

Transcript for The Career Accelerator podcast, Episode #6: The Platinum Rule

Welcome to THE CAREER ACCELERATOR, the podcast where corporate managers will find tips and tools to deliver results through others.

Hello. In today's episode you will learn about The Platinum Rule and how to apply it with your peers. I'm your host, coach Percy Cannon.

In our last episode I invited you to become a manager-coach. It's one of the key choices you can make today, whether you have recently moved from an Individual Contributor role to a corporate manager, or if you've been a manager for a few years already. I mentioned that one of the ways to become a manager-coach was to seek to understand what your Direct Reports wanted from you, commit to helping them in those areas, and make this become part of your day-to-day interaction with them. In other words, to demonstrate the mindset of "What's in it for them."

In today's episode you will learn to apply the Platinum Rule to build more productive relationships with your peers in other departments.

You have probably heard about The Golden Rule, right?

"Do unto others as you would have them do unto you."

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You probably have NOT heard of the lesser known Platinum Rule:

"Treat others the way THEY want to be treated."

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You, I, and every person in the workplace, has a preferred way of interacting with other people. You may not be aware of it, but you have a "default" engagement style. Does it work equally well with every person you deal with? In my case, it does not, and probably it doesn't in yours as well.

Have you ever wondered why it is easier to work with certain people and so hard to work with others? For those peers you don't easily work with, could it be that without really noticing it, you are treating them the way YOU want to be treated and not the way THEY want to be treated? Would it help to take the time to find out how THEY would like to be treated?

Fortunately, several behavioral assessments can help you identify how you and your peers prefer to be treated. The one that I am most familiar with is Everything DiSC from Wiley. Assessing interaction styles using the Everything DiSC model can be an intensive process, but I am going to show you how you can use a condensed version to discover your DiSC style and the DiSC style of your peers.

DiSC has many uses in the corporate world. Although DiSC is often used to determine a candidate's potential fit with a position, it can also be used to determine how another person prefers to be treated. The DiSC model is built around the different preferences and tendencies each one of

us has when we interact with other people. It can help decode your own style as well as the style of your peers. Once the code has been broken, you can use it to tailor your interaction with your peers and build effective relationships with them. The DiSC model promotes dialogue, not diagnosis. It tells you where you and your peers naturally focus your energy. It's also an assessment, not a test of skills and abilities. Although there are 4 different styles in the DiSC model, no style is better or worse. Each style describes a set of behaviors you display most often.

Now that you know the benefits of the DiSC model, let's try to determine your predominant DiSC style. You may have the D style if you tend to be Direct & Results-oriented. People in this style also tend to be firm, strong-willed and forceful.

Next comes the I style, composed of people who are usually outgoing and enthusiastic. Does this describe you? Those in the I style also tend to be optimistic, high-spirited and lively.

The third style is S. People with this style tend to be even-tempered and accommodating. Would that be you? If so, you probably tend to also be patient, humble and tactful.

Finally, the fourth style is C, which includes people who are analytical & reserved. C-style people also tend to be precise, private and systematic. Could this be your style?

Here's a run-down again of the four styles in the DiSC model, so you can determine which one best describes your preferences and tendencies:

- D's are Direct and Results-oriented.
- I's are outgoing and enthusiastic.
- S's are even-tempered and accommodating.
- C's are analytical and reserved.

Now you should know, or at least have a pretty good estimation, of your preferred DiSC style. This is your default style, the one you very likely use every day to treat other people. Don't worry if it seems like you may fit into more than one style. Most people tend to show behaviors of different styles. However, try to narrow it down to the one style that best describes the way you behave.

Let's now apply the Platinum Rule. Remember it says that you should treat others the way THEY, not YOU, want to be treated. If you are Direct and Results-oriented, it will probably be easier to work with a peer who is also Direct and Results-oriented. However, if you try to use the same style with a peer who tends to be even-tempered and accommodating, an S, they may not react well to your directness.

In a workshop I conducted with a Leadership Team a few years ago, I requested the members to answer a series of questions ahead of time. Their answers allowed me to determine the DiSC style of each team member. It turned out that several of the teammates displayed a D style. Remember, Ds tend to be Direct, Results-oriented, firm, strong-willed and forceful.

Conversely, there was only one team member whose style was S. Let's call her Sue. Recall that people in the S style behave in an even-tempered, accommodating, patient, humble and tactful way.

I posed the following question to the team: How do they think Sue feels during team discussions, where most of the people displayed D-style behaviors? Since the workshop covered how to operate better as a high-performance team, I had previously checked with Sue if she would be willing to share her feelings about team discussions with the rest of the team. She agreed. Sue told her peers that she often felt a bit intimidated by the loud tone of voice and intense passion displayed by the D folks. As a result, she felt more comfortable listening to the discussion without volunteering to participate.

One of the D-style team members confessed that at times he had wrongly interpreted her non-participation as a lack of interest in the topics being discussed. I interjected that perhaps a way to bridge the different D and S styles was for her team leader and peers to explicitly ask Sue for her opinion on the topics being debated, rather than waiting for her to voluntarily chime in. Both Sue and the rest of the team thought this was a good compromise and agreed to follow this approach in future meetings.

The Platinum Rule, which states that you should treat your peers the way they, not you, want to be treated, calls for adopting the mindset of "What's in it for them." This will help you build a better relationship with each of your peers. You will also be in a better position to influence them when there is a need to work together.

Although I only gave one example of how teammates with a D and S style can improve their working relationship, any combination of DiSC styles is apt to drive better win-win agreements between them.

I hope you enjoyed today's episode. In the next one, you will hear about the importance of understanding how your boss makes promotion and staffing decisions in your company.

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This is coach Percy Cannon, working to help you **make the rest of your life...the best of your life®**.

Thank you for listening to THE CAREER ACCELERATOR, the podcast where corporate managers will find tips and tools to deliver results through others. Stay tuned for our next episode!

Percy's BIO

Percy provides corporate managers and leadership teams with customized coaching programs that help them develop the skills and capabilities needed to significantly increase their business results through others and accelerate their career growth.

Percy is an “alumnus” from three multinational corporations, Procter & Gamble, IBM & Microsoft, with whom he spent close to three decades.

Since 2011 he has been helping corporate executives, managers and employees **make the rest of their life...the best of their life®**.

Percy has worked in the United States and across several countries in Latin America as an Executive Coach, Leadership Team Consultant and Keynote Speaker, serving companies such as Microsoft, Procter & Gamble, Citibank, Tiffany & Avianca.

Percy is a Certified Professional Coach from Wainwright Global, Authorized Partner for "The Five Behaviors of a Cohesive Team" and "Everything DiSC" and certified as a "Go-Giver" speaker & coach.

He published his first book in 2012-13 in English (*The Business Apostolate: Insights to Define and Achieve Your Mission in Life*) and in Spanish (*El Negocio Más Grande de su Vida*).

Percy is a Consulting Partner with Grupo Azimuth and the Chapter Director for the COO Forum in Southeast Florida.

He has lived in 9 different cities and 5 countries, and speaks English, Spanish and Portuguese fluently.

Percy is married, has 3 children and 6 grandchildren, and is a passionate runner & reader.

He can be reached at percy@cannon.consulting.