

Dr. Tony Alessandra on...

# *The Platinum Rule™* :

Relationship Strategies for Connecting with Anyone

*Personality differences: they're what make life so rich and fascinating and often so frustrating, too. Most of us never figure people out. We just ricochet through life, getting along with some people and dealing as little as possible with others because they're so different from us. Everyone knows the Golden Rule: Do unto others as you would have done unto you. But this habit can turn off those who have different needs, wants and hopes than we do. Instead, the real key to making a difference is to apply **The Platinum Rule™**. Do unto others as they would like done unto them! Once you understand and master **The Platinum Rule™**, you'll be able to build bridges to people of any style in any personal or business situation.*

## **Formats**

- **Keynote/General Session**  
—60 minutes
- **Workshop** — 2-6 hours

## **Alternate Titles**

- **Relationship Strategies**
- **People Smarts**

## **KEYNOTE SPEECH/PRINCIPAL POINTS**

- When you treat people the way you want to be treated, you create relationship tension; when you treat people the way they want to be treated, you build rapport
- People will tell you how to treat them if you know how to read their verbal, vocal and visual signals
- There are four basic business personalities — Directors, Socializers, Relaters and Thinkers
- To increase rapport with others, you need to adapt your behavior to accommodate their behavioral style
- Adaptability consists of flexibility (the willingness to adjust your behavior) and versatility (the knowledge and ability to correctly adjust your style)
- There is no best type of personality
- Often, when we do what comes naturally, we alienate others without realizing it

## **THE WORKSHOP** (adds depth in all areas, plus:)

- Individual behavioral style assessment
- Small group and individual exercises
- Video Vignettes

## **PARTICIPANTS LEARN**

- Their own behavioral style and how to maximize its strengths and minimize its weaknesses
- How to “read” the behavioral style of others — quickly and accurately
- Strategies for creating instant rapport and better compatibility with each behavioral style (adaptability)
- The strengths, weaknesses, likes, dislikes, fears, and goals of each style