



# CORPORATE PA SUMMIT

## Your masterclass workbook

Communication, Negotiation &  
Resilience 101 for the EA

Led by: Amy Scott



[www.corporatepasummit.com](http://www.corporatepasummit.com)

# DOTS - QUICK TIPS

## EFFECTIVE COMMUNICATION

### PRECOGNITIVE COMMUNICATION

Dots - also known as "Dickson's Dots", and "Get Dotted" this communication methodology is proudly New Zealand made. David Dickson is the research journalist who created Dots after over 25 - 30 years research.



**YOUR  
NAME:**

**DATE:**

**WHAT DOT  
ALIGNMENT  
ARE YOU?**

WE ARE A  
COMBINATION  
OF DOTS - NOT  
JUST ONE!



# PURPLE DOT



## THE VISIONIST

People of this type tend to be: friendly, charming, and outgoing; quick-witted, energetic, and irreverent; ingenious, imaginative, and creative; curious, flexible, and unpredictable; at times illogical and non-analytical.

The most important thing to this type is being creative, seeing possibilities, and always having new challenges. They are excellent starters but poor finishers.

### Needs

This type needs the '**what**' of any situation or idea. They must be pinned-down if you require specifics or definite actions.

To ensure they finish a task on time it is helpful to check and recheck on their progress, even though they may appear to be doing well. It is not enough to ask this type how things are going, because all you will get is an answer designed to placate you rather than the true status.

### Best approach

Patiently listen to their conversation, seeing, understanding, and feeling, that most of what you will be hearing is the Purple Dot verbalising their inner thoughts. In other words, most of what they say will not be of great value.

However, as they talk they have ideas that literally 'pop' into their head, and it is this process of thinking that allows the Purple Dot to come up with inventive solutions to ordinary problems.



### Want to impress

Build them up. Tell them what a fine job they are doing or have done. Praise them for their contribution. Write them a thank you letter.

### Danger zone

Do not ask this type to prove what they know, or you may force them to make up authoritative sounding fairy tales to justify their knowing. They may have trouble staying on schedule or keeping their promises because their thought processes move very quickly.

# YELLOW DOT



## THE PICTORIALIST

People of this type tend to be: cautious, conservative, quiet, literal, realistic, practical, careful and precise; logical, honest, and matter of fact; resistant to change and comfortable with routine; hard working and responsible. The most important thing to this type is being of service, working hard, and being responsible.



### Want to impress

Do something for them. Buy them a nice lunch at a good restaurant or purchase a quality publication, containing quality pictorial content. Write them a thank you letter, remembering to use high-quality stationery.

### Danger zone

Do not make promises to this type that you cannot keep. Do not lie or treat them as fools. When you arrange to meet, make sure you are on time. Dress neatly and tidily. Do not mess with their schedule or make critical comments about their appearance or surroundings.

### Needs

This type needs the '**when**' of any situation or idea. It is best to give this type instructions in writing. As this type is very time-conscious there is little need to follow-up, however, should they require further information it is important that they get it quickly and in plenty of time to enable them to see where everything fits.

Treat this type with respect and do not interfere with their personal organisation, such as meddling with their filing system or writing instructions that are not clear and concise.

### Best approach

Patiently listen to their conversation, knowing, understanding, and feeling, that most of what you will be seeing is the Yellow Dot building mental pictures inside their head.

Show patience and provide as much detail as possible when communicating. Always give this type time to make a decision. In other words, do not rush them; otherwise, they cannot build the clear and concise mental picture that they need to enable them to operate efficiently.

# RED DOT



## THE RATIONALIST

People of this type tend to be: cautious and thoughtful; hesitant until they know people well then affectionate and caring; very literal and aware of the physical world; uncompromising about personal standards and easily offended; diligent and conscientious, organised and decisive.

The most important thing to this type is living a stable, predictable life and helping people in real ways.

### Needs

This type needs the '**where**' of any situation or idea. They must be given the facts (the truth, the whole truth, and nothing but the truth).

If they say they will finish a project on time then they will.

If you provide them with too little information, they will respond by doing the same thing to you.

### Best approach

Provide facts first, details last. Never lie to this type or treat them as a fool. If you make a promise to them keep it. Do not whinge, whine, make excuses, or attempt to use any form of emotional blackmail.

Instead, be forthright and honest. Do not waffle or beat around the bush – this kind of communication they have trouble dealing with.

### Want to impress

Respect is the key for this nature. A sincere thank you is appropriate. Buy them a gift such as a gift voucher, petrol voucher, a meal out etc. Ensure they are able to choose for themselves where they spend the windfall.

### Danger zone

Do not lie or make excuses to this type. They might say nothing at the time but they will never forget or fully trust you again.

Frills or fancy presentations seldom impress them – they just want the facts as they apply to them or to the project at hand. When this type says thank you, they mean it.



# BLUE DOT

## THE SENSATIONIST



### Want to impress

Let them know that you care, this must be sincere. A high-five or a pat on the shoulder can make a world of difference to how they feel. Tell them a good joke and have a good laugh.

### Danger zone

Never threaten or intimidate this type. Never attempt to make a fool of them or cause them to feel stupid. Keep your conversation friendly. Don't push them to answer your questions should they choose to be quiet – they are usually processing thoughts and waiting to get a feeling for what is being said.

Confrontation or a manner that is rude and insulting simply closes them down.

# CHALLENGING DOTS

## PURPLE

### THINGS TO REMEMBER:

They are dreamers. They are great starters but poor finishers. They talk a lot (even to themselves).

Be clear and firm when communicating your displeasure. Questions are more effective than to "lecture".

Keep the discussion to the errant behaviour/attitude rather than let it become personal.

The Purple Dot will naturally be defensive and may appear arrogant.

Let them know that they are a valuable member of the team when working well.

## YELLOW

### THINGS TO REMEMBER:

They are very time conscious. They can be highly critical (even about themselves). They naturally like to finish things and tend towards perfectionism. You'll see that the Yellow Dot will probably react and not listen.

Let them have their say, giving them time to respond. They are likely to complain and then explain why they are complaining.

Detail the rules for acceptable behaviour/productivity and give a timeline for expected improvement.

Be prepared to give in on a minor point and you will probably get cooperation on the other issues.



# CHALLENGING DOTS



## RED

### THINGS TO REMEMBER:

They have a logical approach to life. Becoming emotional will likely cause them to ignore you. You need to be sure of your facts.

If you attack, the Red Dot will probably close down and simply ignore you.

Present the situation as it is. Be straight up.

Make sure you have some facts to base your discussion on.

Let them know that they are respected and that you are seeking a "win/win" resolution.

## BLUE

### THINGS TO REMEMBER:

They have a strong tendency to take things personally.  
They often seek "approval".

They can go to extreme lengths to avoid confrontation. If you are confrontational with a Blue Dot they will probably close down.

Don't expect feedback or answers immediately. Give them time to get a feel or sense for what you are saying.

Keep your discussion to the behaviour rather than make it personal.

Let them know that when functioning well, they are a valued member of the team.



# PICKING DOTS

The first rule of picking "dots" is **DON'T!**

It is not a useful habit to be going around trying to categorise people.

The prime purpose of the information you are receiving today is to help you be better able to identify another person's communication style so that you can get onto their wavelength more quickly.

To discover what a person's predominant dot is, all you need do **listen** to that person and **observe** their manner. They will give you clues that will identify in which dot they are dominant.

## LISTENING WILL REVEAL

- PURPLE - I KNOW
- YELLOW - I SEE
- RED - I UNDERSTAND
- BLUE - I FEEL

## WHAT EACH DOT WANTS

- PURPLE - WHAT
- YELLOW - WHEN
- RED - WHERE
- BLUE - WHY

## LOVE LANGUAGES

### PURPLE

- Affirmations. Purple Dots thrive on applause. They need to 'hear' that they are good people. Criticism tears them down.

### YELLOW

- Doing nice things. Yellow Dots like pleasant surprises. They love it when you do something nice for them. They like attention (acts of service). Lack of appreciation can cause resentment.

### RED

- Respect. Red Dots need honest appreciation, a gift of gratitude, a sincere thank you. Lack of appreciation can cause resentment.

### BLUE

- Blue Dots need to feel that you genuinely care. Sincerity is important. Criticism can cause them to close down.

# RECIPE FOR GETTING ALONG WITH DIFFERENT DOTS

## PURPLE

- Be prepared to listen and offer regular praise
- Remember criticism tears them down

## YELLOW

- Be prompt, listen patiently, be tidy, respectful and always keep your promises.
- Remember criticism can cause defensive behaviour which could have negative consequences

## RED

- Understand they have a tendency to assume control.
- Remember unfair criticism and lack of respect can anger them

## BLUE

- Confrontation or a manner that is rude and insulting causes them to close down.
- Remember criticism can cause them to lose confidence

# FEELING & THINKING DOTS

There are two types of dots:

# FEELING

## PURPLE

- Talkative, loud, fun and maybe over the top behaviour.

## BLUE

- Quiet, pragmatic, caring, sensitive and strong.
- HOW CAN YOU TELL IF A PERSON IS A PREDOMINANTLY **FEELING** DOT?
- They will probably appear **relaxed**.

# THINKING

## YELLOW

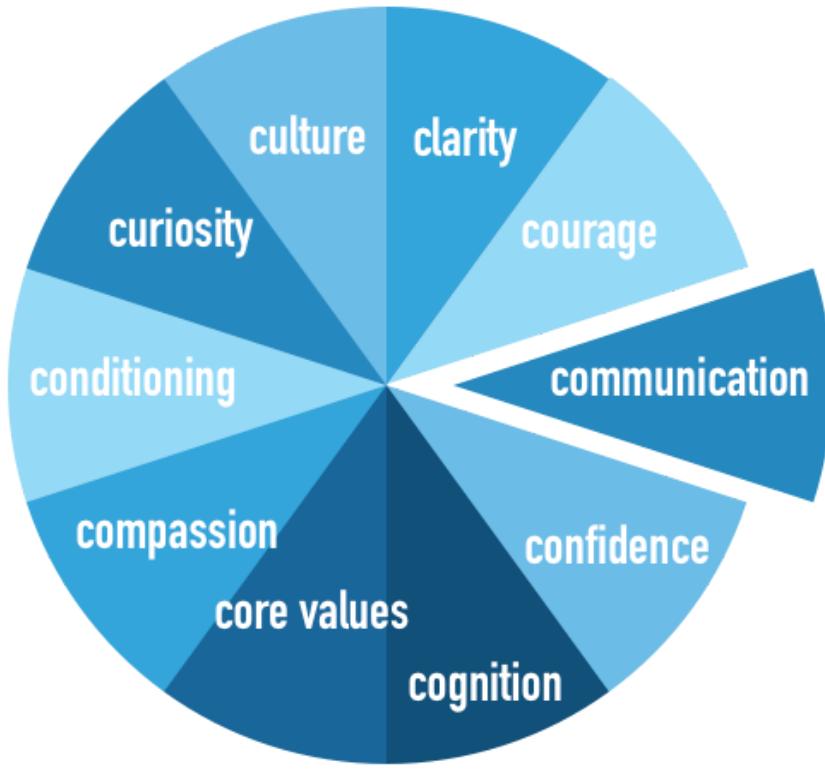
- Talkative, immaculate grooming and coordinated clothing.

## RED

- Quiet, practical dresser and communicates in phrases (bullet points).
- HOW CAN YOU TELL IF A PERSON IS A PREDOMINANTLY **THINKING** DOT?
- They will probably appear **intense**.

# HUMAN PIZZA

Our natural communication style (dot) is just one slice of who we are.



Which slice of your pizza are you putting most of your focus/energy?

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Which slices are you most comfortable/happy with?

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Which slices do you find the most challenging/uncomfortable?

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Which slices do you need the most help with? Why do you think this is?

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# COMMUNICATION

## What are the 3 things that cause communication confusion?

## What is the true cost of miscommunication?

**The biggest challenge for me when I'm communicating is?**

**The biggest challenges for other people at my table are?**

# What could I do differently?

## What do I choose to implement and remember?

# VALUES

**Knowing what you value helps you to make great decisions.**

**Please select your top 5-6 values**

Abundance	Caring	Courage	Fairness
Acceptance	Challenge	Creativity	Faith
Accountability	Change/Variety	Decisiveness	Fame
Achievement	Collaboration	Dedication	Family
Advancement	Command	Democracy	Friendship
Adventure	Commitment	Determination	Forgiveness
Aesthetics	Communication	Diplomacy	Fun
Beauty	Community	Discipline	Happiness
Agility	Competence	Diversity	Harmony
Analysis	Competition	Effectiveness	Health
Appearance	Connection	Efficiency	Heart
Appreciation	Contribution	Effort	Helping Others
Authenticity	Continuous Improvement	Empowerment	Honesty
Authority	Control	Ethics	Honour
Autonomy	Co-Operation	Excellence	Independence
Awareness	Cost Consciousness	Excitement	Individualism
Belonging		Expertise	Influence

# VALUES

Innovation	Ownership	Self - Respect	Wisdom
Integration	Passion	Sensitivity	Worldly
Integrity	Participation	Serenity	<b>Feel free to add some of your own values/words that resonate with you....</b>
Intelligence	Peace	Service	
Intellectual	Performance	Sophistication	
Intimacy	Perseverance	Spirit	
Involvement	Personal Development	Spirituality	
Joy	Physical Challenge	Stability	
Justice	Play	Status	
Knowledge	Reputation	Strategy	
Leadership	Respect	Support	
Learning	Responsibility	Team Player	
Logic	Responsiveness	Tolerance	
Love	Risk-Taking	Tradition	
Loyalty	Safety	Travel	
Meaningful Work	Satisfaction	Trust	
Nature	Security	Truth	
Objectivity	Self - Acceptance	Urgency	
Openness	Self - Control	Vision	
Order/Neatness		Wealth	

# LEADERSHIP

Name 3 of your favourite leaders and describe what it is about their leadership skills that you admire the most:

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Why is "leadership" important in your role?

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How do you describe your leadership style?

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What do you find to be the most challenging aspect of "leadership" for you?

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What do you need to become a better ""leader"?

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# COURAGE

**Who is the most courageous person you know & why?**

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**Is having courage important to you? Why?**

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**What is the most courageous thing you've heard today?**

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**What's the most courageous thing you have ever done?**

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**If you had access to unlimited courage - what would you do?**

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# RESILIENCE

**What are your 3 "not negotiables" for taking care of yourself?**

# What makes you happy?

## Who are the important people in your life?

**What are three things that you can do in the next 24 hours that will make you smile?**

# ATTITUDE

**Attitude is everything!**

**The longer we live, the more we realise the impact of attitude on life.**

**Attitude is more important than facts.**

**It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do.**

**It is more important than appearance, physical strength or skill. It will make or break a company ... a church ... a home.**

**The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.**

**We cannot change the past; we can only affect the future.**

**We cannot change the fact that people will act in a certain way.**

**We cannot change the inevitable.**

**The only thing we can do is decide what our attitude will be.**

**Life is 10% what happens to us  
and  
90% how we react to it.**

**Our attitude is the most vulnerable part of our existence – it is also the only part of our existence over which we have total control.**

**Our attitude is everything!**





