Social Styles and Leadership

Tero Järvinen, CEO
Balanced Management Finland Oy
Helsinki, Finland

Abstract

The presentation aims at enhancing awareness of different social behavioral patterns and demonstrates how they affect interaction between people in a group and leadership setting.

It is based on one the most widely used frames-of-reference in leadership, the Social Styles Model, in which numerous applications by hundreds of training companies are based. In recent years also a connection between sociál styles and brain dominances has been discussed.

The main topics of the presentation are:

- Behavior and personality
- Observing behavior
- Understanding differences in social behavior
- Social Styles Model
- Different needs and bases of orientation
- Teams and their social dynamics
- How different people react to stress
- How to lead a person out of backup behavior
- Tensions between social styles.
- How to relieve tensions
- Predicting the development of a ”style clash”
- Observing own Social Style
- Versatility
- Motivating different styles
- Using knowledge of social styles in a presentation