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Strategic Shaping Exercises

Self-Reflection, Partner, or Group Discussion

Slide 8

Consider these questions regarding your Five-Star criteria:

1. How would you describe your Five-Star Signature Communication?
2. What does excellence mean to you?
3. What makes your communication style unique or special?
4. Do those around you value your definition of excellence?
5. Do those around you value what it is that makes your communication style special?

Responses

Evaluate your Shape Strengths and Skills:

1. Place an "X" on the number that represents how often you consistently use each Shape.
2. Connect the X's to assess your "ride."

LISTEN (Grey rectangle)

I listen for understanding. I am aware of physical vocal communication, such as facial expressions, body language, tone, pitch, or voice speed. I look for problems to solve or opportunities to seize

CARE (Green circle)

I am compassionate. I use words like I care, and I want to help. My body language and voice support my words.

INFORM (Blue square)

I am knowledgeable. I provide objective information and take time to think about my responses. I can also manage my emotions and think logically.

CREATE (Yellow squiggle)

I am innovative and resourceful. I think beyond the standard answer. I dig deep and will find a way to help.

ACT (Red triangle)

I know when to take control and I can lead with confidence. I follow-up and follow through. I have a sense of urgency to get it done!

Strategically Shape what healthy communication looks or sounds like using the Five-Star Signature Model.

How would you communicate with an employee that today is their last day due to a series of tardiness?

Responses



Addendum to the eLearning

Reflection: Applying the Five-Star Signature Model

Situation #1 – The Idea (slide #7)

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 Model:

Tell me more about your idea.

It is a good idea, and I can see you have put a lot of time and thought into this. Thank you for wanting to help.

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. However, 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.

If you still want me to approve this idea, bring me 2 or 3 options using the resources we have and a list of people who would support it, and I will give it serious consideration.

Situation #2 – The Concern (extra; not included in the eLearning)

A customer is unhappy about a recent price increase. The customer calls you, and you are a Circle Squiggle. Without strategically shaping your communication, your natural response may be to apologize and to quickly offer an idea for how to make them feel better. “I am so sorry! Let me talk to my boss and see what we can do!”

Instead, strategically Shape your response by using the Five-Star Signature Model:

Tell me more about the price increase and the products you ordered.

I am sorry to hear that you didn’t get any advance notice of this. I can see why you would be upset.

Let me make sure we have your correct contact information. Advance notice about the price increase was communicated three months ago in an email, right after the vendor conference. We did not plan for this to be a surprise. In fact, in the notice, we provided the facts as to the reason for the price increase, volume pricing options, and we also made various recommendations for similar products at different pricing.

Let’s get creative and figure out a way to get you what you need. Based on what you told me earlier, it sounds like we could give you better pricing if you order quarterly instead of monthly. Let’s see, you are ordering 400 a month, and the new price break for volume ordering is 1500. Hmmmm...looks like that would only be 1200, so what if you placed an order every four months? That would be an order for 1600, and we could offer this lower price because you are ordering more than 1500 at one time. Or here’s another idea. If you need to keep ordering monthly, what if we send you some samples of similar products at a lower price. If you are open to trying a different manufacturer, we may even be able to save you money. You will lose a few bells and whistles, but the basic quality is similar. Let me see if there’s a way.