






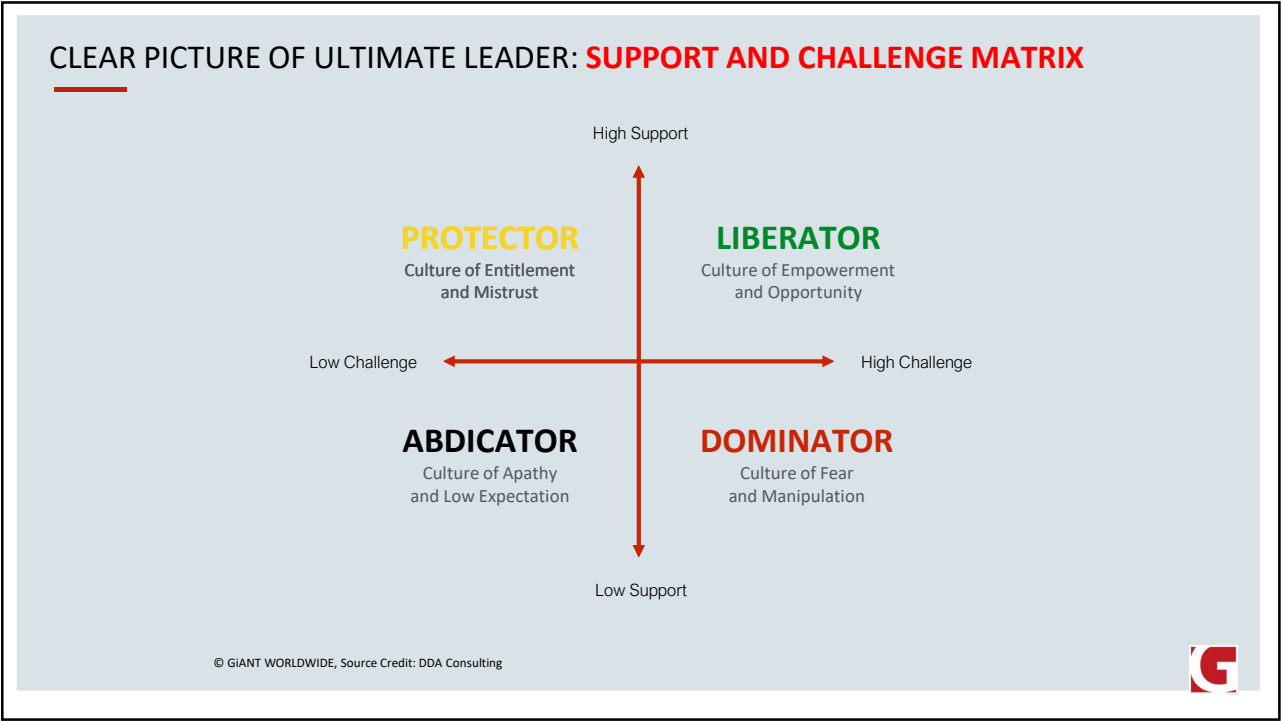
# 5 VOICES

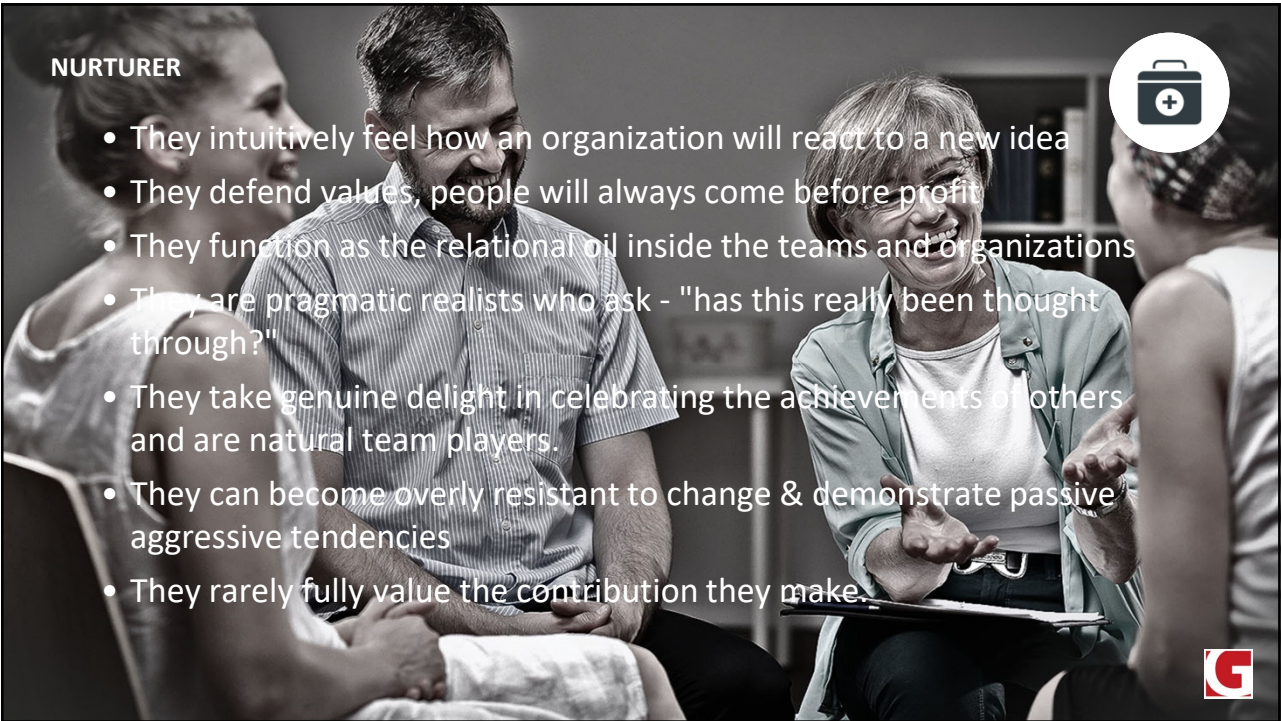
## How to Communicate Effectively

### with Everyone You Lead



// GiANT Worldwide











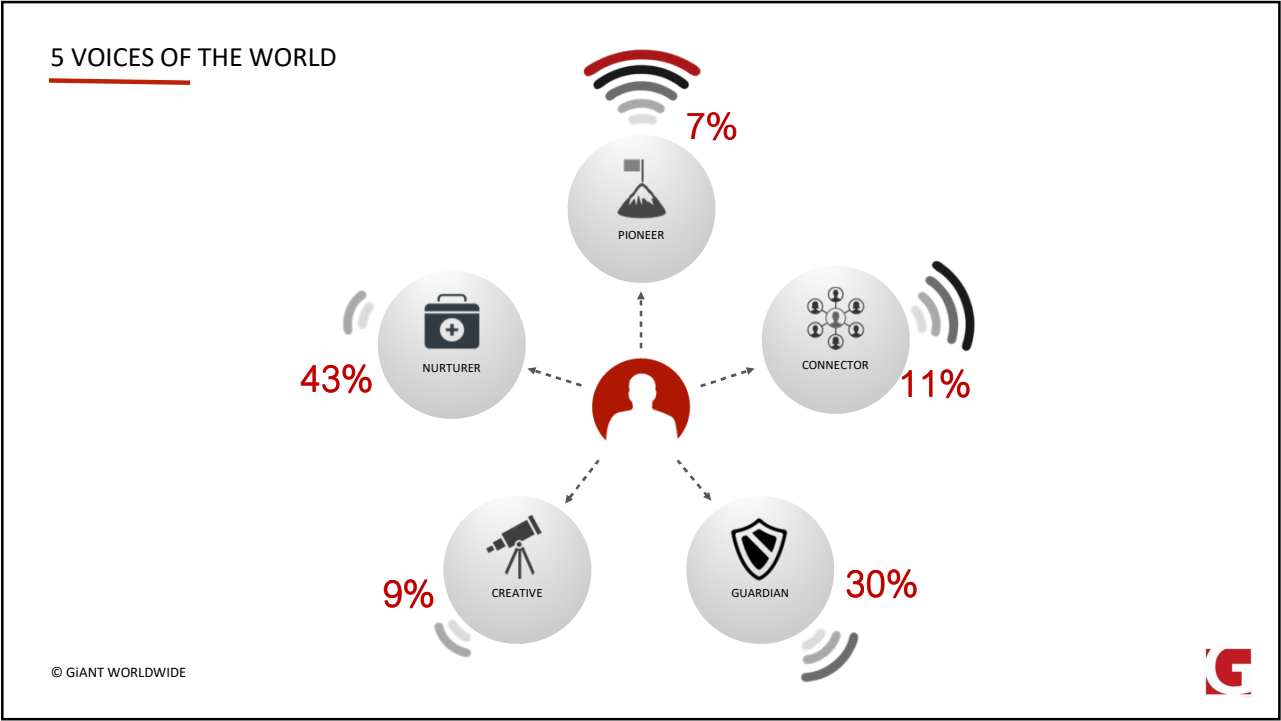
**GUARDIAN**

- They have a relentless commitment to ask the difficult questions.
- They will always seek to honor the past as teams look towards the future
- They accept as personal the commitment to deliver projects on time and on budget.
- They have the ability to detach decision-making from personal sentiments.
- They are naturally risk averse asking, "Is it worth the risk and investment?"
- They respect and value logic, order, systems and repeatable processes.
- Their desire for truth & right decisions can sometimes override the feelings of others.









TARGETING TWO

# INSIGHTS

FOR YOUR VOICE

A horizontal row of five white circular icons on a blue background. From left to right, the icons are: a first aid kit (Nurturer), a telescope (Creative), a shield (Guardian), a network of people (Connector), and a mountain with a flag (Pioneer).

**SELECT TWO LEADERSHIP INSIGHTS - NURTURERS**

1. When you speak you represent 43% of people. Your views and opinion truly matter!
2. People see you as a highly skilled professional. It's time you started to believe that!
3. People chose you to lead because they believe in you. Act knowing that you belong!
4. Learn to challenge the views of other voices in your team when you believe they are wrong!
5. Embrace change and help lead it. Don't be passive and function as a victim of it.
6. People trust your judgment and genuinely want to hear your opinion. Use that as a springboard for influence, and speak the truth in love.
7. When people challenge your views and opinions they are trying to help. It's not a personal attack!
8. Pioneers are not as insensitive and arrogant as you think. They just see the world differently to you!

© GIANT WORLDWIDE

**SELECT TWO LEADERSHIP INSIGHTS - CREATIVES**

1. Learn to celebrate the wins even if it wasn't quite as perfect as you hoped.
2. When members of your team critique your vision and ask for the details they are genuinely trying to help.
3. Don't play safe, give yourself permission to think outside the box.
4. It's ok to be wrong sometimes, it comes with the territory of creativity and imagination.
5. What you see as an imminent opportunity or threat may actually be a further away than you think.
6. Financial realities are important, good enough may have to be good enough sometimes.
7. People are not deliberately ignoring your ideas, it's hard to truly hear a Creative.
8. You don't have to prove your worth to team mates, relax and trust the unique contribution you bring.

© GIANT WORLDWIDE





SELECT TWO LEADERSHIP INSIGHTS - **GUARDIANS**



- 1.Learn to value the future orientated voices, they drive innovation and progress.
- 2.How you communicate is important (volume and sensitivity) - It's possible for you be right and wrong at the same time.
- 3.Sometimes goal posts move on projects and it's not anyone's fault.
- 4.Learning to compromise is a healthy part of team life.
- 5.Be careful, constantly driving yourself and your team will eventually lead to burnout and resentment.
- 6.Take time to invest in your key relationships today, you are not defined by task achievement alone.
- 7.Your team know you are competent, do they know you care?
- 8.Networking events and social media platforms are not a waste of time.

© GIANT WORLDWIDE



SELECT TWO LEADERSHIP INSIGHTS - **CONNECTORS**




- 1.When people reject your idea it's not as personal as it sometimes feels.
- 2.Hinting at your frustrations with team mates does not guarantee anyone has truly heard you.
- 3.People will critique your ideas, try and avoid becoming overly defensive to soon.
- 4.It's ok to be you - when you believe something passionately never be afraid to share it.
- 5.Encourage the team to critique your ideas, remember the team will make them better.
- 6.Be consistent in your external communication, avoid the temptation to sell to individuals ahead of the meeting.
- 7.Be Intentional - take time to think through how you can create a culture where other voices can bring their best.
- 8.Be patient with those whose due diligence process is rigorous, painful and time consuming.

© GIANT WORLDWIDE



SELECT TWO LEADERSHIP INSIGHTS - PIONEERS



1.Find a Nurturer and ask them to mentor you in how they see the world.

2.Beware the intellectual superiority complex, you don't have all the best ideas, sometimes you are actually wrong.

3.Take time to truly hear the views and opinions of others on the team, memorize the rules of engagement.

4.Please make sure your safety catch is always on, in a moment of frustration you can do a lot of damage with a grenade launcher.

5.Only 7% of people view the world through your eyes - remember winning is not the driving motivation for most people.

6.Your team know you are competent, they are not convinced you know anything about them or their life outside of work.

7.Take time each day to encourage someone who doesn't deserve it.

8.If you are wrong, fight your initial instinct to justify your decision and deflect blame. You will earn respect and influence if you own up to your mistakes.

© GIANT WORLDWIDE



KNOW YOURSELF TO LEAD YOURSELF

CONSEQUENCES

REALITY


KNOW YOURSELF

LEAD YOURSELF


ACTIONS


TENDENCIES

(PATTERNS)







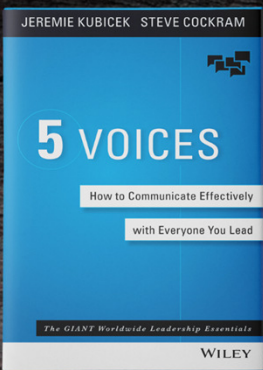




© GIANT WORLDWIDE



10



JEREMIE KUBICEK STEVE COCKRAM

**5 VOICES**

How to Communicate Effectively  
with Everyone You Lead

The GIANT Worldwide Leadership Essentials

WILEY


# EVERYONE SPEAKS NOT EVERYONE IS HEARD

YOU HAVE A LEADERSHIP VOICE  
DISCOVER IT TODAY

▼

[Buy 5 Voices Now »](#)[Take Free Assessment »](#)

© GIANT WORLDWIDE



THE  
**LIBERATOR**  
P O D C A S T  
by GIANT WORLDWIDE



**EPISODE 3**  
5 Voices: Communication, Alignment & Performance

