

Improving Corporate Communication Using Behavioural Data

According to legendary management guru Peter Drucker, “The most important thing in communication is hearing what isn’t said”. Imagine the volume of what isn’t being said in businesses across the globe on a daily basis. How can we find a way to either plug into this stream of conscious but non verbalized communication or better yet, understand how what we are saying is being received and perceived.

Using the Predictive Index® process I help my clients to manage their talent by better understanding, motivating and developing their people. Understanding the core behaviour of our team members allows us to tune into what isn’t being said in an exchange and work on a model that improves the level of communication.

PI® measures four key behavioural traits that will impact workplace performance by as much as 25%.

The four traits are as follows;

- Dominance...the drive for control
- Extroversion...how quickly we connect with and work through others
- Patience...the pace we prefer to work at
- Formality...the level of detail we are comfortable handling

Your own personal behavioural traits greatly impact how interpersonal communication is delivered and received. One simple example would be centered around the pace at which we prefer to work. For those of us that have a sense of urgency there is a real need for pace in our day. We’re not truly happy unless we’re multi-tasking and matching up with our sense of drive. For those that prefer a more stable, one-thing-at-a-time approach we will appear to be pushy, impatient and probably downright rude at times.

The flipside of this that behaviourally people that are more patient are supportive, dependable, reliable and willing workers. Why is it then that the following “weaknesses” are seen by those of us with the need for speed?

- Procrastinating
- Disliking change
- Slow
- Unimaginative

In fact, more often than not there will be a general feeling that some of our more methodical performers are actually roadblocks to our success.

Our work in understanding core behavioural traits takes our clients to new levels of communication within their organizations. Two of the pillars of understanding are our ability to understand ourselves and others. The strength comes when we are able to appreciate the differences and learn to leverage the strengths that each of us brings to the equation. Being able to tailor our approach to match up with

an individual's core behavioural needs and drives adds science to our intuition and lets us all make better decisions.

Far too often behavioural assessments get stuck in the recruitment and selection silo, never to see the light of day once a hiring decision has been made. If your organization is not using PI in this stage of the employee relationship you will find that we can help your organization to do more with less. If this is the case, you've been using an assessment tool and haven't been applying the great data you've already captured. Having these wonderful insights as front of mind, day to day touch points takes your leadership and your management team from good to great.

The ability to understand the behavioural traits of the individuals on your team is one thing. Performance (some would call it success) management becomes super charged when you factor this data into the personal development plan for each member of your team. I want to leave you with the following quote from one of my clients.

"I incorporated my team's resultant PI assessments as part of my Midyear Career Development discussions with each individual from my team. I wasn't sure what to expect at first but I've got to tell you that the enhanced level of depth and richness around these discussions was absolutely terrific. It gave me that extra bit of insight and ammunition to really drill into important items related to performance, morale, and role expectations (amongst a series of other things). From my perspective, it's a great outcome that already yielded a very positive ROI."

The relationship you have with Predictive Success includes our expertise in helping clients to drive maximum value from their investment in PI. If you'd like to find out how we have helped other organizations do more with less by applying PI beyond recruitment and selection contact your consultant or our Growth Manager, Julie Cane.

Bob Woodcock, Managing Principal, Predictive Success