



# INDIVIDUALIZATION®

PEOPLE EXCEPTIONALLY TALENTED IN THE INDIVIDUALIZATION THEME ARE INTRIGUED WITH THE UNIQUE QUALITIES OF EACH PERSON. THEY HAVE A GIFT FOR FIGURING OUT HOW DIFFERENT PEOPLE CAN WORK TOGETHER PRODUCTIVELY.

People with strong Individualization talents are intrigued by and have an understanding of the unique qualities of each person. Impatient with generalizations, they focus on the differences among individuals. They instinctively observe each person's style and motivation, how each thinks, and how each builds relationships. They keenly observe other people's strengths and draw out the best in each person. Their Individualization talents help them to build productive teams. While some search around for the perfect team "structure" or "process," they know instinctively that the secret to great teams is casting by individual strengths so that everyone can do a lot of what they do well.

## ITS POWER AND EDGE

People with strong Individualization talents notice and appreciate the unique characteristics of each person and can customize their approach accordingly. Like a casting director, they use their intelligence about people to position them to do what they do best. This creates a type of team synergy that leads to a more enjoyable experience and increased effectiveness.

### IF INDIVIDUALIZATION IS A DOMINANT THEME FOR YOU:

Honor the uniqueness in each person you encounter.

- You instinctively understand how different people might be able to work together effectively. Use this talent to help create partnerships, teams, and groups that complement each other.
- Become an expert in describing your own strengths and style. For example, answer questions such as these: What is the best praise you ever received? How often do you like to check in with your manager? What is your best method for building relationships? How do you learn best?
- Ask these same questions of your colleagues and friends. Help them plan their future by starting with their strengths, then designing a future based on what they do best.
- Make your colleagues and friends aware of each person's unique motivations and needs.
- Study successful people to discover the uniqueness that made them successful.

### IF INDIVIDUALIZATION IS A LESSER THEME FOR YOU:

Lacking the intensity of the Individualization theme does not mean that you fail to recognize the differing personalities, motivations, and aspirations of others. It might mean that you rely on a structured approach that ensures fair treatment.

- It may sound simple, but sometimes you might just need to remind yourself that everyone is different — each person has their own unique experiences, values, talents, and filters.
- One way to better understand what makes people tick is to ask them specific questions about their motivations, needs, interests, and experiences. Make a list of good questions and use them over and over when meeting and interacting with others.
- When choosing a gift for friends or family members, or tokens of appreciation for colleagues, think about their hobbies, favorite sports teams, types of food, etc. If you aren't sure, ask others to help you choose something that matches one of their interests.
- Be ready to bend the rules when adhering to them keeps a colleague, friend, or you from accomplishing a greater good.