

Improving Relations Through EveryBridge™ & The Flock™



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By The End of this Program/Slideshow

- Learn a common communication & behavioral language to identify and frame behavior.
- Understand how your style is perceived by others.
- Recognize, understand, and appreciate other “styles”.
- Use a proven system to adapt to others and adjust your approach.
- Embrace it and make the program work for every aspect of your life.



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BEWARE—This is not a “*READ AND NOW YOU’RE AND EXPERT*” Program

“ *There’s no short cut to knowledge in this area—except lived experience. The concepts are simple, but it takes time to frame that knowledge into understanding others which leads to adaptive changes in your perception and behavior.*

As creator of this material, I can attest that it took years of research and study to compile what it takes some decades to understand into a + PowerPoint Slide Presentation.

Be sure and bookmark this to come back when needed.

”



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Program Deliverables

- Ability to Identify the Behavioral & Communication style of those you meet.
- Techniques to Improve Communication with every interaction.
- Access to a Common Language (model) to understand and predict most aspects of behavior.



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**Let's start with a bit of
“theory” on known models
related to behavior &
communication.**



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How Communication is Received

Face-to-Face

- 9% of the message received is through the Words you use
- 35% of the message is from the Tonality of your voice – speaking pace, tone, inflections, etc.
- 56% is from your body language/physiology

Verbal/Phone (non-texting)

- 32% of the message received is through the Words you use
- 68% of the message is from the Tonality of your voice – speaking pace, tone, inflections, etc.

**Did you notice
the difference
that body
language has on
messages that
are received?**

“ So, whether it’s your word choice, the tone & pace of your speaking, or your body language, it all affects how someone perceives you and your messages. ”



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WHAT GETS IN THE WAY

“

*It's all about perspective...
and not necessarily yours!*

”

Which of these frustrate you about others?

- They can't get to the point.
- They make me look bad.
- They don't care about my feelings.
- They haven't got all the facts.



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The Golden Rule vs The Platinum Rule

As a youth, most of us were taught the “Golden Rule”:
“Do unto others as you want them to do unto you.”

However, that rule doesn’t apply to communication
unless they are just like you.

So instead, here’s the new communication rules:

*Do unto others as
they want to be
done unto.”*
~Unknown

Or

*“Get out of your
world and into
theirs.”*
~Victoria



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Universal Skills

If we understand different behavioral
styles, we can communicate with
others
on THEIR level...

and achieve our wants,
needs and desires, too.



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Behavioral Formula

- Through a proven method, we can recognize people's behavioral style in a predictable framework and know what to expect.
- By understanding the framework's distinctions, we can know how to adapt to each individual (character) we meet.
- It's in the adaptation that we can quickly connect to others in every situation.



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Behavioral Distinctions in Relationships

There are 4 factors that separate behavioral styles, they are:

- Task – Focusing on the activity at hand
- Relationship – Focusing on the people aspect
- Direct – Providing immediate response to situations
- Indirect – Reflecting on all outcomes before responding, or withholding certain aspects of information.



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Consider This the Same as Learning a New Language, i.e., French

*If you can frame it in that context,
you'll quickly understand that
nothing is changing other than the
“language” in which you perceive
others and deliver your messages.*

LET'S GET STARTED!



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We Learn by Looking 'in the Mirror' First

Why the “Bird” Characters?



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Understanding The Model

The Model we use is based on well-known and validated instruments often referred to as DISC, Myers-Briggs, or a host of other names.

- We use the characters as depicted in our EveryBridge™ and The Flock™ program because we discovered using characters like these made it easier to remember the associated style and characteristics once understood.
- During the program, you will be given the ‘translation codes’ that relate directly to DISC language if you wish to use for the future.

“ *BEFORE WE GET TO OUR CHARACTERS—LET’S FIRST LEARN WHAT DISC MEANS IN IT’S SIMPLIEST TERMS* ”



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DISC Measures the “HOW” of your life

- How you communicate
- How you manage time
- How you solve problems
- How you deal with conflict
- How you are seen or heard by others
- How you act in various situations (i.e., conflict)
- And every other “How” that distinguishes you from others.



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DISC Defines four 4 'Hows' of Behavior

D **Dominance** – (How) Handle problems and challenges

I **Influence** – (How) Handle people and influence others

S **Steadiness** – (How) Handle change and pace yourself

C **Compliance** – (How) Handle rules and guidelines set by others



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DISC Summary Points

- DISC = Doorway to universal communication.
- Creates positive relationships
- It's not to name or label a person.
- One style is not better than another.
- Your style is the combination of the highs and lows of all four factors.
- Every person has the ability to change their style at any time.



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Wise Words to Live By...

*“Seek first to
understand, then
to be understood.”
~ Stephen Covey*

*“Be curious, not
judgmental.”
~ Unknown*



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DISC Conversion

Since DISC is easy to understand, but difficult for some to remember what the initials/words stand for, it's time to meet The Flock™ & EveryBridge™ characters as symbols to remember behavioral styles.



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EveryBridge™ & The Flock™ (the Jr. version)



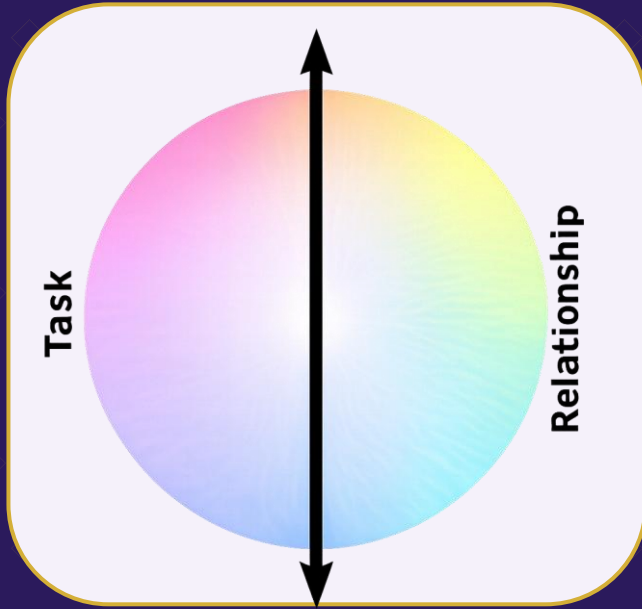
But —a tad more
theory of the model
first.....



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Task vs. Relationship



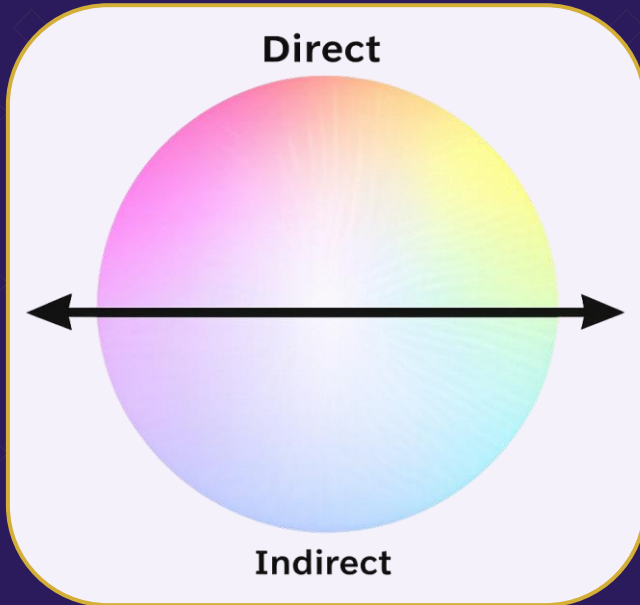
Earlier we mentioned Task & Relationship as a behavioral differentiator. They are opposites.



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Direct vs. Indirect



Likewise, Direct and Indirect styles are opposites.

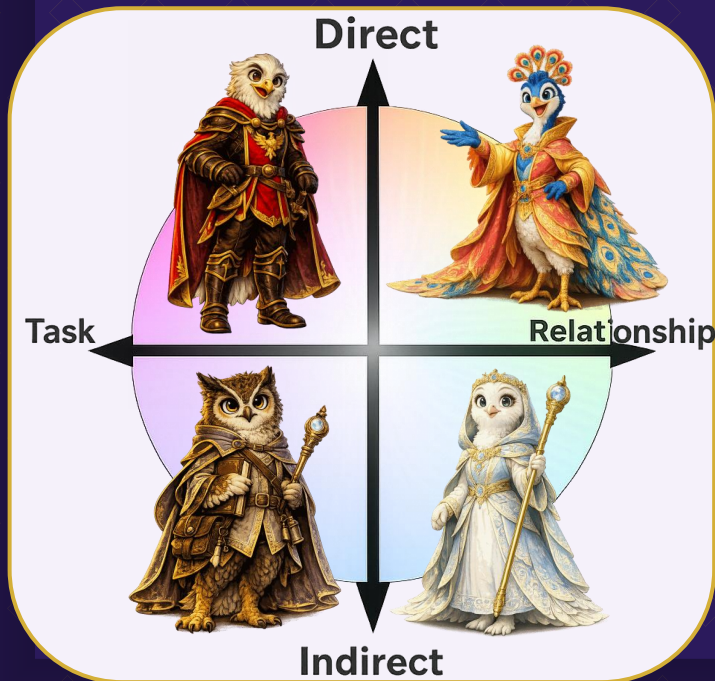


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Keys to Understanding through EveryBridge™ & The Flock™ Characters

It's important to remember we're all a blend of each character, just at different levels of concentration.



Putting all four distinctions together, here's how to view the characters.

The closer to the labeled area (i.e., task), the more focus the character has on that distinction.



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Character Qualities

- From here on, the information goes in-depth for every character: Eagle (Sir Valor), Peacock (Baron Vivace), Dove (Lady Haven), and Owl (Lord Quill).
- The same distinctions exists, whether it's our Everybridge™ member, a Member of The Flock™ (the Jr. version), or reference to DISC.
- Distinctions and symbols are universal regardless of: age, sex, ethnicity, disability, or any other factor.



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Remembering the Characters

Before moving on, I normally ask, “When you think of an (i.e., Eagle), what characteristics come to mind?”

If you can frame that into the following slides, it’s easier to understand and remember, and soon the associated qualities will start becoming intuitive.



Typical responses:

Eagle: Strength
Peacock: Colorful
Dove: Peace
Owl: Wise



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Let's begin with the first things people notice in our "Language Style":

- Tone of Voice
- Pace of Speaking
- Body Language



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The Eagle

Dominance

Tone of Voice:

Strong
Clear, loud
Confident
Direct

Pace (Speech & Action):

Fast-Abrupt



Body Language:

Keep your distance
Strong handshake
Direct eye contact
Controlled gestures/movements
Lean forward

Words and Content

“Win”, “Lead the field”, “Results”, “Now”, “New”,
“Challenge”



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Eagle Balance

- At Best
 - High self image strength
 - Gets things done quickly
 - Seeks change
 - Wants to win
 - Wants direct answers
- At Worst
 - Egotistical-Resists criticism
 - Never slows down
 - Changes without planning
 - Fears losing-being taken advantage of
 - Impatient listener



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The Peacock

Influential

Tone of Voice:

Enthusiastic
High and low modulation/tones
Friendly
Energized or Excited

Pace (Speech & Action):

Fast-Skip around



Body Language:

Get close
Use touch
Relaxed, humor
Friendly eye contact
Expressive gestures or movements

Words and Content:

“Fun”, “I feel”, “Sociable”, “Exciting”,
“Will make you look good”



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Peacock Balance

- At Best
 - People-oriented
 - Open-willing to share feelings
 - Doesn't need to be neat
 - Wants to be liked
 - Optimistic
- At Worst
 - Has difficulty staying focused
 - Can talk too much about themselves
 - Can be very disorganized
 - Fears not being liked/easily led
 - Focuses less on reality



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The Dove

Steadiness

Tone of Voice:

Warm
Soft
Steady
Low volume

Pace (Speech & Action):

Slow-Relaxing



Body Language:

Relaxed
Methodical
Lean back
Friendly eye contact
Small gestures/movements

Words and Content

“Step by step”, “Help me out”, “Promise”,
“How will it affect others”



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Dove Balance

- At Best
 - Loyal – Predictable
 - Family and group oriented
 - Well organized
 - Creates stability-safety
 - Makes changes carefully and slowly
- At Worst
 - Holds on too long/can be stuck
 - Martyr/takes on others' problems
 - Sometimes lacks creativity
 - Afraid to take risks
 - Doesn't like change



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The Owl

Compliance

Tone of Voice:

Controlled
Thoughtful
Little if any modulation in
voice tone or speed.

Pace (Speech & Action):
Slow-Methodical



Body Language:

Keep your distance
Firm posture
Little eye contact
No gestures/movement

Words and Content

“Here are the facts”,
“No risk”, “Proven”, “Analysis”, “Guarantees”



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Owl Balance

- At Best

- Follows rules/expectations
- Pays attention to details
- Motivated to be accurate
- Values work
- Ask careful, thoughtful questions

- At Worst

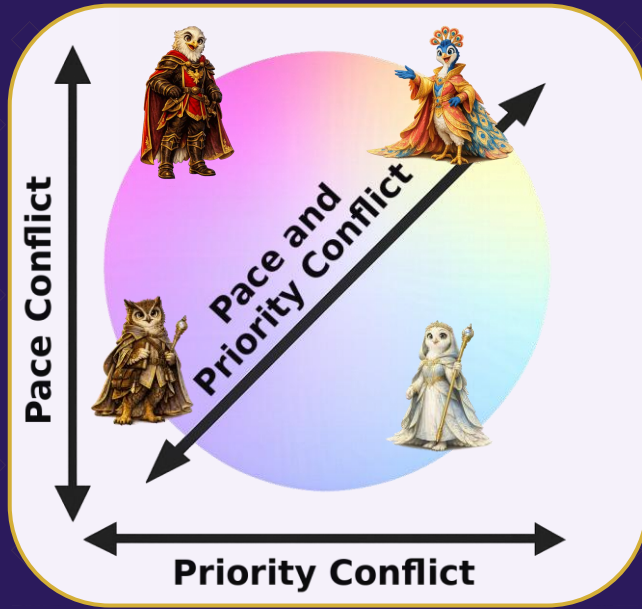
- Perfectionist/never satisfied
- Overly sensitive
- Nit-picky/efficient-not effective
- Fears criticism of work
- Self questioning



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The Ah-ha Moment: Pace vs. Priority



The biggest conflict between the characters are those who have nothing in common; neither their “pace” in life, or their “priority” in focus.

Return to
pages 21-23
for a quick
refresher.



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**There are no bad birds...
There are no bad birds...
There are no bad birds!**

~Victoria K. Mavis,

**Creator of Starway™,
Everybridge™, and The Flock™**



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Adapting your Style



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Communicating with an Eagle – Sir Valor

Do's for Communicating:

- Expect them to be blunt
- Be quick

Don'ts for Communicating:

- Don't ramble or chitchat
- Don't waste time
- Don't make promises you can't deliver



Voice:

- Rapid pace
- Limit Emotion



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Communicating with a Peacock – Baron Vivace

Do's for Communicating:

- Expect them to show emotions
- Be understanding/empathetic

Don'ts for Communicating:

- Don't be curt or cold
- Don't be too businesslike
- Don't be impersonal or talk down to them



Voice:

- Rapid pace
- Friendly



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Communicating with a Dove – Lady Haven

Do's for Communicating:

- Expect them to show emotions
- Be understanding/empathetic

Don'ts for Communicating:

- Don't be curt or cold
- Don't be too businesslike
- Don't be impersonal or talk down to them



Voice:

- Slow pace
- Friendly



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Communicating with an Owl – Lord Quill

Do's for Communicating:

- Expect them to want a lot of information
- Do respond logically

Don'ts for Communicating:

- Don't be too personal or informal
- Don't get too close to them
- Don't be disorganized



Voice:

- Slow pace
- Low Fluctuation



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**Finding Your Voice is a Balance
between your Natural
Communication style and
adapting for what is good for the
situation at hand in a manner
that compliments others; and still
achieves what you need.**



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Finding Your Voice

- Finding your Voice is the ability to speak up for yourself — to communicate your needs, preferences, and rights clearly and respectfully.
- Finding your Voice is not complaining — it's communicating
- Finding your Voice is not demanding — it's informing others of what you need to succeed
- Finding your Voice is not a one-time event — it's an ongoing practice that gets easier with repetition
- Finding your Voice includes knowing your rights — and knowing when and how to use them
- Finding your Voice lands better with others if you do it in their “style”.



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Eagles – How They Find Their Voice



- Direct, confident, and results-focused.
- Eagles speak quickly - sometimes before fully hearing others out.

Coaching tip: Slow down and listen first.

- *Your advocacy is strong; make sure it's also heard without prejudice.*



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Peacocks – How They Find Their Voice

- Enthusiastic and expressive. Peacocks advocate with energy and story — they connect emotionally and inspire others.

Coaching tip: Stay on topic.

- *Your enthusiasm is powerful.*
- *Focus on the specific need or matter at hand.*



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Doves – How They Find Their Voice

- Careful and harmony-seeking. Doves may wait to be asked before speaking up, especially in group settings.

Coaching tip: You have permission to speak up.

- *Your voice matters.*
- *Practice using your voice before you need it.*



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Owls – How They Find Their Voice



- Researches before speaking.
- Owls want to be accurate and prepared — They Find their Voice thoughtfully and with detail.

Coaching tip: Sometimes good enough is enough.

- *Gather what you know and act*
- *You don't need every answer before speaking up.*



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“Dressing Up (or Down)” to Meet Your Character

The benefit of knowing how each character dresses is two-fold:

1. To be able to identify quickly which ‘character’ you are dealing with so you can quickly adapt your approach/communication; and
2. To walk confidently into every situation knowing that your style of dress ‘bonds’ with the person you are meeting with rather than it’s a distraction.



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When to 'Lean' into another Flock™/EveryBridge™ member's dress style

The Eagle - Business-like

This dress style as a default is a traditional suit (both genders). However, for some work environments you can over dress. The higher the job level—the more you bring up this level of professional dress.



The Peacock – Festive, colorful

This style can work, but the more ornate, the less professional it may look for some positions. When in doubt—wear neutral or less bold colors. Add color accents through ties and scarves.



The Dove - Casual

A casual dress can work for many jobs. However, casual doesn't necessarily mean jeans and a shirt. Dress pants, a blouse shirt/tie, and a coordinating jacket often work. Soft colors land well.



The Owl - Practical

The practical dress of an owl is dress pants, and a blouse/shirt & tie (and a jacket only if needed), and that's it. This is a safe dress style for entry level jobs or non-office environments.



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The Member's Approach to Time

- Time is the one element we all have the same amount of.
- How you choose to use that time is totally up to you.
- Understanding each character, we can predict how they will treat time in various scenarios.
- Each character has their own 'Good' and 'Bad' aspects of managing time.



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Eagles – Time Wasters & Time Default



- Time Default: Firefighting (jumping to solve every problem immediately), Snap Decisions (acting before gathering enough information), Poor Delegation (keeping too much control).
- *Root cause: Eagles love action and results — sometimes at the cost of planning and follow-through.*

Strength: gets things done quickly.

Risk: quality issues and re-work may occur from moving too fast.



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Peacocks – Time Wasters & Time Default



- Day Dreaming (staying in idea mode instead of execution), Desire to be Involved with Too Many People, Preferring spontaneity over structure, Inability to say “No” for fear of being unpopular.
- *Root cause: Peacocks are energized by possibility — and can lose track of what they actually committed to.*

Strength: Flexible and spontaneous.

Risk: Loses track of time and may run late.



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Dove – Time Wasters & Time Defaults



- Inability to Say "No" for fear of hurting someone's feelings, Postponing the Unpleasant (avoiding difficult conversations or decisions), Not Exercising Authority (hesitating to make decisions that might upset someone).
- *Root cause: Doves prioritize harmony — and sometimes sacrifice their own time and goals to maintain it.*

*Strength: Adheres to the timetables set by others.
Risk: Has difficulty managing the time of others (i.e., ending meetings on time).*



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Owl – Time Wasters & Time Default



- Perfectionism and over-review, Fear of Mistakes (over-checking before acting), Prolonging Events for Improved Results (redoing and re-evaluating past the point of diminishing returns), Overreacting to Constructive Criticism (spending emotional energy on feedback instead of acting on it).
- *Root cause: Owls value accuracy — and sometimes let the pursuit of perfection delay the good enough.*

Strength: Respects and adheres to the timetables set by others

Risk: misses deadlines while still improving something that was good enough “last Tuesday”.



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Conflict Resolution –
The causes of conflict are unlimited; however, initial conflict often begins because of everything we've already touched on between different “behavioral styles”. From there it often spirals into a greater level of conflict.

Try to connect with another behavioral style (mirror their pace, body language, etc.) in the first minute of the interaction, and things become a lot easier after that.

You don't have to adapt for the entire time, but start small and grow your skills from there.



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Conflict Resolution – The Natural Versus what's the best thing for the situation

- As in other forms of our behavior, there's our “go to” tendency, and then there's what's right for the situation.
- The key to resolving conflict in an appropriate manner is knowing when to adapt your style for the situation, or to use another style to get the best results.

“If there was an urgent situation, is collaboration the best way to move forward, or let others take charge who know how to handle it (ie., a form of compete)?”



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Conflict Resolution – The Five Styles

- Compete – Eagle/Sir Valor
- Collaborate – Peacock/Baron Vivace
- Compromise – When Everyone Meets in the Middle
- Accommodate – Dove/Lady Haven
- Avoid – Owl/Lord Quill

“

*Although Compromise appears like it may be the best solution,
Many times it is not, and instead becomes a poor decision for all.*

”



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Competing – When best to use

- When quick, decisive action is vital – emergencies.
- On important issues where unpopular courses of action need implementing i.e., cost cutting, enforcing unpopular rules, discipline.
- On issues vital to company welfare when you know you're right.
- To protect yourself against people who take advantage of noncompetitive behavior.



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Eagle – Natural Conflict Style – Compete



- Competing — moves fast, asserts position, expects resolution, looks for the best individual solution.
- Risk: others feel run over.
- Growth edge: slow down and ask questions before declaring a position and change direction based on appropriate feedback.



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Collaborate – When best to use

- To find an integrative solution when both sets of concerns are too important to be compromised.
- When your objective is to learn i.e., testing your own assumptions, understanding the views of others.
- To merge insights from people with different perspectives on a problem.
- To gain commitment by incorporating other's concerns into a consensual decision.
- To work through hard feelings which have been interfering with an interpersonal relationship.



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Peacock – Natural Conflict Style - Collaborate

- Collaborate – getting everyone's input regardless of their ability to add value to the solution.
- Risk: Takes time and may not have the best results based on someone not managing the expected outcome.
- Growth edge: Recognize which decisions should be collaborative and which need to be another style.



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Accommodate – When best to use

- When you're wrong—to allow a better position to be heard, to learn from others, and to show that you are reasonable.
- When the issue is much more important to the other person than to yourself.
- To build up 'social credits' (chips) for later issues which are important to you.
- When continued competition would only damage your cause—when you are outmatched and losing.
- When preserving harmony and avoiding disruption are especially important.
- To aid in the managerial development of subordinates by allowing them to experiment and learn from their own mistakes.



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Dove – Natural Conflict Style - Accommodate

- Accommodates – they will surrender their position if someone else is in charge or they feel it will hurt another.
- Risk: their own needs go unmet and the decision may not be the best because they didn't voice their belief.
- Growth edge: practice stating a need or disagreement clearly, once, without apologizing for it or taking it personally.



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Avoidance – When best to use

- When an issue is trivial, of only passing importance, or when other more important issues are pressing.
- When you perceive no chance of satisfying your concerns i.e., when you have low power or you are frustrated by something which would be very difficult to change (i.e., national policies).
- When the potential damage of confronting a conflict outweigh the benefits of its resolution.
- To let people cool down-to reduce tensions to a productive level and to regain perspective and composure.
- When gathering more information outweighs the advantages of an immediate decision.
- When others can resolve the conflict more effectively.



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Owl – Natural Conflict Style - Avoidance



- Avoiding – overanalyzes or delays until all the facts are in, or they are sure they are correct in their view.
- Risk: The situation can worsen while waiting for perfection or the 'perfect moment'.
- Growth edge: engage earlier, with 80% of the information instead of waiting for 100%.



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Compromise – When best to use

- When goals are moderately important, but not worth the effort or potential disruption of more assertive modes.
- When two opponents with equal power are strongly committed to mutually exclusive goals—i.e., labor-management bargaining.
- To achieve temporary settlements to complex issues.
- To arrive at expedient solutions under time pressure.
- As a backup mode when collaboration or competition fails to be successful.



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What's Next? *That Depends on You!*

*In this presentation, we have given you our knowledge
and experience from the last 30 years.*

*You can choose to do nothing with it; or embrace it to change every aspect
communication and relationship success.*

The Choice is Yours!

“

*Good luck — and be sure **Contact us** if you have
additional questions or need further help.
~Victoria, Queen Opal, and the Invisible Queen*

”



Questions? Thank you!



— Every Style. Every Room. Every Body.™ —

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