

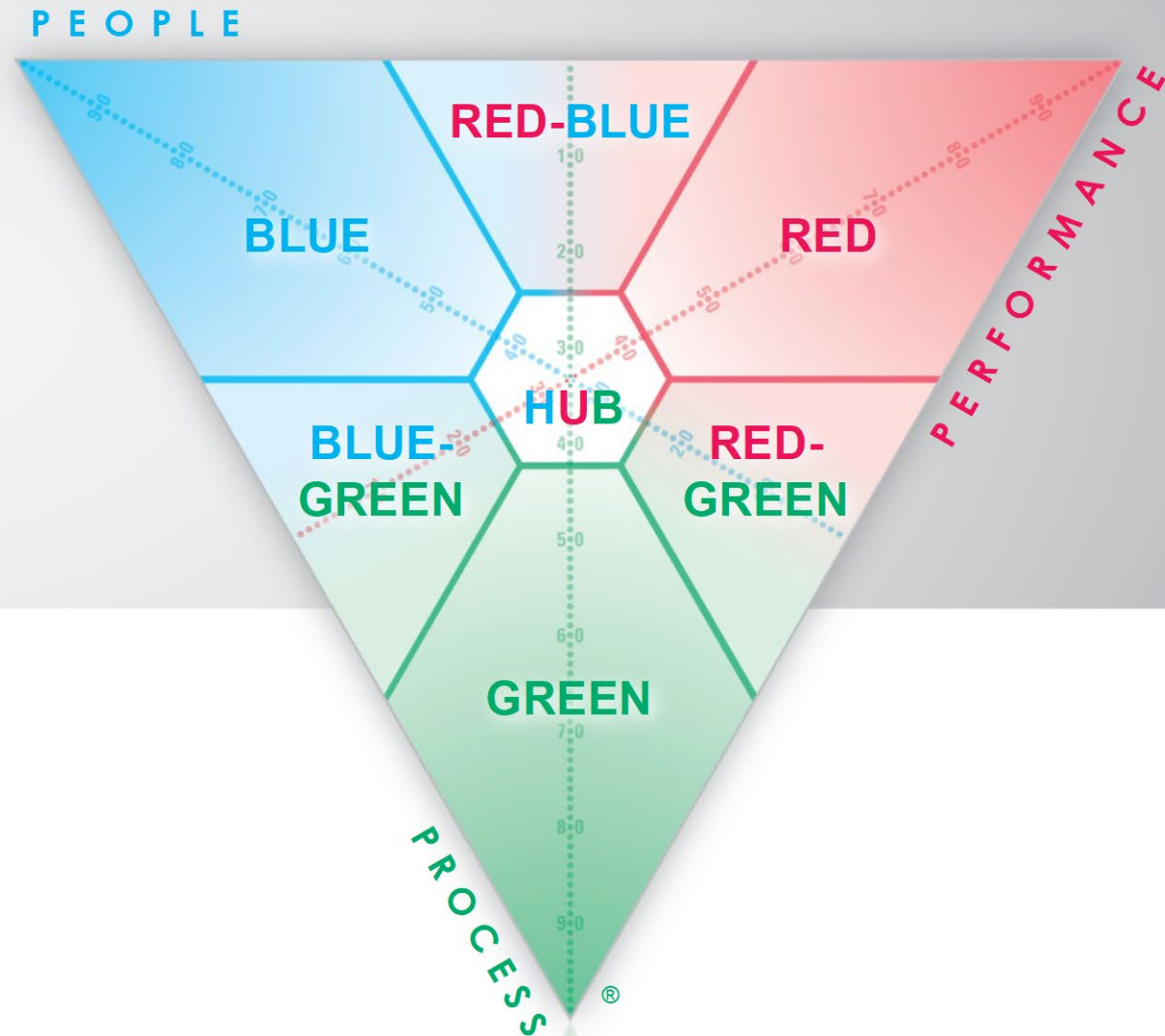
The background of the slide is an abstract, marbled pattern in various shades of blue and white. The pattern consists of swirling, organic shapes that resemble liquid or stone, creating a dynamic and textured visual field.

Communicating to Motivate Different Types of People

ACEC/PA: September 2024

Presented by Kate Kaynak PhD, President of The Jennings Group LLC

The Seven MVS Types





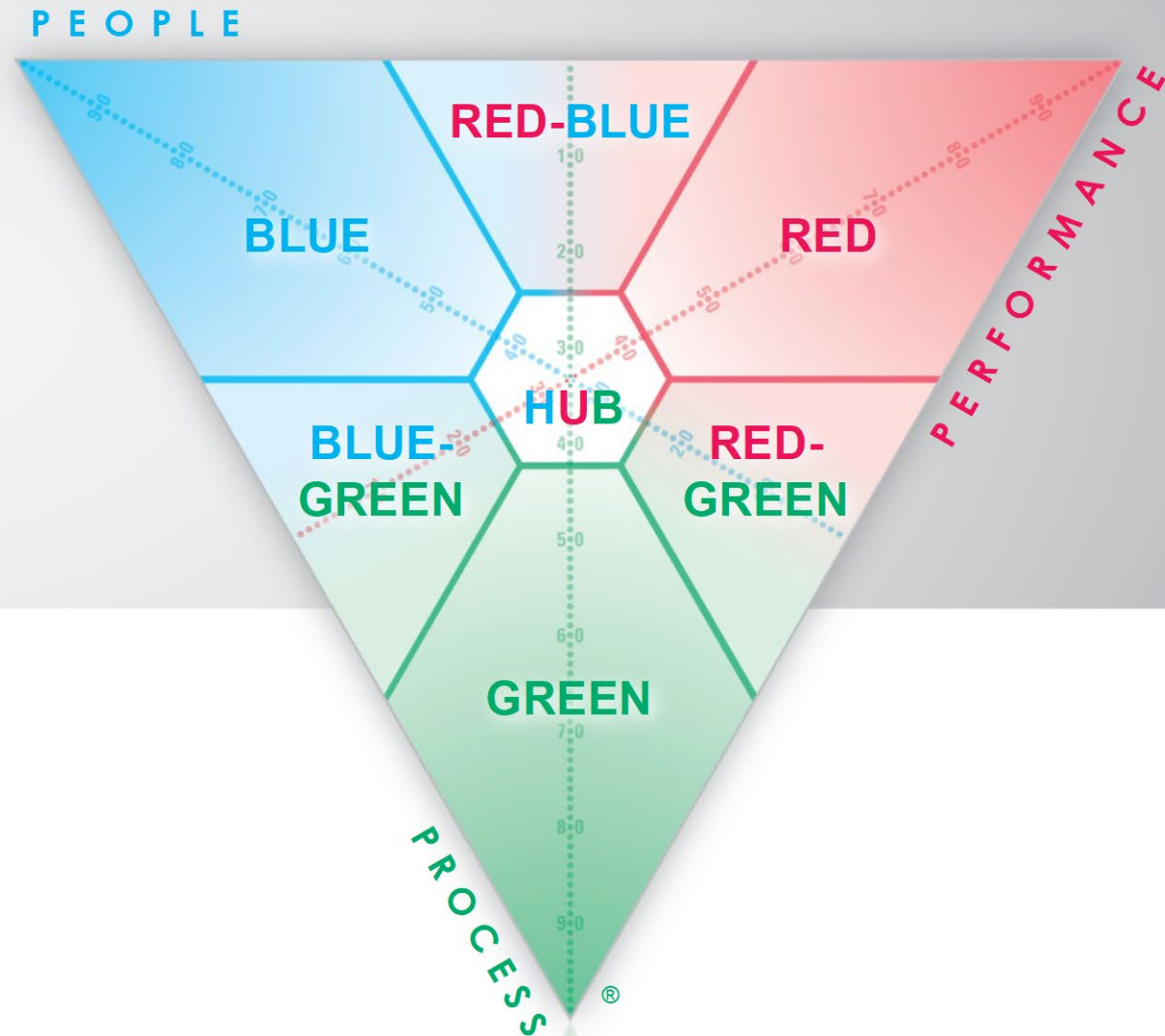
Images by Andres Jasso and Christian Fregnan on Unsplash





Bookbinding carries us back to the time when leaden tablets with inscribed hieroglyphics were fastened together with rings which formed what to us would be the binding of the volumes. We might go even still further back when tiles of baked clay with cuneiform characters were encased one within the other so that if the cover of one were broken or otherwise damaged there still remained another...

The Seven MVS Types



Communicating to Motivate:

- 1. Getting their attention**
- 2. Keeping their attention**
- 3. Building buy-in**
- 4. Moving them to action**

How to Spot Reds, Greens, and Blues “in the wild”

- 1. Listen**
- 2. Watch**



***Practical skill development:
How do I use this?***

- 1. Borrow their relating style**
- 2. Speak to their self-worth**

***When communicating with
Reds, Greens, and Blues:***

WORD CHOICE MATTERS



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