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Be a “S.T.A.R.”[©]

A TOOL TO EFFECTIVELY COMMUNICATE & PERSUADE

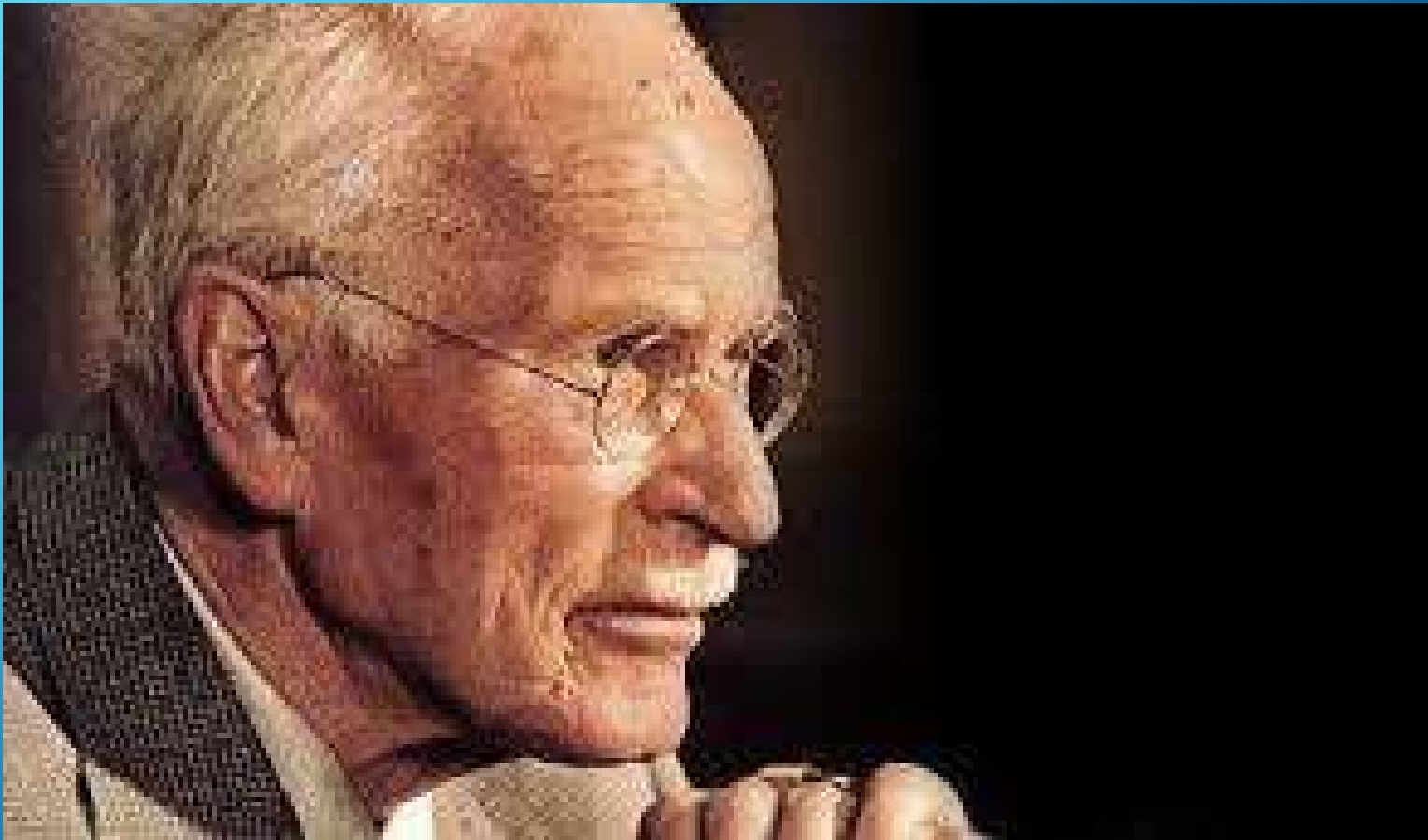
Presented by Ryan Roley,
Business Development Director, **Medphysicals Plus, LLC**



S.T.A.R.

(A communication tool developed
by Jim Hoyt)





ROOTED IN C.G. JUNG
PERSONALITY THEORY



Myers Briggs Personality Types

ISTJ

Practical, reserved, insensitive and judgmental

ISTP

Independent, confident, insensitive and gets bored easily

ISFJ

Sensitive, practical, neglects their own needs and dislikes change

ISFP

Peaceful, quiet, reserved and dislikes conflicts

INFJ

Compassionate, creative, overly sensitive and holds high expectations from others

INFP

Loyal, devoted, idealistic and tends to take things personally

INTJ

Hardworking, self-confident, judgmental and overly analytical

INTP

Logical, objective, insensitive and have problems following rules

ESTP

Resourceful, observant, impulsive and dramatic

ESTJ

Practical, realistic, insensitive and argumentative

ESFP

Resourceful, practical, impulsive and gets bored easily

ESFJ

Organized, loyal, needy and controlling

ENFP

Enthusiastic, creative, gets stressed easily and struggles to follow rules

ENFJ

Empathetic, affectionate, indecisive and manipulative

ENTP

Innovative, creative, insensitive and unfocused

ENTJ

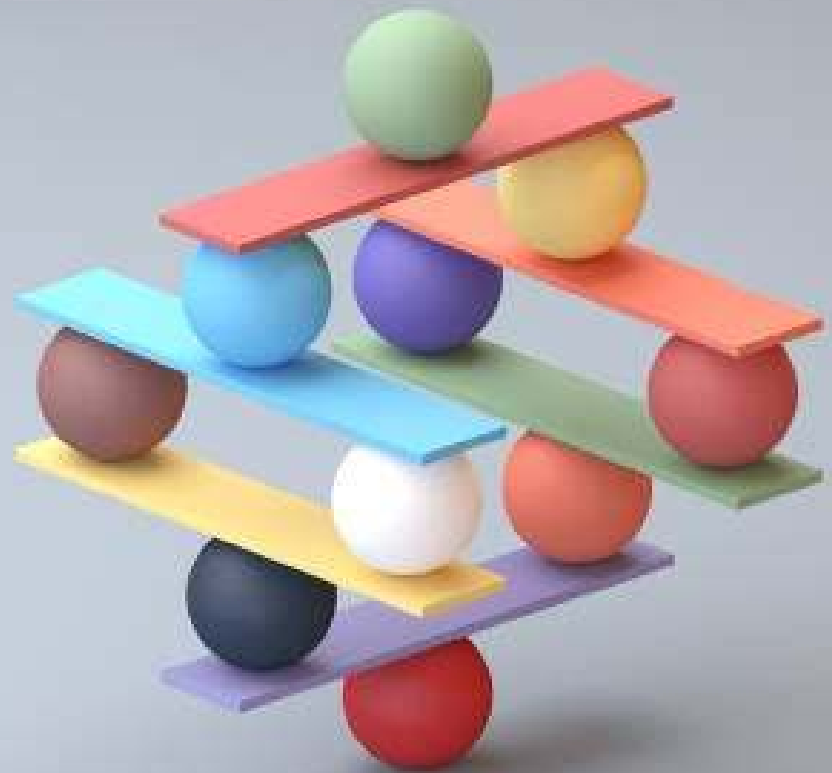
Organized, confident, impatient and stubborn

OFF-SHOOT OF MYERS-BRIGGS PERSONALITY ASSESSMENT

S = STRUCTURE/STABILITY (❤️ ORDER)

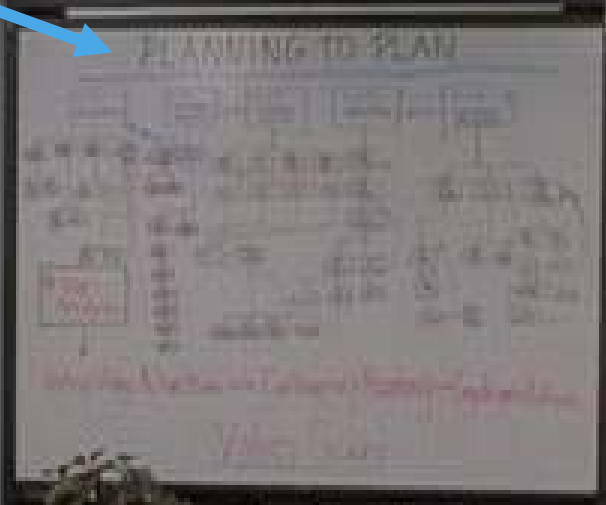
NOW THAT'S ENTERTAINMENT





STABILITY ALLOWS IMPRESSIVE RESULTS

The Bobs



S = Structure/Stability (cues)

Rules, tradition, responsibility, credentials

- Respects these qualities

- Values being on time and on task



S = **Structure Stability** (*cont...*)

- “Be safe, not sorry”

- Respects authority

(especially if authority is a successful “S”)

- Core values


- Organized

(“A place for everything & everything in its place”)




Other “S” cues:

- Join organizations
 - Into do-it-yourself books
 - Actually read policy/procedure manuals
(and they expect others to do so)

 - Often religious (traditional / orthodox)
 - Can come off snarky / demanding
 - Can be hard to satisfy
(often “major in the minors”)
- 

Connecting with an “S”

“Glamour words”: *organization; rules; commitment; plan; project; efficient, deadline; “should” / “should not”*



Connecting with an “S” (cont...)

-“how-to” presentations

-“to-do” lists

-“trusted” authorities

-stay on script (limit springing unplanned, new ideas)

-Avoid being informal until they know you

-recognition for a job well done



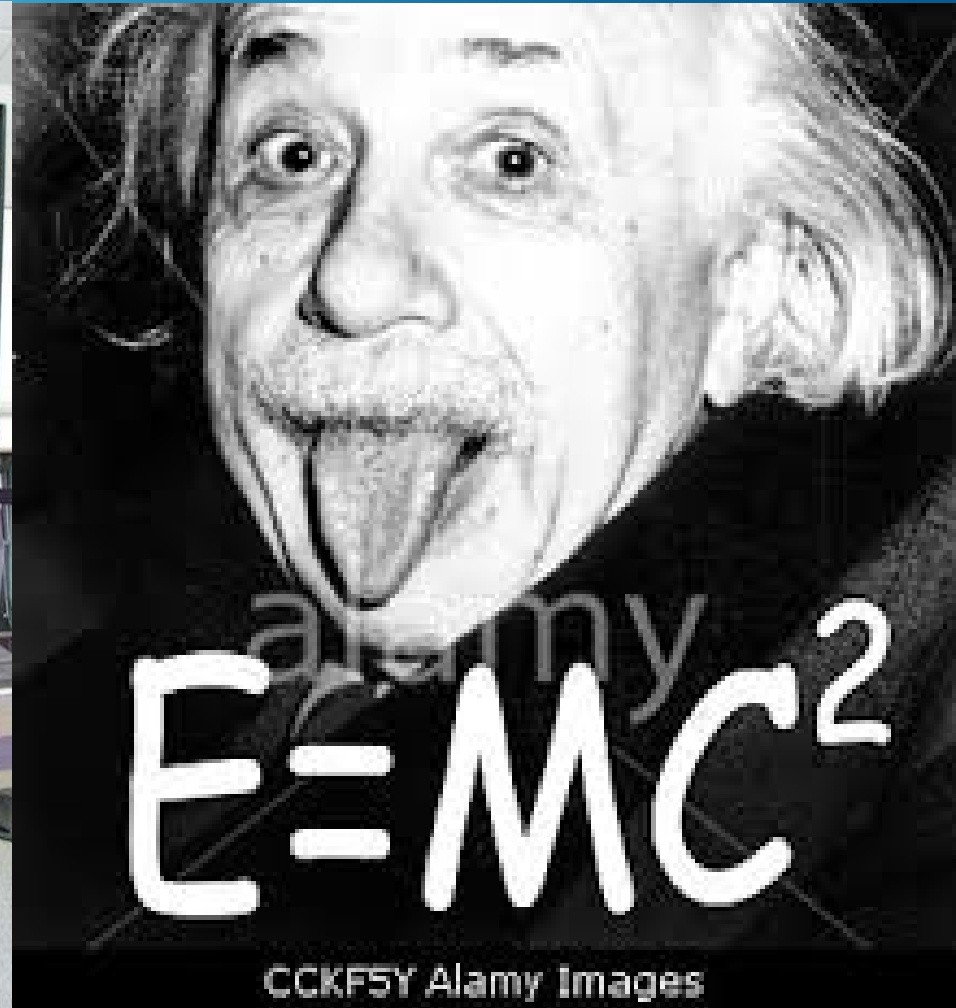
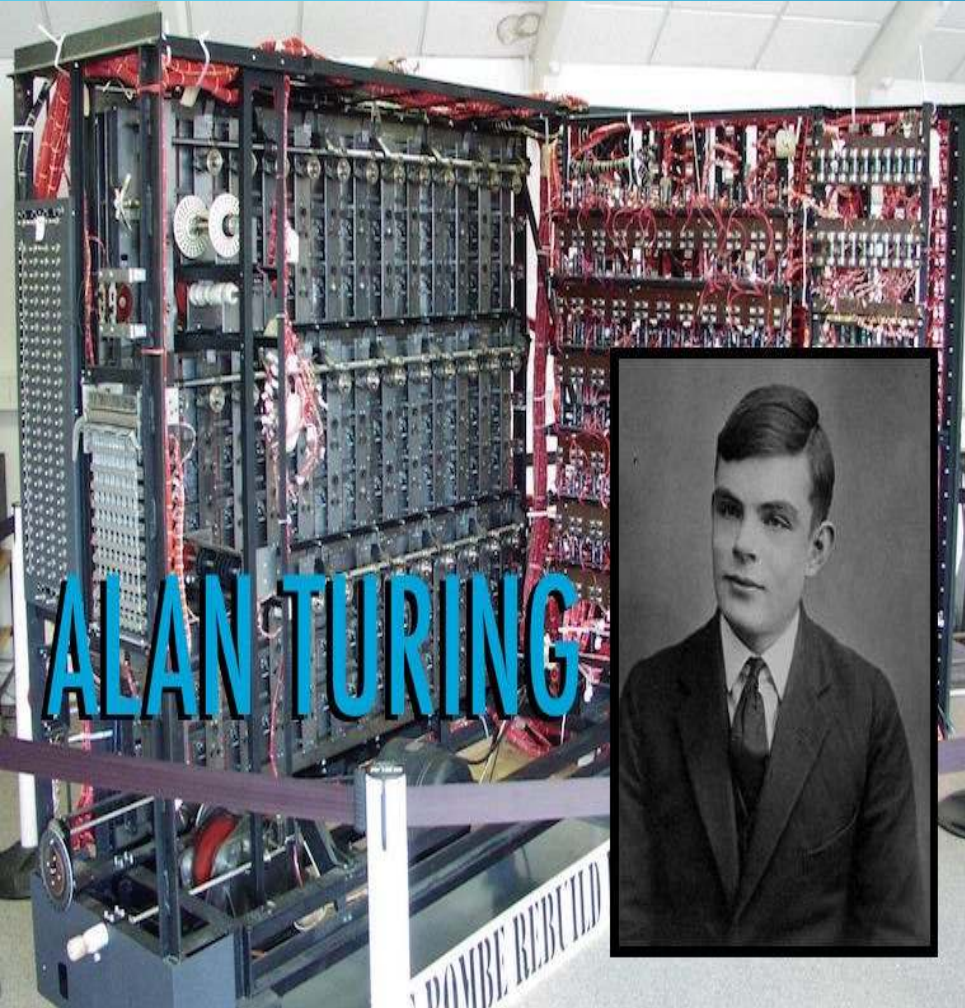
ROBERT'S
RULES OF ORDER



The Gift that
Keeps on
Giving --to

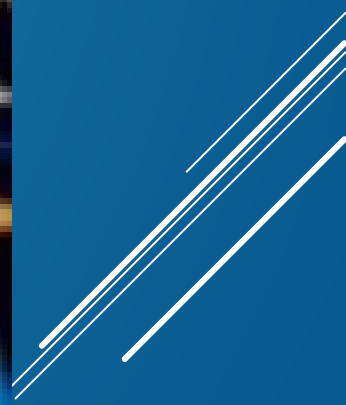
an "S"

T=TECHNICAL/THEORY




T = Theory/Technical

Knowledge, intelligence, logic, abstract thinker



Connecting with A “T”

“Glamour words”: *analyze; calculate; conclude; deduce; design; equation; learn; strategic; think; technology*



Connecting with A “T” *(cont...)*

- Avoid “chit-chat”

 - (state your thought, then move on)

- Avoid “feel” sentences

- Avoid “drama”

- Avoid informal touching; respect their “space”

- Use diagrams, flow charts w/ technical details



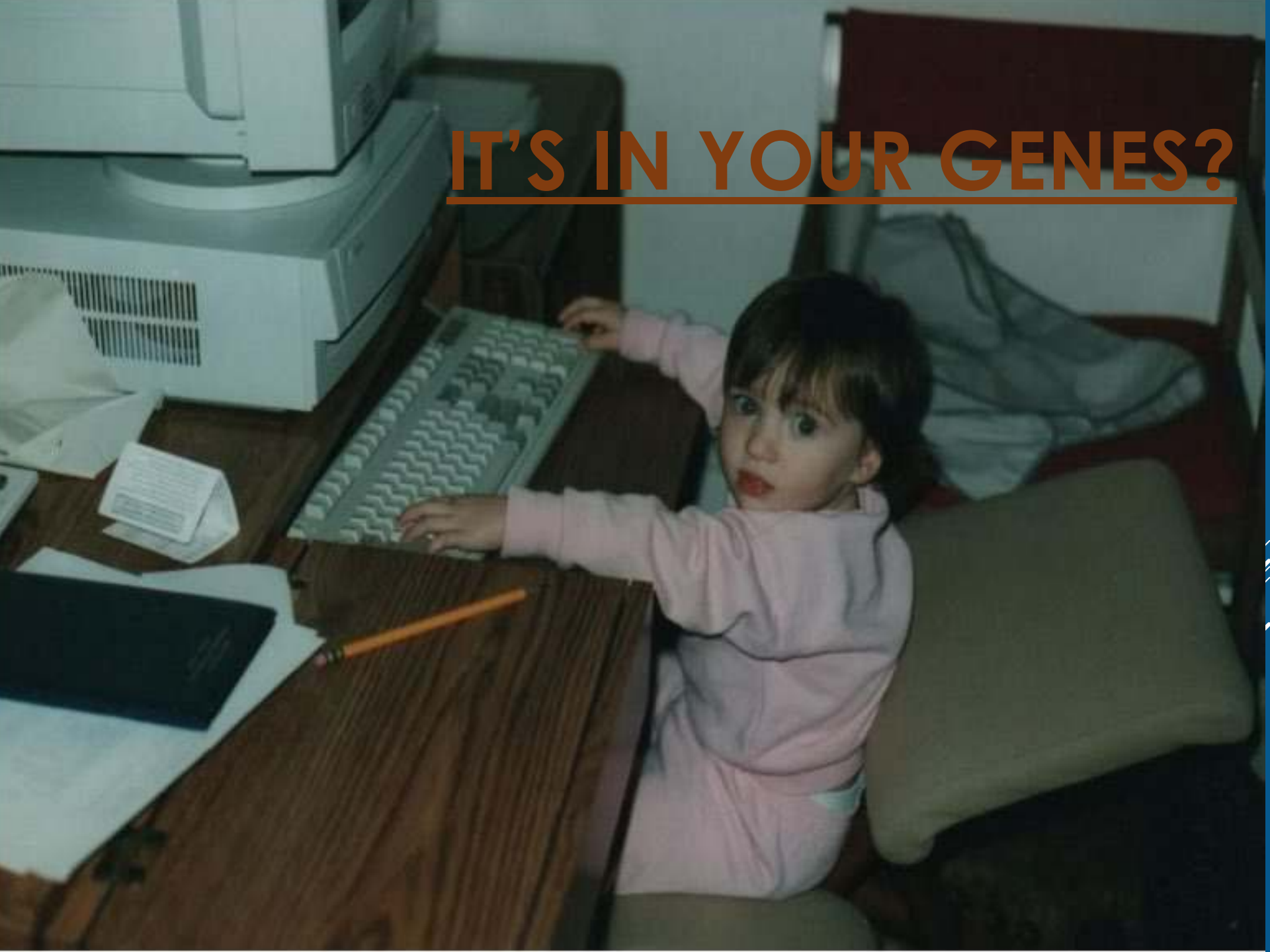
SPOCK'S THE BOMB!



“T” S DON'T FOCUS ON APPEARANCE



IT'S IN YOUR GENES?



A=ACTION ("JUST WIN, BABY")





YAH, I'M A MOVER AND SHAKER

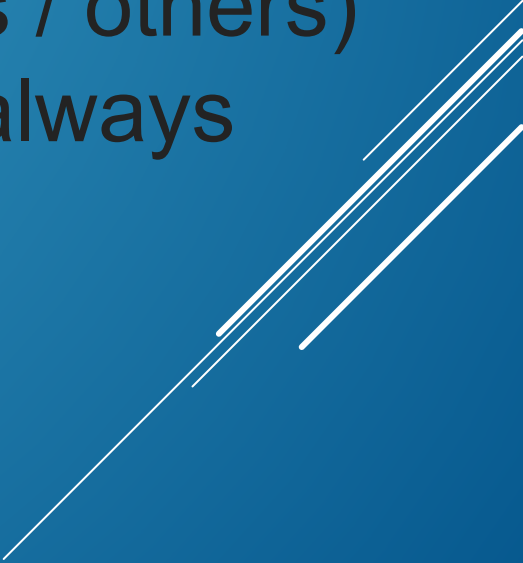
A = Action

Cues: Energetic, fast, spontaneous, passionate, excited, money-motivated, entrepreneurial



“A” cues (cont.):

- Hate routines; love variety
 - Hate rules (they're to be bent/broke)
 - Hate waiting

 - Risk takers
 - Appearance-focused (themselves / others)
 - Make commitments they cannot always keep
- 

Connecting with an “A”

“Glamour words”: *compete; challenge; fast; freedom; fun; new; opportunity; reward; win*

- Avoid abstract ideas /“theories”
 - Avoid snail-speak
 - Use “KISS” communication
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

Connecting with an “A” *(cont...)*

- Avoid paperwork
- Avoid abstract ideas / “theories”
- Love recognition
- Liven it up!



A promotional poster for the movie 'Die Hard: A Good Day to Die Hard'. It features Bruce Willis and Jason Statham in a dark, industrial setting with fires in the background. Bruce Willis is in the foreground, wearing a leather jacket and holding a gun. Jason Statham is behind him, also holding a gun. The text is overlaid on the image.

BRUCE WILLIS
A GOOD DAY TO
DIE HARD

LIKE FATHER. LIKE SON. LIKE HELL.

COMING SOON



R=RELATIONSHIP
(FAMILY, FRIENDS AND PETS)



GROUP FUN + COLOR = "R"

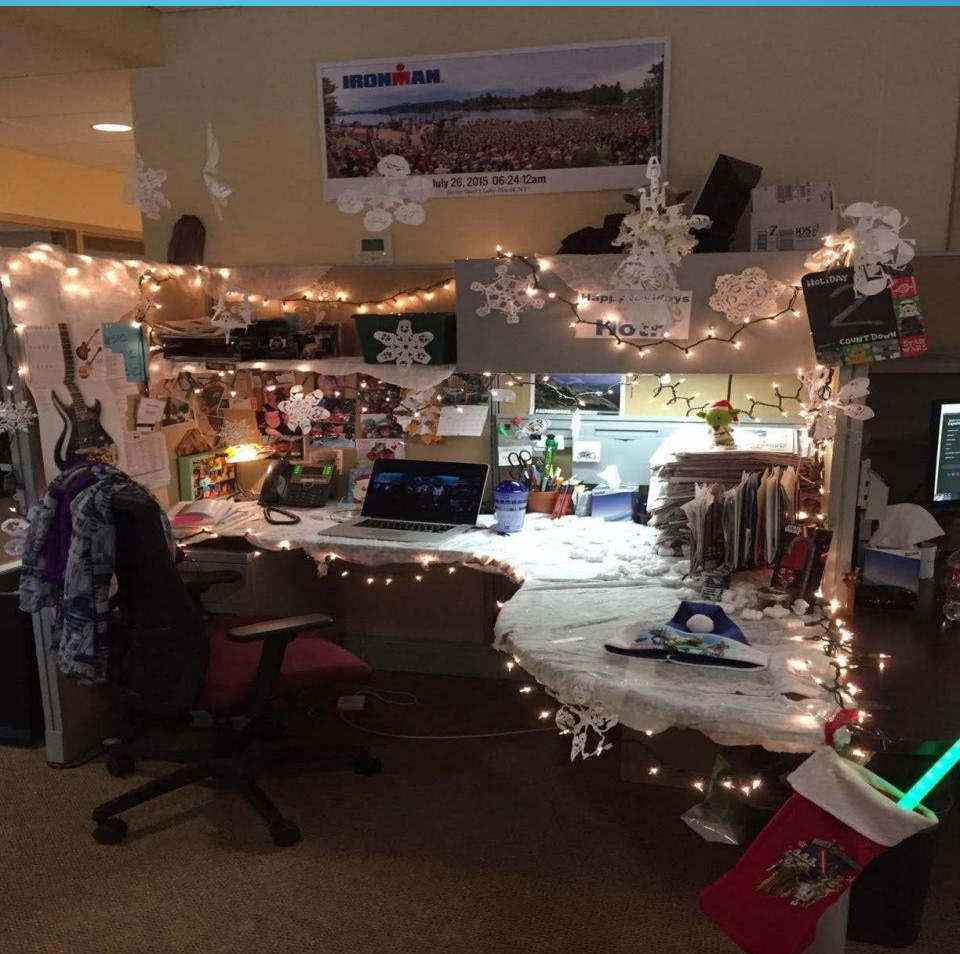


HUG ME!



R = Relationship cues

People-lovers (talkative, empathetic, encouraging)



Other “R” cues:

- connect through touch
(touching and being touched: the warm handshake; impulse to hug)
- boisterous
- quick to laugh



“R” cues (*cont...*):

- pursue “help” groups
- often “Spiritual”(non-denominational, eastern, non-judgmental)
- tend toward attire of bright, primary colors





Find the “R” cues....

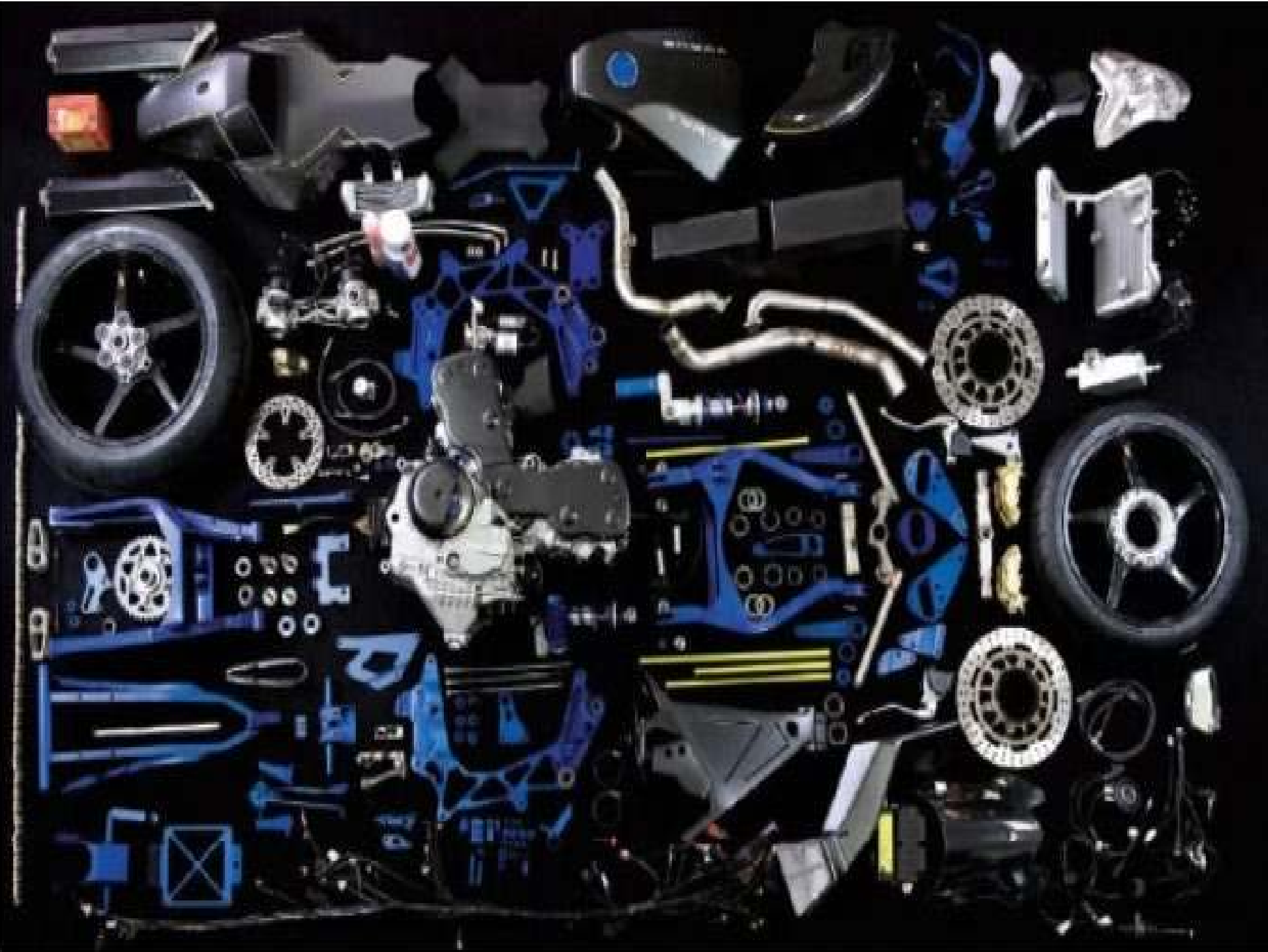
S.T.A.R.®

MOTORCYCLE QUIZ

???

A series of four parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right corner of the image.










S.T.A.R.®

TIE / SCARF QUIZ

???

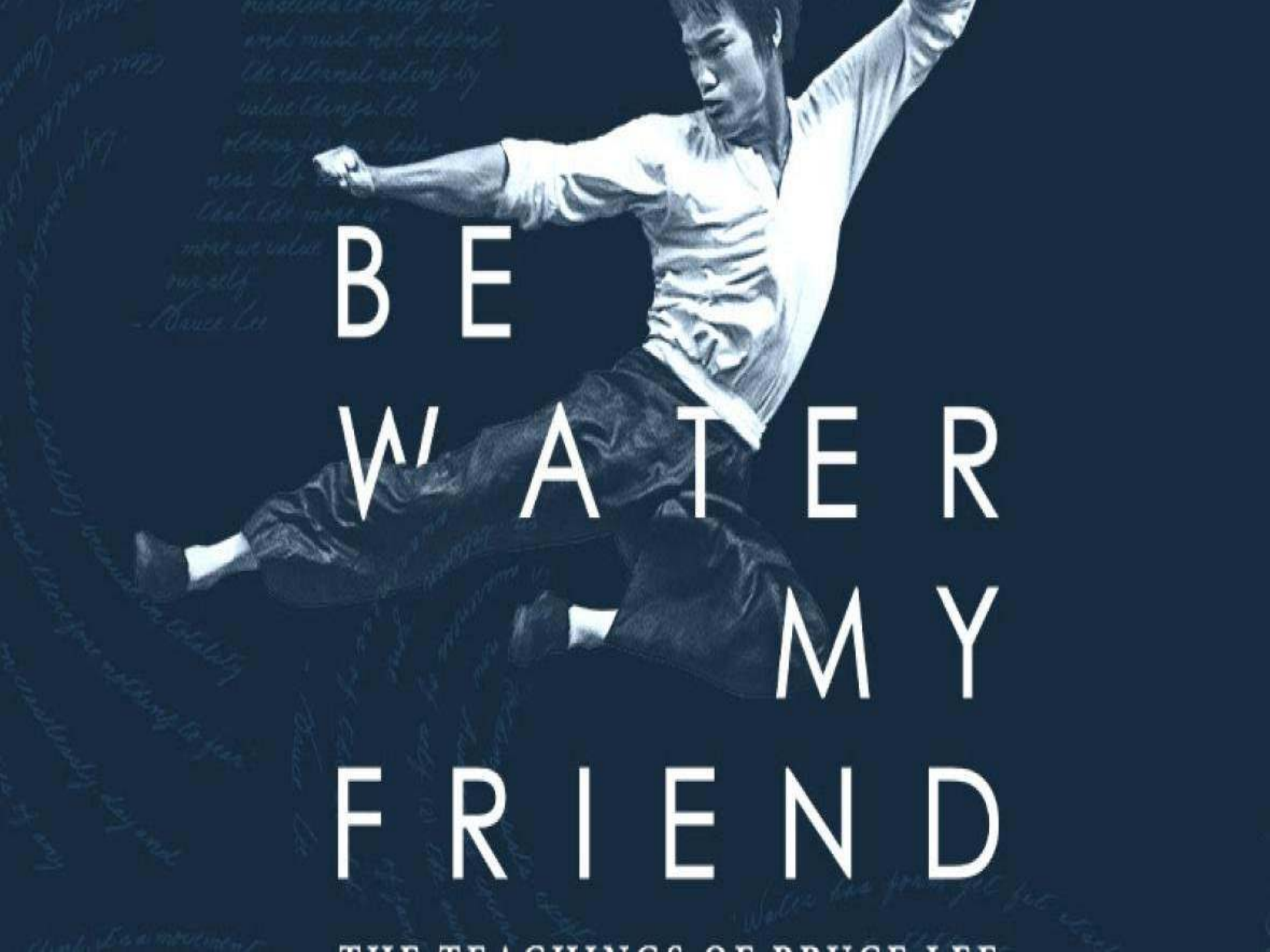
A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.



USE IT OR LOSE IT!

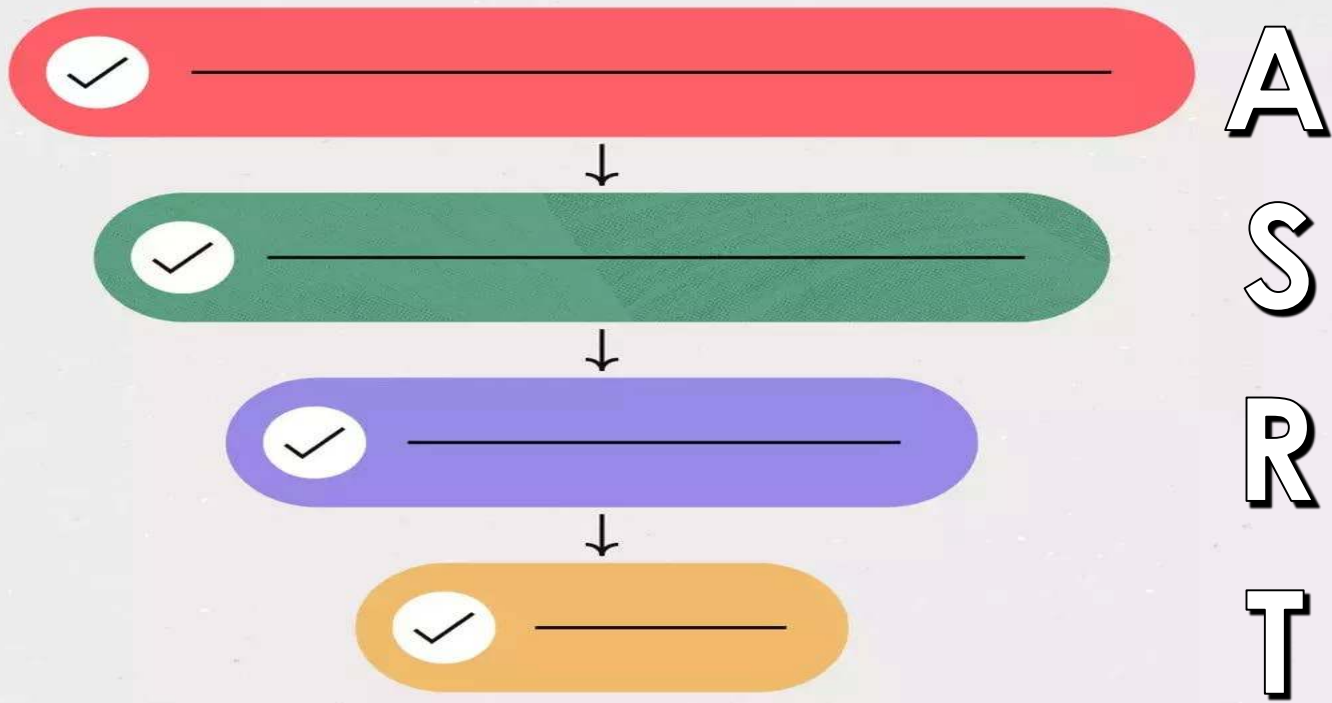


1. Learn about the individual(s) beforehand if possible
2. Key-in on physical, non-verbal “Cues”
3. Be “flexible”



BE
WATER
MY
FRIEND

THE TEACHINGS OF BRUCE LEE



Rank To “Connect”



Observe, Listen & Speak with “S.T.A.R.”[©] in mind



Now, go be a
"S.T.A.R.!!"

The End