

***“What Every Business Person
Ought To Know About
Personality & Behavioral Styles
And It’s Impact On Your Business”***



THE
PLATINUM
RULE

Presented by...

*Jodi Santangelo-Ash
Transformational Trainer, Author, Success Coach*

The _____ Rule

“Do Unto Others as _____ Want Done Unto _____”

Or

“Treat Others the Way _____ Want To Be Treated”

**4 Basic
Patterns of Behavior**

1. _____:

2. _____:

3. _____:

4. _____:

My Style: _____ A Person I Know: _____

Identify Other People's Style Using... 3 V's

1.

2.

3.

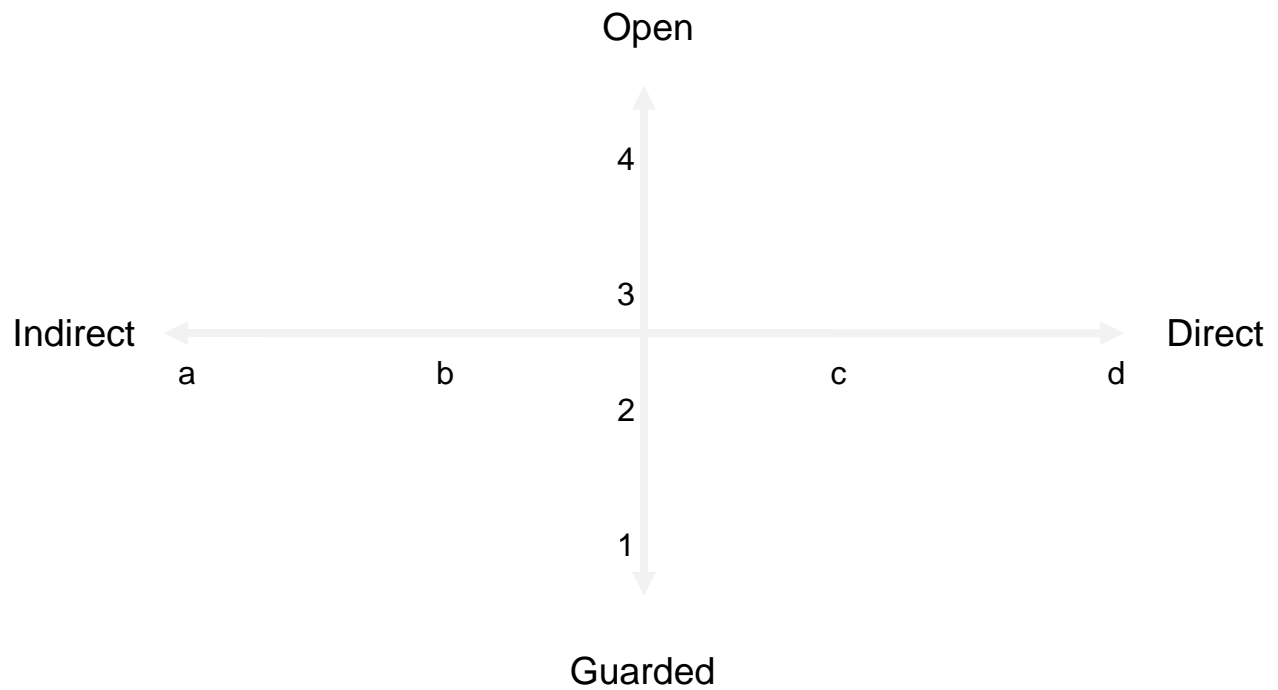
Open/Guarded - Direct/Indirect Characteristics

Open:

Guarded:

Direct:

Indirect:



Adapting Tips:

Director:

Socializer:

Relater:

Thinker:

***Want to introduce this program in your office or organization?
Ask about my customized training for the workplace***

SALESPEOPLE

Have you ever gone on seemingly identical sales calls but walked away with two entirely different responses?
Discover how to gain the competitive advantage.

MANAGERS

Gain adaptive communications skills that will help you become a charismatic,
effective leader that others want to follow.

SMALL BUSINESS OWNERS

Leverage your behavioral style to build customer and employee loyalty.

Also ideal for Customer Service, Human Resources, Teachers, Parents, Couples and more

“This program has helped me understand my family, employees and business prospects so much better!
Now that I can identify the four personality types with two simple questions, it helps me adjust my style to them
to improve our communication and relationship significantly.

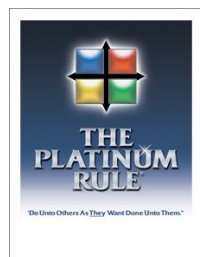
The workshop is very practical and easy to implement, and Jodi's presentation is energetic,
interactive and streamlined. I'm now a Platinum Rule believer!!

– Kim Heathcott Clarion Security

Interested in Assessments? Let's chat

Customized Report

JodiSantangelo.com/contact



Leadership Report

Sales Report

Contact Jodi at 918-809-8552

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