

NEXT STEPS

Prioritize three business relationships you want to strengthen and tactical ways you'll tailor your style in order to communicate with these individuals based on their preferred communication style.

RELATIONSHIP #1: _____

HOW I'LL TAILOR MY COMMUNICATION STYLE:

RELATIONSHIP #2: _____

HOW I'LL TAILOR MY COMMUNICATION STYLE:

RELATIONSHIP #3: _____

HOW I'LL TAILOR MY COMMUNICATION STYLE:

PREMIER AGENT[®] FORUM 2018

Presented by **Zillow** GROUP

WORD ACTIVITY

STEP ONE: Review the list of characteristics below and circle the ones you feel describe you (no limit).

	reflective	challenging	logical	realistic	
enthusiastic		convincing	caring	sensitive	calm
determined		firm	reliable		concise
accommodating	steady	active	well-argued	impulsive	friendly
objective		factual	assertive	decisive	
accurate	courageous	structured	daring	stable	
tactful		constant	harmonious	consistent	
strong-willed	influencing	calculating	exact	loyal	
purposeful		cautious	conventional	mobile	
persuasive	driving	optimistic	engaging	correct	
patient	fun	forceful	amenable	analytical	
outgoing	co-operative	diplomatic	sociable	cheerful	

STEP TWO: How many words of each color did you circle?

Blue

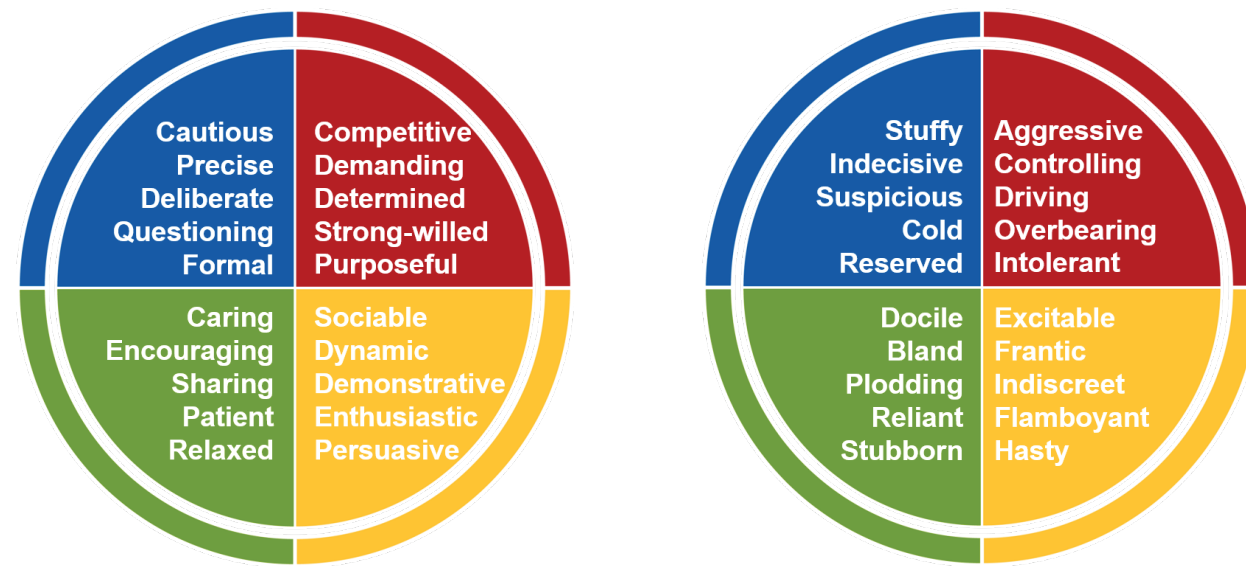
Red

Green

Yellow

The color of words you circled the most represents the color energy you lead with, which is key to understanding how you prefer to communicate and interact with others.

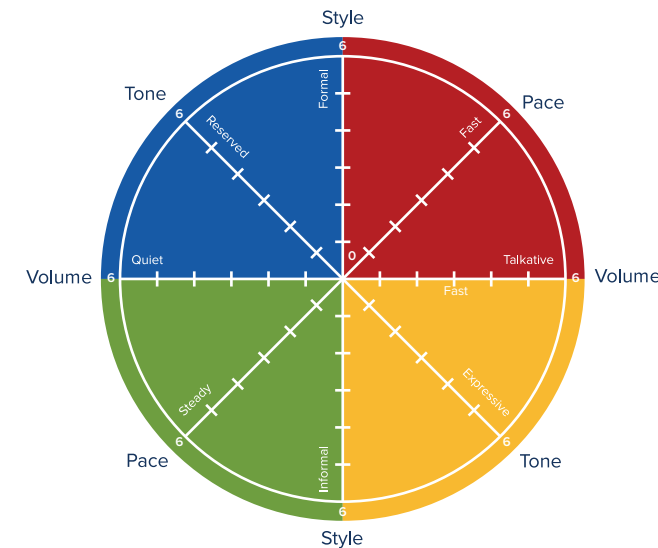
COLOR ENERGY MIX



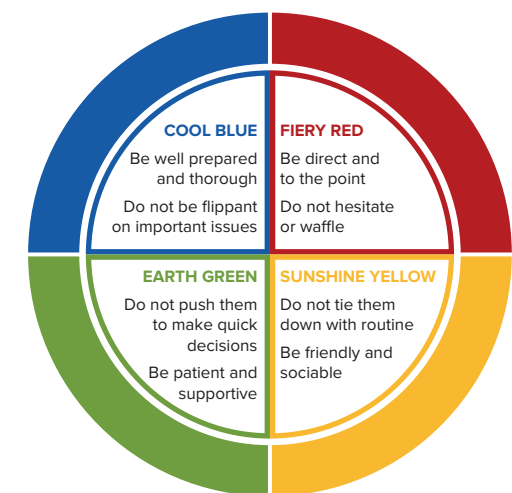
ADAPTING AND CONNECTING

Knowing the color energy that you lead with (i.e., your preferred communication style) helps you communicate more effectively with others. This self-awareness gives you the ability to tailor your style in order to build stronger connections with others based on their preferred style for communicating. So how do you determine what color energy your client leads with? What language do you listen for to understand their preferred communication style?

USE THIS SCALE TO MEASURE YOUR CLIENT'S VERBAL STYLE:



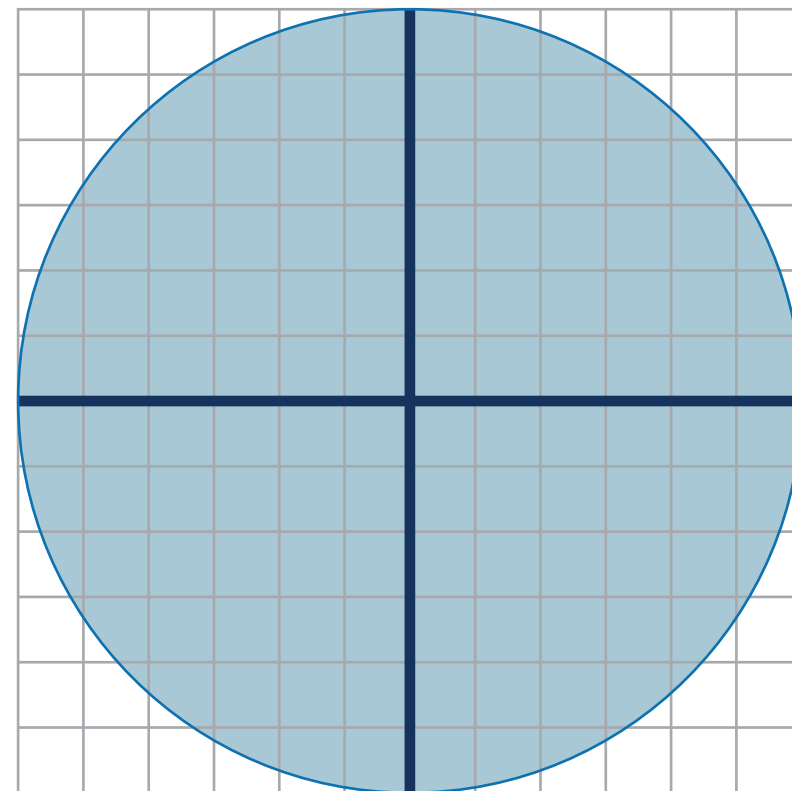
TIPS FOR COMMUNICATING WITH DIFFERENT COLOR ENERGIES:



STEPPING ACTIVITY

STEP ONE: You will hear a series of statements in conjunction with instructions for moving (i.e., "stepping") across the bullseye grid, based on your responses to the statements.

Note:
This activity works best during the in-class workshop session.



STEP TWO: Understand your **Jungian Preferences**—introversion, extraversion, thinking, feeling—and how these preferences correspond to your color energies.

Thinking Preference
Formal, Impersonal, Analytical, Detached, Objective, Strong-minded, Competitive, Correct, Tasks, Systems

Feeling Preference
Informal, Personal, Subjective, Considerate, Involved, Caring, Accommodating, Harmonious, Relationships, Morale

Introversion
Quiet, Observant, Inward focus, Depth, Intimate, Reserved, Reflective, Thoughtful, Cautious

Extraversion
Energetic, Involved, Outward focus, Breadth, Quick, Action-oriented, Outspoken, Bold

