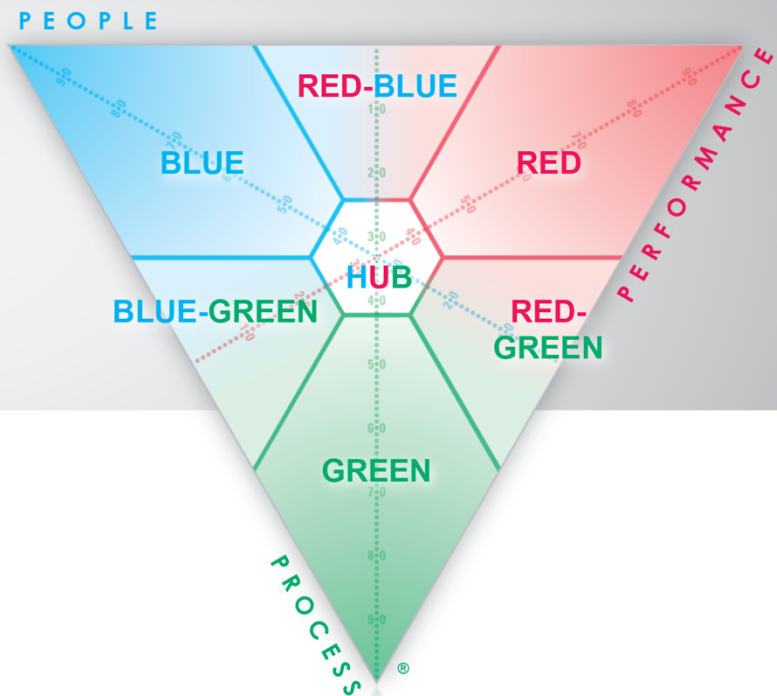


The Seven MVS Types



I am a: _____

I am motivated by: _____

I am demotivated by: _____

My MVS-related strengths include: _____

My MVS-related “overdone strengths” (what some see as weaknesses or flaws) include:

WORD CHOICE MATTERS

RED

How to get our attention / start a request

- Start with the WIN
- Assume that the Red wants to green-light an action plan that will lead to success
- BE BRIEF—bullet points, direct language

Words / phrases that get through our filters

- Win / success / action / goal / reward / Booyah!
- Listening for the Big picture / goals / end objectives / Bottom line / actions / costs / benefits / What's the point?
- "I've got a way to save us \$300K over the next two years; can I have 5 minutes of your time?"

What NOT to say to us

- "I feel" / "I'm not sure"
- "That won't work" / "Slow down"
- "Generally" / "Sort of" / "Be careful"
- Anything that sounds like a barrier
- No excuses
- "Don't come to me with problems, come with solutions"
- "Fluff"
- Blues & Blue-blends: don't procrastinate, don't be indirect, don't be indecisive, don't shrink in the face of conflict—remain assertive
- Greens & Green blends: don't walk them through the weeds: summarize details and emphasize outcome, not process

Visuals that resonate

- Bright: expressing "win!" "victory!" "power!"
- Trophies / bling / signs of financial success (Ferrari, power suit, etc.)
- In-person, project CONFIDENCE: "I am a winner"

WORD CHOICE MATTERS

GREEN

How to get our attention / start a request

- Calm, logical, pull in Red intensity and Blue effusiveness
- Use facts as “bread crumbs” to lead the Green to the agree with the logical conclusion: “Given x, y, and z, is it logical for us to...?”

Words / phrases that get through our filters

- Message needs to be received in a non-chaotic environment, from a credible source
- Data / logical / perfection / excellence / right / accurate / structure
- Specifics: parameters, numbers, data

What NOT to say to us

- “You’re wrong” (don’t even imply it)
- Ambiguous / vague words / “Maybe”
- Feeling or emotion-based words
- Generalizations or hyperbole
- “Fluff”
- Sarcasm is BAD DATA
- “What’s your gut response?” (i.e., “Give me an immediate answer”)
- Reds & Red-blends: don’t bark orders, don’t express impatience / arrogance / disrespect
- Blues & Blue-Blends: don’t overgeneralize, don’t ignore/dismiss facts, don’t overwhelm the Green with expressions of emotional content (keep your energy and enthusiasm on a leash)
- Hubs: don’t emphasize consensus over getting it right

Visuals that resonate

- Graphs and bar charts that ACCURATELY represent the data (label your axes!)
- Precision instruments: measuring tools, clockwork, intellectual or logic puzzles (e.g., Towers of Hanoi)
- In-person: calm and with self-control, with well-founded self-confidence in your status as a credible source and your understanding of the facts

WORD CHOICE MATTERS

BLUE

How to get our attention / start a request

- “I need your help.”
- “This is important to me/us.”

Words / phrases that get through our filters

- Help, people, emotion words, splendidferous adjectives
- Praise: "You like me!"
- Feelings – distress, joy, fatigue, boredom, appreciation etc.
- Harmony / spirit of cooperation
- Polite language (please / thank you / if it wouldn't be too much trouble...)

What NOT to say to us

- Yelling, barking orders / “Just do it” (Reds & Red-blends: don't be too direct / dictatorial / impatient)
- Sarcasm (looking at you, Hubs!)
- Criticism (Watch it, R-Gs)
- “You” (substitute “We”)
- “Never” / “Always”
- Negative body language (critical spirit)
- "I don't care" / "Don't take it personally"
- "Get to the point"
- Greens & Green-blends: don't go down into the weeds (logic doesn't work)

Visuals that resonate

- People emoting, animals emoting, (Pixar robots emoting...): as long as it is AUTHENTIC
- Happy people: increase buy-in
- Sad people: increase desire to help
- In-person: AUTHENTIC, warm, positive: remember to CARE about the Blue, and to care about people in general.

WORD CHOICE MATTERS

HUB

How to get our attention / start a request

- “Can I get your input on something?”

Words / phrases that get through our filters

- Words: new / information / situation / input / outcome /
- Buy-in / agreement
- Situational nuances – consensus, details, get everyone’s input
- New ideas to integrate

What NOT to say to us

- “I’m not willing to compromise” / “This is non-negotiable.”
- “Can’t”, “Won’t”, “Never”
- Non-team words and statements (Greens)
- “What don’t you get?”
- Dictatorial directives (Reds)
- "Agree to disagree"
- “I don’t care what s/he said.”
- Impatient / aggressive / inflexible
- Nay-sayers (B-G) derailing consensus

Visuals that resonate

- Hubs get a piece of everything (context-dependent)
- Show teams or other functioning groups
- In-person: Hubs expect people to be situationally-appropriate (high self-monitors)

WORD CHOICE MATTERS

RED-BLUE

How to get our attention / start a request

- “OMG—I am so excited about this thing!”
- “Woohoo—we’ve got a great team win in the works!”

Words / phrases that get through our filters

- Positivity and enthusiasm
- What’s in it for us

What NOT to say to us

- “I need...” (selfish “I”)
- Disrespectful
- Lack of confidence / critical spirit or negativity
- Greens: don’t give details first; start with the bottom line

Visuals that resonate

- Team wins, R & B stuff, vibrant positivity
- In-person: Charisma

WORD CHOICE MATTERS

RED-GREEN

How to get our attention / start a request

- “I have an opportunity that could be a real win for someone with your expertise.”

Words / phrases that get through our filters

- **What’s in it for me**
- Fight or flight" / Problem & action
- Specific words and meaning
- Listen for agreement with my opinion
- Listen so that I won't be wrong later
- Acknowledge our expertise

What NOT to say to us

- Problems with emotions – dismissive
- Dismissive of info from non-experts or non-authority figures
- No excuses
- “I’m not sure” / “I feel”
- Ambiguous or “soft” language / sugar-coating: Indirect communicators annoy R-Gs—seen as incompetent or trying to lie
- “You don’t know what you’re talking about” (I’ll now prove I do: dissertation)

Visuals that resonate

- Charts that point to success
- In-person: accurately project competence and expertise (e.g., lab coat, power suit)

WORD CHOICE MATTERS

BLUE-GREEN

How to get our attention / start a request

- Ask for their help—as a contribution of their efforts, their skills, their knowledge/expertise

Words / phrases that get through our filters

- Fairness
- Facts
- How I can contribute to organization / group?
- Where do I have knowledge to contribute?

What NOT to say to us

- "You should have..."
- "You are wrong"
- "I feel"
- Disrespectful
- Dictatorial (Red)
- Ambiguities
- Bragging "I" statements
- Don't put them on the spot for an instant response

Visuals that resonate

- Green-leaning charts that indicate authenticity, quality, value, that protects people (think *Consumer Reports*)
- In person:
- Modest, humble, authentic, calm, giving fair credit for efforts and contributions
- Know that facts
- Nothing flashy or braggy