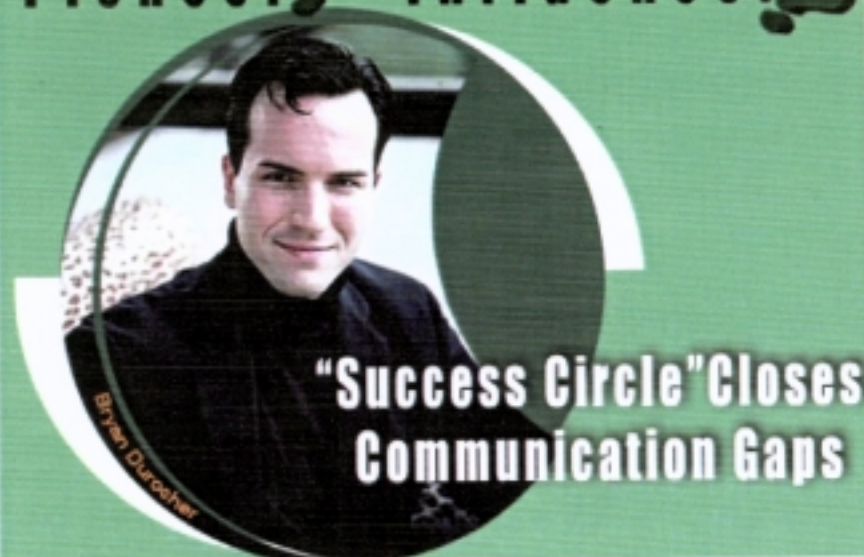


## Pioneer? Influencer?



Teresa owns a small, upscale salon and spa in Phoenix. She's warm, friendly and outgoing, and her staff and clients adore her. They admire her incredible sense of style, which is evident in everything from her salon's tasteful decor to her own chic hair and ensembles. She is happiest when all around her is in harmony, including people, circumstances and surroundings. A few months ago, Teresa hired Kristi. She was immediately impressed with this focused, goal-setting stylist. Kristi exudes confidence and she won Teresa over during her interview by outlining her plans to build her clientele, put her clients on five-to-six week rebooking cycles and send everybody in her chair home with retail products to support their styles.

Recently, however, Teresa discovered that Kristi had come up with a cut and color special in order to increase her service bookings. Without consulting her boss, Kristi had printed up flyers promoting the discount and was distributing them to her clients. Teresa asked her accountant to analyze the numbers and realized that with the prices Kristi was offering, the salon would lose money. Worse yet, the other stylists in the salon resented what they perceived as Kristi's bold behavior. For the first time in Teresa's salon there was grumbling and dissension among the staff.

Teresa dreaded confronting Kristi and she was reluctant to dampen her enthusiasm. But she was miserable about the loss of harmony in the salon and about the money she would lose as a result of Kristi's service promotion. She admired Kristi's drive, but wondered where she had gone wrong.

### The Four Basic Styles of Communication

The answer is simple, according to Salon Success Coach **BRYAN DUROCHER** of **DUROCHER ENTERPRISES** in Miami. Teresa is clearly an Influencer and Kristi is a Pioneer. So Teresa must adapt her communication style accordingly.

Influencer? Pioneer? Are these rival, shear-wielding street gangs? No says Durocher. An Influencer and a Pioneer are two of the four preferred communication styles described in his CD series entitled "The Success Circle: Four Styles to Championship Communication." Together with the Diplomat and the Fact Finder, each paints a picture of unique styles of interpersonal interaction.

For example, says Durocher, as an Influencer, Teresa is "people-focused and needs to be loved and accepted by others. She is a visionary with tons of ideas. In Teresa's case, she craves beauty all around her and she feels good when everybody around her feels good." On the downside, he adds, "While Influencers are wonderful with people, they aren't so adept at the details. They love to come up with ideas, but the follow-through isn't always so good."

As a Pioneer, Kristi differs from Teresa in that she maintains focus in order to reach her goals and get the job done. "Pioneers are fast paced risk takers and they are very direct," notes Durocher. "You never wonder what the Pioneer is thinking. Unfortunately, they don't always care if you know what they're thinking! Because they're so intent on accomplishment, they sometimes forget how they affect the people around them."

### Are You A Fact Finder or a Diplomat?

Although Durocher identifies four communication "quadrants" he notes that while everyone has a preferred communication style, we are a blend of the characteristics of all styles. Here are some traits of Durocher's quadrants. See if you recognize your style:



**The Pioneer:** Bold, assertive, task focused, direct. These risk takers love to come up with new ways to do things. They set goals and achieve them. You never wonder what the Pioneer is thinking!

**The Influencer:** Polished and poised, Influencers work well with people and attract others with their enthusiasm. They are open to new possibilities and eternally optimistic. The Influencer is the ultimate cheerleader-gifted at inspiring others to reach their goals.

**The Diplomat:** These approachable individuals like to make decisions thoughtfully, after considering all

sides and viewpoints. They bring people together by building trust in a team environment.

**The Fact Finder:** Highly organized and detail oriented, Fact Finders love crunching numbers! They manage their time well, bring intelligent viewpoints to conversations, and weigh all possibilities before committing themselves on any subject.

### **Adapt Your Style and Get Results**

Durocher, who spent 10 years as a salon and spa manager himself, maintains that by understanding these four communication styles, it is possible to adapt your own style and thereby communicate with anybody, anytime to produce the results you're after. In this case, for instance, Teresa, as a conflict-avoiding Influencer, would be best served by shifting to a very direct, matter-of-fact communication style which Pioneer Kristi would understand. "She should push herself to be very succinct and to the point," says Durocher. "Start by letting Kristi know that her innovative ideas are appreciated, because Pioneers like to feel valued. Then explain to her that the price point that Kristi came up for her promotion doesn't make financial sense. Sketch out the salon's profit margins to illustrate her point. Explain also, that salon policy prescribes that all promotions be generated by Teresa herself. Finally, point out that the salon works as a team, and going forward with a promotion like this was not team play. Kristi will truly hear Teresa's message and Teresa will get the results she wants." In addition to the CD series, Durocher offers Success Circle workshops which guide participants through assessing their own styles, highlighting strengths and opportunities for improvement, and learning methods for maximizing inherent skills and facilitating communication with other styles. His own experiences led to the program. "When I worked in salons, I kept feeling that people continuously had lots of 'disconnects,'" Durocher recalls. "They would communicate in their natural style and not key in to how that was being received. I did a lot of research, and while there was existing information on communication styles, there was nothing on how to use this information in a team/professional environment. So I worked for a year on identifying the four key styles and creating a guide to how they could work together in the salon. 'The Success Circle' is the result of that research."

Intrigued? Investigate more about "The Success Circle" in the BTC Bookstore