

## Narration Transcript: Psycho-Geometrics® Module 5, Strategic Shaping

SLIDE #	Narration
SLIDE 1	Welcome to Strategic Shaping, the fifth module in the Shapes digital learning series, powered by Psycho-Geometrics®.
SLIDE 2	Please take a moment to familiarize yourself with the course navigation.
SLIDE 3	<p>Strategic Shaping features the “Five-Star Signature Model” that identifies the Shape order of what to say and the Shape style for how to say it. This is especially helpful when preparing and organizing communication for different objectives and different audiences of all Shapes. It can be used for crucial conversations, resolving conflict, and for sales and service excellence.</p> <p>To maximize your experience, it is helpful to know your Shape Results from the Shapes Assessment, powered by Psycho-Geometrics®. We recommend that you take a moment now to review your “Shapes scores.”</p>
SLIDE 4	<p>By the end of this training, you will:</p> <p>Number 1, understand the Psycho-Geometrics® term “Strategic Shaping”,</p> <p>Number 2, understand the Five-Star Signature Model and its importance for Effective Communication,</p> <p>Number 3, understand how to authentically Shape your Communication by using the Five-Star Signature Model,</p> <p>And lastly, number 4, understand how to be strategic with the Five-Star Signature Model based on the target audience and your specific communication objectives.</p>
SLIDE 5	<p>Here in the Psycho-Geometrics® Digital Learning Lab, we believe What You Say and How You Say it are two very important parts of effective communication. We also believe that When You Say it can be equally as important. Furthermore, regardless of What, How, or When you say it, it is also important to consider the contribution of each Shape and the specific role each Shape should play.</p> <p>A successful formula for communication with a diverse audience requires the consideration of using each Shape. Each Shape does not have to contribute equally, but typically all 5 Shapes should be part of the formula. Think of your success formula like a recipe, and the Shapes as the ingredients for your recipe.</p> <p>For example, let’s say you are baking a cake. The main ingredient for the cake is flour, then sugar, milk, eggs, and butter. These ingredients make up more than 95 percent of the cake.</p>

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	<p>But if you were to taste the cake using just these ingredients, you might be thinking, “It’s an OK cake, but it’s missing something.” I think it needs a splash of vanilla, a tablespoon of baking powder or a pinch of salt. These last few ingredients make up less than 1 percent of the cake, but a little can make a big difference in going from an “OK” cake to a “Great” cake. And so it is with effective communication.</p>
SLIDE 6	<p>Let’s look at an example of using the Five-Star Signature Model to communicate. Here’s a situation: The IDEA. One of Anna’s employees enthusiastically approaches her with an idea to increase sales. Anna is a Triangle Box. Without strategically shaping her response, Anna may say: “We don’t have enough resources to make that work”. Instead, Anna could respond by strategically shaping her response using the Five-Star Signature Shape Model, such as:</p> <ul style="list-style-type: none"><li>• Tell me more about your idea.</li><li>• It’s a good idea and I can see you have put a lot of time and thought into this. Thank you for wanting to help.</li><li>• Or, you might say, right now, we are under a hiring freeze for three more months and have been asked to limit our use of external help. Your idea would require adding another person to our team.</li><li>• I will talk with my managers and call you Monday with options for your next steps.</li><li>• If you can think of a way to implement your idea now using the resources we have, without overloading any one person, it might just work.</li></ul>
SLIDE 7	<p>Here are some questions to consider regarding your own Five-Star criteria.</p> <ul style="list-style-type: none"><li>• How would you describe your Five-Star Signature Communication?</li><li>• What does excellence mean to you? For example, are you a good listener, conscientious, focused?</li><li>• What makes your communication style unique or special? For example, are you formal and to the point or casual, personal, and relaxed?</li><li>• Do those around you value your definition of excellence? If so, how? If not, why not?</li><li>• Do those around you value what it is that makes your communication style special? If so, how? If not, why not?</li></ul>
SLIDE 8	<p>Remember, you are the right person. The question is, are you in the right place for you, right now?</p>

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	<p>The right place may not always be the right match for your Shape Strengths to be recognized as valuable contributors to excellence and overall success. The key is to recognize that:</p> <ul style="list-style-type: none"><li>• You are the right person. You were born with natural Shape strengths that can make you extremely valuable and highly successful in the right place.</li><li>• You will always be the right person, but you won't always be in the right place. That's ok if you recognize that the "wrong place" can still be the right place for you, right now, to grow personally and professionally to develop the specific Shape skills needed for long-term success. This is called a development opportunity.</li><li>• Think of the wrong place, or uncomfortable or even demotivating place, as sometimes a necessary place, a Rectangle transition in your life, to get to the right place.</li><li>• Just remember not to stay in a Rectangle phase too long. In other words, embrace and endure even the wrong places, or rather the places that aren't the right or best place for your Shape Strengths to be recognized and valued, as an opportunity to develop the Shape skills that you are not naturally good at using, or even like using.</li></ul> <p>Why? Because it takes all five Shapes to be the very best version of you, to effectively communicate who you are, what you do, and how you interact with others. You don't have to be great using all five Shapes, but you do have to know how to use all five Shapes, to have the right formula, or the right recipe, to be an effective communicator.</p>
SLIDE 9	<p>Just like the recipe for making a cake has the same basic ingredients as most other cakes, it's the little things, along with your personal touch that creates the special or secret recipe. Most people would agree that effective communication has the same basic ingredients regardless of the communicator, but most people would also agree some people are better communicators than others, even if they are using the same "ingredients."</p> <p>It has been said that effective communication is the right words, the right tone, and the right physical gestures and body language.</p> <p>Here at Psycho-Geometrics® we believe effective communication also includes the consideration of all five Shapes when it comes to What you say, How you say it, and even When you say it. Let's look now at the Five-Star Signature Model for strategically shaping your communication.</p>

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SLIDE 10	<p>Let's look at defining our terms. "Five-Star" stands for excellence, as in a Five-Star rating. "Signature" stands for unique, as in your personal style when it comes to signing your name with your own special touch.</p>
SLIDE 11	<p>The first ingredient for effective communication starts with understanding. When you open your mind and begin your communication with listening to understand and use such phrases as "tell me more," you help make the recipient of your communication feel important, valued, comfortable, and understood. "Tell me what you want".</p> <p>The second ingredient for effective communication is showing that you care. You can show care by relating to a person or situation. You can demonstrate care through sympathy, empathy, compassion, concern, or offering help or support. "I want to help".</p> <p>The third ingredient for effective communication is factual information. Taking time to get the facts so you process, organize, and communicate your thoughts in a logical manner adds credibility to your communication, making what you say more acceptable or believable. "Here's the plan".</p> <p>The fourth ingredient for effective communication is inspiration, creativity and flexibility. "Let's find a way!" "You can do it!" "What if we try something different? - Let's give it a try and see what happens."</p> <p>The fifth ingredient for effective communication is influence, providing confidence, focus, direction, options, or results-oriented action. "Here's what you should do". "Here's what we can do for you". "Here are your options for next steps". "Let's get started and reach our goal of increasing sales by 10%!"</p>
SLIDE 12	<p>Keep in mind that we tend to communicate using just our natural Shape strengths, or using our natural Shape strengths first, sometimes without even thinking about it.</p> <p>For example, when someone comes to you with a problem, your response typically comes from your Primary or Secondary Shape, or a blend of both:</p> <p>The Circle shows compassion: "I can see how that would be frustrating, I am so sorry that happened. How can I help make this better for you?"</p> <p>The Box stays calm, showing little if any emotion, seeking the facts, and/or providing information. "What system were you using when it shut down? The instructions for re-booting can be found online."</p>

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	<p>The Triangle may interrupt you, finding it painful to listen to all the details or emotion related to the problem. The Triangle wants to quickly recommend, advise, or tell you what to do to solve the problem, then move on.</p> <p>The Squiggle is innovative, quick to react with an idea or ideas to use immediately, or a “lighten up, don’t tighten up” response.” “That’s terrible! Try using this instead,” or “Don’t worry about it. Let’s just rent a car. Besides, it could be fun!”</p> <p>And although the Rectangle is not considered to be a natural Shape strength, each of the other four Shapes experience Rectangle moments and phases in life, so if you are Rectangle mode and someone comes to you with a problem, you may be acting like your typical self, instead you may be overwhelmed, indecisive, or confused as to how you can help or what you should do.</p>
SLIDE 13	<p>This is an awareness wheel that helps you evaluate and measure your effectiveness! The hub represents you. Each spoke represents one of the essential components of effective communication, identified by a Shape. Just like a car needs wheels to move forward and reach its destination, you need a communication wheel to help you get to where you want to go. And every communication wheel needs a tire.</p> <p>Here’s how to use this wheel:</p> <ul style="list-style-type: none"><li>• Read each statement associated with each Shape.</li><li>• From a scale of 1 to 10, with 10 being high and 1 being low, place an x on the spoke indicating how often you use each Shape behavior in your communication.</li><li>• Next, connect your X’s to create the tire on your wheel.</li></ul> <p>Note, you are not measuring how well you use each Shape or how much of each Shape you are using. You are only assessing your awareness of including each Shape in your daily communication, relevant to your specific role whether you are a parent, leader, subject matter expert, project manager, or salesperson. Do you include this Shape in your daily communication, relevant to your role? rarely (1-3); some of the time (4-6), most of the time (7-9), or all of the time (10).</p>
SLIDE 14	<p>Raise your Awareness and Assess...how is your ride? Do you have a flat tire? Is your ride bumpy or somewhat smooth but slow?</p> <p>This activity gives you a quick visual for what may be missing to be a Five-Star communicator in your own unique way. It can also show where you can work to create or emphasize your own “signature” when it comes to communication, whether it’s your communication styles,</p>

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	<p>style of service, or the thing you most want to be known for. In other words, what is it about you that makes your communication unique? Your service? Your sales? Your company? Maximize your Shape strengths and make it your signature offering. Be aware of where you may be lacking, or what Shape communication you may be missing. Remember to include that Shape or add a little more of that Shape and strategically Shape your Five-Star Signature when it comes to being you, carving out your niche and being effective.</p> <p>Let's look at an example of how to use the wheel.</p>
SLIDE 15	<p>As an example, you are a salesperson in a company, known for safety that makes air bags for vehicles. The Box-like research and proven track record of your product is a critical part of your communication when trying to sell your airbags to a manufacturer. Therefore, you should emphasize the Box part of your communication about your product. However, it's important to also include the other four Shapes. Even if the Box is the largest focus of your product, all Shapes play a role in selling your product. Or for that matter, all Shapes play a role in selling your idea, selling yourself, influencing the decision maker, recommending a different approach, process, or option.</p>
SLIDE 16	<p>Using this scenario, let's self-evaluate using the example of the sales person trying to sell air bags to a manufacturer.</p> <p>"Yes, I am using the Box every time I talk about our product. I would give myself a 10 for all the time."</p> <p>Next, the Rectangle. "I do talk about how changes in technology are constantly evaluated and considered to enhance the safety of our product, but I don't know that I take time to ask for input, perspective, and truly listen. I will give myself a 5 for using the Rectangle some of the time."</p> <p>Hmmm, the Circle. "I am not sure I am talking about feelings very much when I talk about our product. Instead, when I think about people and our product, I think more about numbers and statistics. I would give myself a 2 for rarely; rarely do I talk about what is in it for people from an emotional standpoint."</p> <p>Now for the Squiggle. "I am actually very passionate about our product, as I know it helps keep people safe, and it even saves lives. But I hadn't really thought about the flexibility part, or how being innovative is what sets us apart. I am a natural Squiggle Triangle and think people should want to buy our product because it helps save lives and it works! I would give myself a 9 for being enthusiastic about our product. But I can see how flexibility to use the</p>

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	<p>same air bag in different models could be attractive to the buyer, and I don't talk about that as much, so I would give myself a 3. Overall, I will give myself a 6 for Squiggle.</p> <p>Finally, the Triangle. I am good at making a recommendation based on the bottom-line number of a 30% decrease. However, I don't always remember to talk about how this decrease makes the car buyer feel, nor how that translates to an increase in car sales. So, overall, I will give myself a 7 for triangle for most of the time.”</p> <p>Now let's see the wheel from this scenario as we connect the dots.</p> <p>How is your ride? In the case of sales, perhaps your sales presentation is 15 minutes box, 5 minutes of rectangle, circle and squiggle combined, and only 1 minute of Triangle. There is no exact science, no exact formula. But when you use all five Shapes in the right portions based on the purpose of your communication and your own Shape strengths and challenges, you will create your own unique version of Five-Star Signature Communication.</p>
SLIDE 17	<p>You can Strategically Shape your communication, feedback, performance review, customer service, sales approach, marketing plan, or crucial conversation to a Five-Star level. You can make it your signature by organizing your communication in the right order, then make sure you include the most important part of its Shape and the right amount of each Shape to be effective.</p> <p>For example, you are a Triangle Box presenting to people new to your organization and you want to use all 5 Shapes. You are organized, factual, and to the point. The purpose of the presentation is to make people feel welcome, comfortable, important, and understood.</p> <p>How would you Shape your message? Would you use the same order of the standard Five-Star Signature Model as shown previously or would you create your own order based on your communication style and how you want your communication to be received? How do you strategically Shape your communication to be effective, while also being yourself?</p> <p>Let's assume you will use the standard order of Shapes as part of the Five-Star Signature Model. Just remember you can change the order of the Shapes with any given situation, depending upon your specific objective, but most of the time, the standard order works just fine.</p> <p>Consider the Five-Star Signature Model.</p>
SLIDE 18	Step 1:

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	<p>For the Rectangle, recognize that your audience is experiencing a change, and how the Rectangle can impact how others think, act, or feel. Considering the Circle, put yourself in the shoes of others, connecting through a shared experience to show you care and can relate. For the Box, provide information, a schedule, and/or expectations. Using Squiggle traits, show enthusiasm, a sense of humor, flexibility, or encouragement. And, finally, consider the Triangle, where you could provide direction, answers, instill confidence, acknowledge the win.</p> <p>Step 2:</p> <p>Now consider your Shape strength. How will you use that strength to make others feel welcome, comfortable, important or understood?</p> <p>Strategic Shaping requires advance thought and preparation, determining what to say, how to say it, how to organize it and who will be the recipient.</p>
SLIDE 19	<p>In basic communication, you communicate to inform, influence, or both. It's been said that the most effective form of communication is when you include both information and persuasion. Here at Psycho-Geometrics®, we add one more thing, your special signature that comes from your Shape Strengths, the thing that makes you genuine, believable, likeable, respectable, or interesting. Within this basic communication lies three parts: the open, the body, and the close.</p> <p>The open is where you create interest and a connection. This could be any Shape or combination of Shapes depending upon your communication objectives, your personal communication style, and your audience.</p> <p>The body is where you provide information or access to information. Some examples are:</p> <ul style="list-style-type: none"><li>• Box-like data and details in the form of research, charts, graph, timelines, and maps</li><li>• Triangle bullet points to condense and quickly reveal the bottom-line</li><li>• Circle emotion in the form of a shared testimony, telling a story to identify a cause or need, or sharing a picture, video</li></ul> <p>The close is where you simplify, summarize, then encourage, persuade, request, direct, or tell someone to take some type of action, or you yourself are promising to take some type of action, asking others to follow or support you. The close to the communication is typically considered to be what you want people to remember most or do next. The close is thought of as the Triangle call to action; however, it can be conveyed through any of the Shapes, but the close should be Triangle brief and to the point.</p>



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SLIDE 20

Here are some examples of how the Box Triangle could strategically Shape and deliver their presentation from opening to the close with excellence, while still being true to their signature Shapes, such as their primary Triangle and secondary Box.

Opening: The Rectangle

Welcome to our company. Around here I am known as the no-nonsense, bottom-line person who just likes to get things done, so you may be asking why would I be the one to make sure you get the “warm welcome” on your first day with us?

Because even though my focus is on performance, I know that performance starts with our people. You are the most important part of our company, and I want to make sure you know that we are glad you are here, and that everything we do as a company starts with you.

Connection: The Circle

I remember my first day here, trying to figure out the social and cultural norms, not to mention wanting to know what I would be doing all day. Is it ok to leave for lunch, what time is lunch, is it ok to park where I did, am I dressed appropriately, will it be ok if I have to leave 15 minutes early to pick up my daughter who’s had a doctor appointment scheduled long before I accepted this job?

Let me go ahead and give you some information that will hopefully answer questions like these, as well as others.

Information: The Box

First, here’s the agenda for today. As you can see the first thing you will do, is meet with your mentor. This is a great time to ask any questions you may have. Your mentor will be with you all day, and if they cannot personally answer any question, they will find the person or locate the resource that can.

Flexibility and Enthusiasm: The Squiggle

Secondly, flexibility is one of our core values. If you need to make any changes to today’s schedule, just talk to your mentor.

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	<p>Third, we are very excited that you have decided to join our team. Hopefully, you will find today's agenda to be informative, interesting, engaging and fun. I know it's pretty quiet in here right now, but my guess is by the end of the day, when we all get back together, this place will be buzzing.</p> <p>Conclusion and Call to Action: The Triangle</p> <p>Finally, we are a company that has a strong track record for delivering excellent service and products. The fact that you are here means two things: 1) we believe you are the right person with the right talents and skillsets to help not only strengthen our performance but also ensure continuous growth in the marketplace, and 2) that you believe we are the right place for you to share your talents and skills and continue your own professional development and growth.</p> <p>Let me say it again! We are glad you are here, and we look forward seeing you at our welcome reception starting at 4:30 this afternoon.</p> <p>And that's how you strategically Shape your communication to be genuine and effective if you are a Triangle Box welcoming a new group of employees!</p>
SLIDE 21	<p>Now that we have identified the parts of the Five-Star Signature Model and provided examples of using it to Strategically Shape Your Communication, let's take a moment to identify the role that Shapes plays in responsible communication. Whether you are a leader, team member, colleague, partner, family member, or friend, we at Psycho-Geometrics® believe that there is healthy and unhealthy communication.</p> <p>From the original founder to the current CEO of SHAPES and the entire Shapes Team, it is our core belief that Shapes is a powerful communication tool, that is intended to be used in a responsible way, assuming positive intent and with the purpose to help, solve, encourage, inform, influence, or even enforce in a way that is respectful, empowering, enabling, and/or effective in terms of healthy outcomes, productivity, and efficiency.</p> <p>This doesn't mean your communication must be soft to be healthy. It simply means your communication must be with good intent for the well-being of others. Keep in mind that there are healthy and unhealthy uses of each Shape.</p> <p>As an example, if an employee disqualified themselves from their position by being late more than three times, and it's your job to communicate this to the employee, you can still</p>

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	<p>communicate respectfully, yet effectively. You can be hard on the problem, committed to the outcome, yet kind, empathetic, or even helpful to the person. You would avoid misuse of Shape power by shaming, degrading, or guiltting the employee.</p> <p>People often use a situation or an action of others to communicate in an unhealthy manner. Unhealthy communication could be when one communicates without any regard of care, concern or sensitivity to others or circumstances, or controlled or uncontrolled circumstances.</p>
SLIDE 22	<p>Using the example from the previous slide, in this activity, strategically Shape what healthy communication looks or sounds like using the Five-Star Signature Model.</p> <p>How would you communicate to an employee that today is their last day due to a series of tardiness? Or if you prefer, create your own unique scenario. Something that would be relevant to your job, such as providing feedback to an employee who may have missed an important step in a recent project.</p>
SLIDE 23	<p>In summary, now that you have participated in this Strategic Shaping module, you should:</p> <p>Number 1, understand the Psycho-Geometrics® term “Strategic Shaping”,</p> <p>Number 2, understand the Five-Star Signature Model and its importance for Effective Communication,</p> <p>Number 3, understand how to authentically Shape your Communication by using the Five-Star Signature Model,</p> <p>And lastly, number 4, understand how to be strategic with the Five-Star Signature Model based on the target audience and your specific communication objectives.</p>
SLIDE 24	<p>Click and bookmark these links plus be sure to download important course resources from the Resources tab, found in the upper right corner of this course.</p>
SLIDE 25	<p>Congratulations! You have now completed Module 5, Strategic Shaping. For information about additional modules, or to find out how you can get licensed as a Certified Shapes Facilitator, contact us at <a href="mailto:infopgeo@psycho geometrics.com">infopgeo@psycho geometrics.com</a>.</p>