

# Encouraging positive change: how to communicate in a way that motivates

The best approaches to motivating people to improve feeding habits and adopt healthier lifestyles

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# How will you know you are communicating well?



# Think of some words that describe you?

Thoughtful

Detailed

Tidy

Assertive

Decisive

Productive

Easy Going

Diplomatic

Patient

Enthusiastic

Talker

Funny



# Cool Blue

the precise one

- Factual
- Well mannered
- Deliberate
- Behaved



# Fiery Red

## the powerful one

- Competitive
- Adventurous
- Persuasive
- Independent



# Earthy Green

## the peaceful one

- Balanced
- Calming
- Level headed
- Approachable



# Sunny Yellow

the playful one

- Sociable
- Outgoing
- Expressive
- Vivacious



# So how are you put together?

**Describing YOUR personality**

**How are you energised?**

<p><b>INTROVERT</b></p> <p>Preference to draw your energy from your internal world, through quiet reflection, focusing on your inner thoughts or ideas.</p> <p>Spend energy during social interaction</p> <p>Prefer to think through problems</p> <p>Tend to reflect before acting or speaking</p>	<p><b>EXTROVERT</b></p> <p>Preference to draw energy from the world around you, from doing, from involvement in external events and contact with people.</p> <p>Gain energy from social interaction</p> <p>Attuned to external environment</p> <p>Tend to speak and act first, reflect later</p>
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Mark your preference with an X on the line below

I      Very sure      Quite sure      Not sure      Quite sure      Very Sure      E

**How do you prefer to make decisions?**

<p><b>THINKING</b></p> <p>Preference to make decisions from a detached standpoint by analysing the logical consequences of a choice or action. Applying objective criteria and using consistent rules and principles. Often trying to stand outside a situation to examine it objectively and analyse cause and effect.</p>	<p><b>FEELING</b></p> <p>Preference to make decisions from an involved standpoint, by gauging the impact of actions on your personal convictions. Seeking harmony and judging the importance of the different values involved. Often placing yourself inside a situation so as to identify personally with its key values.</p>
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Mark your preference with an X on the line below

T      Very sure      Quite sure      Not sure      Quite sure      Very Sure      F

**What does it mean...**

INTROVERT	<p><b>THINKING</b></p> <p>Questioning    Reserved    Objective Precise       Analytical    Cautious</p>	<p><b>THINKING</b></p> <p>Determined    Affirmative    Intolerant Driver       Strong-willed    Purposeful</p>	EXTROVERT
	<p><b>FEELING</b></p> <p>Relaxed       Stubborn       Calming Caring       Encouraging    Patient</p>	<p><b>FEELING</b></p> <p>Expressive    Buoyant       Frantic Social       Demonstrative    Dynamic</p>	





Think of someone you know:  
what might they be?

Should you communicate with them, how  
would it be different?

**Give me the detail**

**Be bright, be brief, be  
gone**

**Show me you care**

**Involve me**



# What they like to talk about (try a conversation)

**Facts and Logic**

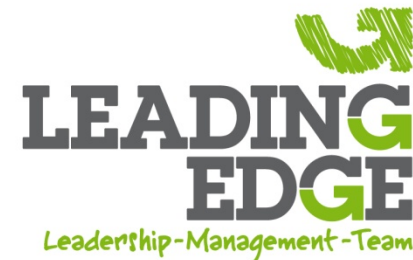
**Efficiency and  
organisation**

**Security and guarantees**

**Relationships**



# So focus on:



**Details**

**Results**

**Reasons**

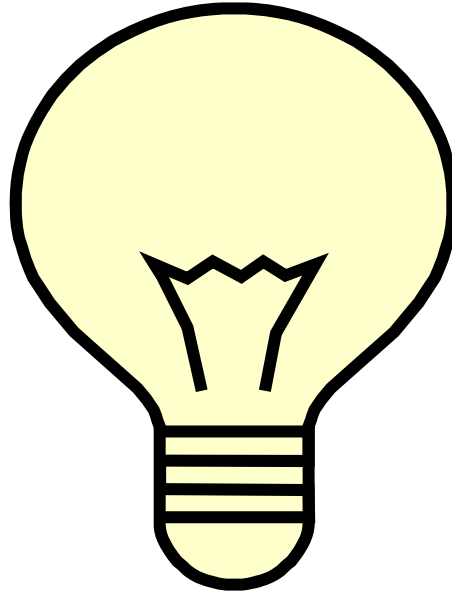
**Relationships**



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“Treat others as **THEY** want  
to be treated, not as you  
do”



“If you reach  
me you can  
teach me”



# What motivates?

Need all the information  
Opportunity to do a good job  
Time and space to think

Big picture brief  
Challenge and results  
Opportunity to lead

Worthwhile reason  
Positive feedback  
Opportunity for discussion

Sense of ownership  
Involvement  
Creative fun



# Preferred way of doing things



**Right Way**

**My Way!**

**Easy Way**

**Fun Way**



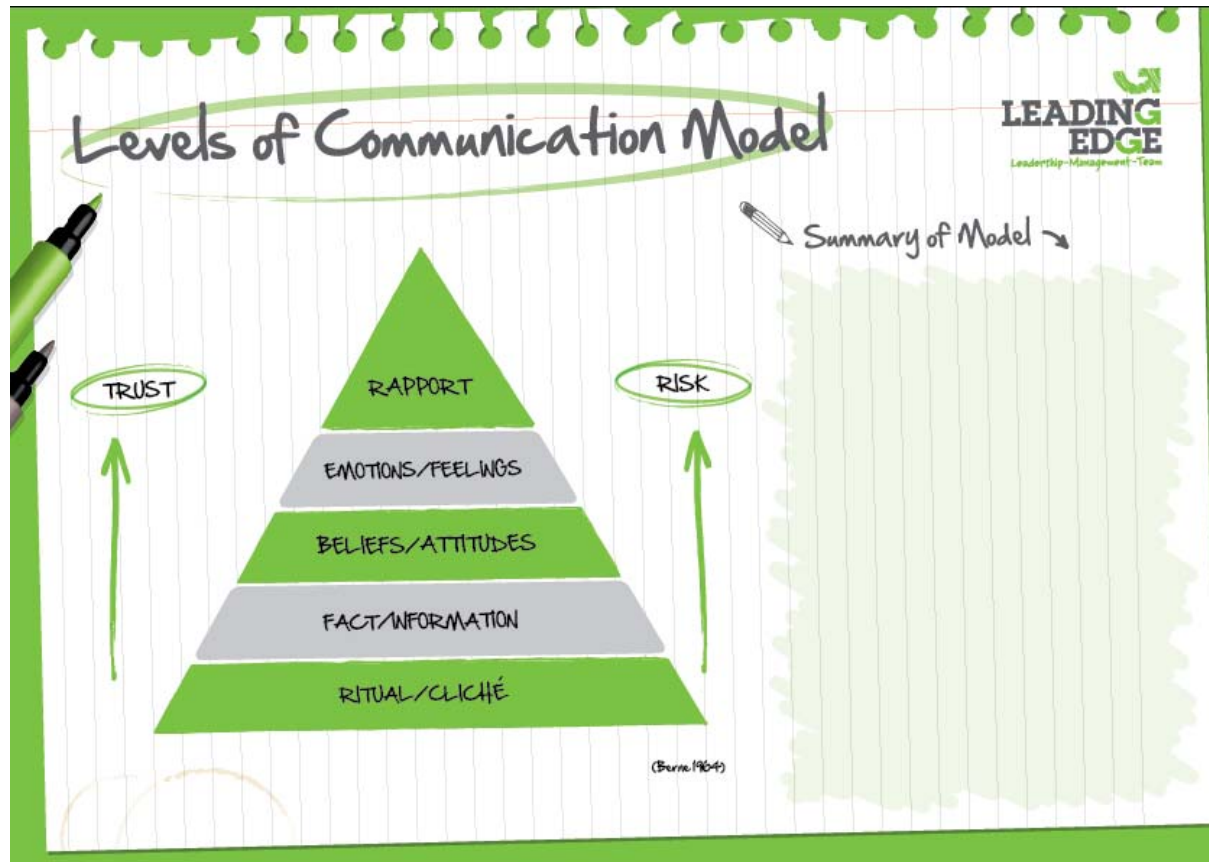
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# Building Rapport





# The Bus Stop Story



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# Now what?

- Look at planning area in folder:
  - What have you learnt today?
  - How will you apply what you've learnt today?
  - What difference does what you learnt today make to how you work?
  - What else do you need to know?

