

# Five-Star Signature Model

Five-Star stands for excellence. Signature means it's unique.

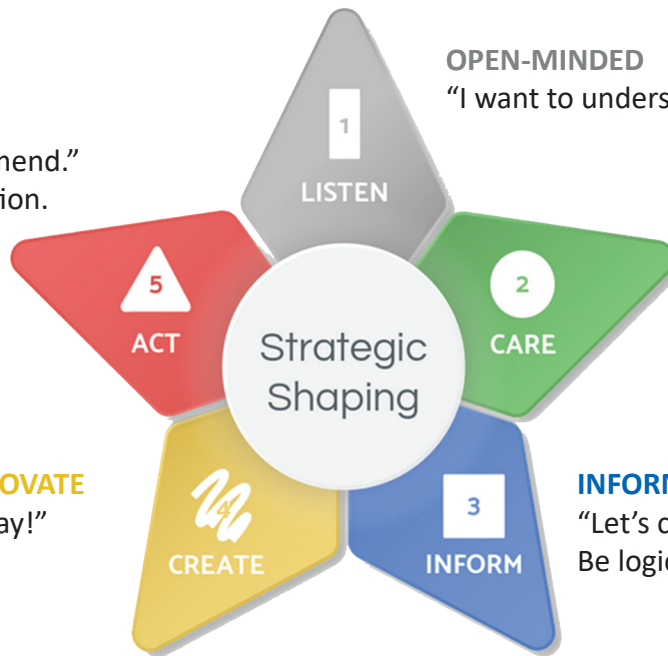
It's personal, it's YOURS.

## ACT

"Here's what I can recommend."  
Provide direction, take action.  
Identify next steps.

## CREATE & INNOVATE

"Let's find a way!"  
Be flexible.



## OPEN-MINDED

"I want to understand. Tell me more."

## CARE & ENGAGEMENT

"I want to help."  
Show compassion or concern.  
Consider how people feel.

## INFORM

"Let's consider the process and facts."  
Be logical. Manage emotions.



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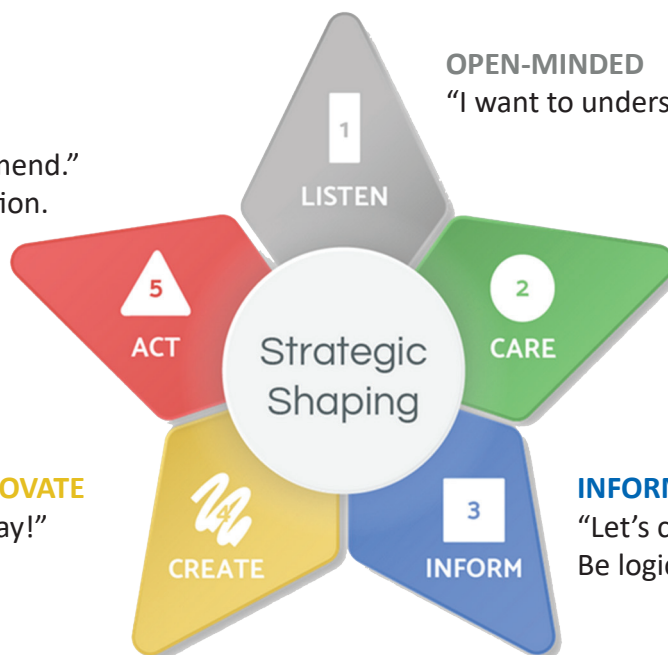
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How would you use the 5-Star Signature Model?  
Choose one or more of the following situations and practice your Strategic Shaping.

1. **CUSTOMER SERVICE** – Shape Your Response to a Customer or Team Member Concern.
2. **LEADERSHIP** – Shape Your Performance Review with an Employee.
3. **MANAGEMENT** – Shape Your Message about a New Rule or Process.
4. **SALES** – Shape Your Sales Approach with a New Client.
5. **FEEDBACK** – Shape Your Feedback to an Employee Who Missed their Target.
6. **OTHER** – Identify the Scenario Unique to You, Your Role, Your Team, then Strategically Shape Your Effective Communication in Your Particular Situation.



**REMEMBER:**

*You don't have to be great at using all five Shapes, but you do have to know how to use all five Shapes to be an effective communicator.*

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