



Welcome to JTS Associates' fifth email newsletter. Our goal is to assist clients, associates, and friends with words of wisdom and helpful tested information from our consulting, coaching, and teaching activities.

**Our focus statement:** Providing personalized leadership versatility, influencing, and selling skills to Business Owners, Executives, Entrepreneurs, Management Teams, Professionals, and Mavericks (including a few near-miracles) since 1985.

We hope you find the information we bring to you informative and helpful in growing your business. If you have suggestions or ideas, please let us know how we can improve our newsletter.



### ***Good Tidings To All***



From our family to yours, Happy Holidays! We hope your New Year is healthy and rich in blessings.



### ***Twenty Leadership Attributes For Managing Your People Priorities***

In our October Article, [Maximizing Your Human Resources ROI: A Perpetual Balancing Act](#), we described the importance of balancing Task Priorities and People

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Priorities, and the fact that most of us tend to lean naturally toward one or the other. Because the People Priorities don't come easily for many business leaders, and because they tie closely to the theme of our newsletter, we have identified twenty leadership attributes from our research and experience that define the people side of the equation.

The twenty attributes are listed below in random order in a self-scoring format. Score yourself on a scale of 1 to 5 for each attribute and email your scores to us. We will give you a summary report of your scores. Your scores will be kept in confidentiality. Use the following scoring scale: 1=Low; 2=Below Average 3=Average; 4=Above Average; 5= High.

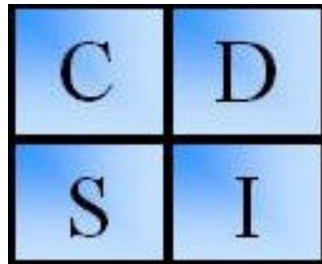
(PS: You can learn more about yourself by inviting others to score you).

1. I understand others' basic personalities in a practical sense
2. I relate effectively to the other person's unique personality traits.
3. I resolve work-related problems without alienating people.
4. My motivation comes from within.
5. I can make a realistic self-assessment of my moods, emotions, and drives.
6. I manage my reactions to adverse events and stressful situations.
7. I recognize, understand, and appreciate the feelings, emotions, priorities, and needs of others.
8. I am proficient in managing relationships and building networks.
9. My motivation is demonstrated in my self- confidence, self-direction, self-reliance, and commitment.
10. I am willing and able to energize and take action.
11. My awareness of others places a high priority on the value of and regard for other people.
12. I get buy-in from people by involving them, engaging them through communication and listening, including them in the decision-making process, and building commitment and mutual respect.
13. My motivation is grounded in optimism.
14. I have an accurate picture of my strengths and weaknesses, and a willingness to improve.
15. I manage my reactions by demonstrating composure and straight forwardness.
16. I confront problem people decisively, fairly, sensitively, and effectively.
17. My motivation is based on a strong drive to achieve.
18. I understand and appreciate how others view my strengths, weaknesses, and potential.
19. I control and redirect my disruptive impulses and moods and avoid knee-jerk reactions.
20. I can build and mend business relationships inside and outside my organization.

Based on concepts of Emotional Intelligence developed by Daniel Goleman, Richard Boyatzis, and others, and concepts of Versatility developed by David Merrill & Roger Reid. The Leadership Factor®, JTS Associates, Inc., 9/18/2005.



## *The Principles Of Increasing Your Versatility*



### **Part four in a Ten Part Series**

IYV is the most sought after program that JTS Associates provides. In each of the next 10 issues, we will describe the principals of Versatility. JTS Associates defines Versatility as the ability to improve your work relationships by:

- Relating effectively to a variety of people and situations at work.
- Adapting quickly and effectively to dynamic work environments.
- Thriving on change.

### **PRINCIPLE #4 - Flight-Fight**

Remember Psych 101, where we learned about Primitive Man's basic response to danger? Their "Fight - Flight" responses, which were often in life or death situations, were either to attack and attempt to eliminate the danger, or to take evasive steps to hopefully escape the danger. Although modern man is much more sophisticated in managing our reactions to dangerous and threatening situations, remnants of primitive man's reactions remain in us today in our reactions to stressful, risky, challenging situations and people. In terms of our four basic behavioral tendencies, D, I, S, & C (shown above), the two on the left side of the diagram (S & C) represent low assertiveness and they tend to display "Flight" responses. The two on the right side of the diagram (D & I) represent high assertiveness and they tend to display "Fight" responses. So, those of us who lack versatility, self-awareness, and self- management skills are more likely to exhibit instinctive "Flight - Fight" responses. Hopefully, a heightened awareness, understanding, and appreciation of the "Flight -Fight" response will provide a basis for practical self-management.



## ***Save The Founder!***

### **Recommended reading for Entrepreneurs and those who work for them!**

According to Adam Hanft of Hanft Unlimited, in the October issue of Inc. Magazine, "Every business—no matter how big or how 'mature'—needs an entrepreneur at the helm. Business is faster-moving and more unpredictable than ever—precisely the conditions that cry out for more, not less, of the founder's restless spirit."

"The lesson is obvious. The notion that entrepreneurs outlive their usefulness is both stunningly wrong-headed and potentially dangerous— especially now. It's universally acknowledged that today's business environment is faster-moving and more unpredictable than ever. And those are precisely the conditions that cry out for more, not less, of the founder's restless spirit. Indeed, the very skills and qualities that gave rise to a business at the outset are what's needed when companies find themselves in a constant state of re-creation. No business, however 'mature', needs mere tending. But all businesses require sparking. Entrepreneurship needs to be a chronic condition."

**To see how you measure up, go to "Do You Have An Entrepreneurial Mind?"**

In our next issue:

IYV Principal #5  
Generation Y: Bridging the Gap  
More valuable information on  
how to make you and your business  
more successful

Enthusiastically,

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