ Leader | __ Planner | __ Supportive |
| 55. __ Haphazard | __ Outspoken | __ Persistent | __ Submissive |
| 56. __ Loud | __ Daring | __ Scheduled | __ Gentle |
| 57. __ Forgetful | __ Proud | __ Perfectionist | __ Reserved |

COMMUNICATION ESSENTIALS

- | | | | |
|---------------------|------------------|--------------|----------------|
| 58. __Changeable | __Impatient | __Orderly | __Doubtful |
| 59. __Mixes Easily | __Task Oriented | __Systematic | __Agreeable |
| 60. __Inconsistent | __Strong-Willed | __Critical | __Reluctant |
| 61. __Enthusiastic | __Decisive | __Behaved | __Patient |
| 62. __Interrupts | __Short-Tempered | __Stuffy | __Serene |
| 63. __Promoter | __Independent | __Introvert | __Considerate |
| 64. __Undisciplined | __Thorough | __Idealistic | __Good-Natured |

TOTALS

EXPRESSIVE

DRIVER

ANALYTICAL

AMIALE



COMMUNICATION ESSENTIALS

DRIVER

Extrovert / Doer / Optimist

EMOTIONS

Born leader
Dynamic and active
Compulsive need for change
Must correct wrongs
Strong willed and decisive
Unemotional
Not easily discouraged
Independent and self-sufficient
Exudes confidence
Can run anything

DRIVER AS A PARENT

Exerts sound leadership
Establishes goals
Motivates family to action
Knows the right answer
Organizes household

DRIVER AT WORK

Goal oriented
Sees the whole picture
Organizes well
Seeks practical solutions
Moves quickly to action
Delegates work
Insists on production
Makes the goal
Stimulates activity
Thrives on opposition

DRIVER AS A FRIEND

Has little need for friends
Will work for group activity
Will lead and organize
Is usually right
Excels in emergencies

ATTITUDE:

Businesslike, power oriented.

TIME:

Disciplined, strategically paced.

QUESTION:

What can it do for me?

APPROACH:

Provide options, probabilities, and challenges.

DRIVER CHARACTERISTICS:

- Result Oriented
- Questions Status Quo
- Pragmatic & Utilitarian
- Manages Trouble
- Problem Solver
- Critical Thinker
- Determined & Persistent
- Organized & Logical
- Driven & Demanding
- Endless Ideas
- "Doer"
- Opinionated
- Stable

COMMUNICATION ESSENTIALS

DRIVER WEAKNESS:

- Anger
- Sarcastic
- Domineering
- Proud
- Unemotional
- Crafty
- Self-sufficient
- Cruel

DRIVER STRENGTHS:

- Determined
- Independent
- Optimistic
- Practical
- Decisive
- Productive
- Confident
- Leader



COMMUNICATION ESSENTIALS

AMIABLE

Introvert / Watcher / Pessimist

EMOTIONS

Easy to get along with
Pleasant and enjoyable
Inoffensive
Good listener
Low-key personality
Easygoing and relaxed
Patient, well balanced
Consistent life
Quiet but witty
Sympathetic and kind
Happily reconciled to life

AMIABLE AS A PARENT

Makes a good parent
Takes time for the children
Is not in a hurry
Can take the good with the bad
Doesn't get upset easily

AMIABLE AT WORK

Competent and steady
Peaceful and agreeable
Has administrative ability
Mediates problems
Avoids conflicts
Finds the easy way

AMIABLE AS A FRIEND

Easy to get along with
Pleasant and enjoyable
Inoffensive
Good listener
Dry sense of humor
Enjoys watching people
Has few, but deep relationships
Has compassion and concern

ATTITUDE:

Personal, relationship oriented

TIME:

Undisciplined, slow paced

QUESTION:

Who has used your solution to solve my problem?

APPROACH:

Offer testimonials and incentives

AMIABLE CHARACTERISTICS:

- Likes Daily Routine
- Shows Loyalty
- Team Player
- Good Listener
- Accurate & Neat
- Dislikes Confrontation
- Capable & Predictable
- Internalizes Pressure
- Dry Sense of Humor
- Steady & Stable
- Security Oriented
- Servant & Submissive
- Natural Peacemaker
- Specialist

COMMUNICATION ESSENTIALS

AMIALE WEAKNESS:

- Stingy
- Indecisive
- Spectator
- Selfish
- Unmotivated
- Fearful
- Compromising
- Cautious

AMIALE STRENGTHS:

- Calm
- Dependable
- Efficient
- Conservative
- Practical
- Stable
- Easy-going
- Sympathetic
- Kindhearted



COMMUNICATION ESSENTIALS

EXPRESSIVE

Extrovert / Talker / Optimist

EMOTIONS

Appealing personality
Talkative, storyteller
Life of the party
Good sense of humor
Memory of color
Physically holds on to listener
Emotional and demonstrative
Enthusiastic and expressive
Cheerful and bubbling over
Good on stage
Live in the present
Changeable disposition
Always a child

EXPRESSIVE AS A PARENT

Makes home fun
Is liked by children's friends
Turns disaster into humor
Is the circus master

ATTITUDE:

TIME:

QUESTION:

APPROACH:

Personal, activity oriented

Undisciplined, fast paced

What is your best solution for the problem?

Address values & provide assurance, credible opinions rather than options

EXPRESSIVE CHARACTERISTICS:

- | | | |
|-------------------------|--------------------|--------------------------|
| • Seeks People Out | • Loves to Please | • Desires to Help Others |
| • Innate Optimism | • Motivates Others | • Interactive |
| • Articulate & Verbal | • Entertaining | • Good First Impression |
| • Cheerful & Responsive | • Inspiring | • Love for People |

EXPRESSIVE AT WORK

Volunteers for jobs
Thinks up new activities
Looks great on the surface
Creative and colorful
Has energy and enthusiasm
Inspires others to join
Charms others to work

EXPRESSIVE AS A FRIEND

Makes friends easily
Loves people
Thrives on compliments
Seems exciting
Envied by others
Doesn't hold grudges
Prevents dull moments
Likes spontaneous activities

COMMUNICATION ESSENTIALS

EXPRESSIVE WEAKNESSES:

- Unstable
- Restless
- Egocentric
- Undisciplined
- Fearful
- Exaggerates
- Weak-willed
- Loud

EXPRESSIVE STRENGTHS:

- Talkative
- Outgoing
- Enthusiastic
- Friendly
- Warm
- Carefree
- Compassionate
- Personable



COMMUNICATION ESSENTIALS

ANALYTICAL PERSONALITY

Introvert / Thinker / Pessimist

EMOTIONS

Deep and thoughtful
Analytical
Serious and purposeful
Genius prone
Talented and creative
Philosophical and poetic
Appreciative of beauty
Sensitive to others
Self-sacrificing
Conscientious
Idealistic

ANALYTICAL AS A PARENT

Sets high standards
Wants everything done right
Keeps home in good order
Picks up after children
Sacrifices own will for others
Encourages scholarship and talent

ATTITUDE:

Businesslike, detail oriented

TIME:

Disciplined, methodically paced

QUESTION:

How can your solution solve the problem?

APPROACH:

Provide hard evidence and superior service

ANALYTICAL CHARACTERISTICS:

- Know Their Limitations
- Creative
- Does Not Waste Words
- Careful
- Strong Need To Be Right
- Feelings Dominate
- Enjoys the Fine Arts
- Faithful Friend Easily
- Cautious
- Genius Prone

ANALYTICAL AT WORK

Schedule oriented
Perfectionist, high standards
Detail conscious
Persistent and thorough
Orderly and organized
Neat and tidy
Economical
Sees the problems
Needs to finish what is started
Likes charts, graphs, figures, lists

ANALYTICAL AS A FRIEND

Makes friends cautiously
Content to stay in background
Avoids causing attention
Faithful and devoted
Will listen to complaints
Can solve others' problems
Deep concern for other people
Moved to tears with compassion
Seeks ideal mate

COMMUNICATION ESSENTIALS

ANALYTICAL WEAKNESS:

- Moody
- Negative
- Self-Centered
- Unsociable
- Impractical
- Theoretical
- Rigid
- Revengeful



ANALYTICAL STRENGTHS:

- Gifted
- Analytical
- Sensitive
- Perfectionist
- Loyal
- Aesthetic
- Idealistic
- Self-sacrificing



COMMUNICATION ESSENTIALS



COMMUNICATION ESSENTIALS

Communication is important in every aspect of life, particularly when two or more persons are involved.

**FOR PEOPLE TO WORK TOGETHER TO ACHIEVE A COMMON GOAL,
THEY MUST COMMUNICATE WITH ONE ANOTHER.**

Statistics show that communication is the number one cause of divorce today. It, therefore, comes as no surprise that communication in both the home and business is essential for growth, development, and sustainability. You must be able to communicate effectively with other people to achieve anything of significance in life.

If communication is poor, people will understand incorrect information, carry out the wrong actions, and produce undesirable results. Therefore, entrepreneurs and leaders must perfect their communication skills so they can paint the picture they want in the minds of others.

Our “Communication Essentials” course brings you up to speed with all you should know about exchanging information with all kinds of people and connecting with them to increase your influence and effectiveness.

You will explore various styles of communication and learn which works in different situations. Each video in the course will expose you to the knowledge that is crucial in mastering the art of communication so you can develop a unique style that's all your own.

In "Communication Essentials," you will learn why the Golden Rule is not really effective and how to deepen every relationship you have. You will also learn the skills necessary to diffuse difficult situations and how to easily build networks of people that want to help you succeed in life.

COMMUNICATION ESSENTIALS

OUR COURSE WILL TEACH YOU HOW TO:

— — — — —

- Express yourself effectively
 - Communicate without words
 - Get to know people and connect with them
 - Inspire people to achieve common goals
 - Be assertive or persuasive when necessary
 - Communicate with any personality style successfully
 - Create your own communication style
- — — — —

Enroll now and start to connect with people like never before.
If you are interested in taking our **Communication Essentials class**,
you can sign up and get it for free today!

ENROLL NOW | →

