

# Capital City Times

## American Business Women's Association

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### Special points of interest:

- Slate of Officers
- Baby Boomer Leaders Face Communication Challenges
- May Meeting Agenda

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## May Program: Improve Communication for Business Success by Understanding Personality

Are you aware that our personality type influences every aspect of who we are? Personality is what makes us tick and has far reaching impact.

Our personality type determines:

- How we:
  - Think, act and communicate the way we do
  - Gather and process information and make decisions
  - Respond or react to change
  - Perceive others
- How we communicate:
  - The words we use
  - What we hear and how we interpret it
- What:
  - Motivates us
  - Irritates us
  - Causes us stress
- Our
  - Strengths and talents as well as weaknesses
  - Likes, dislikes and preferences
  - Posture and movements – our body language
  - Quirks and idiosyncrasies
  - Learning styles
  - Time management style

Would you like to understand your own personality type to be able to tap into your inherent strengths and talents, and

minimize your weaknesses? Would you like to be able to identify the personality type of your clients, bosses, co-workers, family and friends to create mutually rewarding relationships? Would you like to be able to connect in a more productive way with your clients by being able to understand their needs, appeal to what motivates them, speak their language, and present information to them in a manner they can easily absorb? Well...it's all about personality!

Mastering the art and science of personality can enhance your ability to understand others, communicate more effectively to improve sales, create high performance teams, facilitate group problem solving and conflict resolution, as well as help you hire the right person for a job or find a job or career that optimizes your strengths, talents and preferences. Whether you are a solopreneur, entrepreneur, business owner, manager, sales person or household engineer, understanding personality can help you create more fulfilling relationships.

Join us for the May 8<sup>th</sup> ABWA meeting where Susan Rueppel, Ph.D. of Personality Dynamics will be presenting *UNDERSTANDING PEOPLE THROUGH PERSONALITY – The Key to Improved Communications for Business Success*. In this

interesting, lively, and fun presentation, you will identify your own personality type as well as learn how to recognize the personality type of others to boost your business success. You will also learn why misunderstandings and miscommunication often sour relationships and how to work effectively with people whose personalities and communication styles differ from our own.



Susan Rueppel, Ph.D.

