



# DIFFERENT BY DESIGN



Presented by Loida Howell  
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Know yourself.  
Know your team.  
Work better together.





# DIFFERENT BY DESIGN







# WHEN SOMEONE SAYS: “**WE NEED TO HAVE A QUICK MEETING.**”



1s-----What's wrong?

2s-----Is everyone okay?

3s-----How long is this going to take?

4s-----I knew something felt off.

5s-----Can you send me the agenda first?

6s-----Wait. Why? What happened? What's wrong?

7s-----Can we make this a lunch meeting?

8s-----Just tell me what the problem is.

9s-----Whatever works for everybody.



Same room.  
Same information.  
Different Experience.





# KNOW YOURSELF:

self-awareness makes you better.



**Self-Awareness:** \*  
the ability to recognize what is  
happening inside me before  
everybody else has to  
experience it outside of me.





# Self-Awareness Questions:



- What motivates me when I am at my best?
- What do I tend to notice first?
- What do I need in order to feel clear and effective?
- What makes me defensive?
- What happens to my communication when I am tired or stressed?
- What do I do that feels completely normal to me but may land differently on somebody else?
- What strength do I rely on so heavily that I can overuse it?





**EVERY STRENGTH  
HAS A SHADOW**





# PERSONALITY EXPLAINS BEHAVIOR.

It does **NOT** excuse behavior.

Explanation ≠ Excuse





# FIND YOUR PEOPLE:

Go stand by the number that best represents your primary result.



# TALK AMONGST YOURSELVES:



- What about this type feels DEAD ON?
- What stereotype about this type does NOT fit you?
- What do you wish your coworkers understood about you?
- Under pressure, what version of you tends to show up?



**SAMENUMBER**

**≠**

**SAMEPERSON**



**KNOW YOURSELF:** self-awareness.makes you better.

**KNOW YOUR TEAM:**  
different **does not** mean difficult.



WE INTERPRET OTHER  
PEOPLE'S BEHAVIOR  
THROUGH OUR OWN WIRING.





# WELCOME TO EVENT DAY.

- 6:00 AM - Keynote Speaker is sick; cancels.
- 7:30 AM - AV equipment goes on the fritz!
- 7:31 AM - Managing Partners arrive in the meeting room - 1 HOUR EARLY!
- Breakfast is 20 minutes behind
- And then your phone buzzes - Hey, quick question...





# YOUR TEAM HAS 10 MINUTES:

- What do you do **FIRST**?
- **Who** handles what?
- **What** are your top 3 priorities?
- **Who** needs to know what?



# DEBRIEF:



- Who immediately started assigning jobs?
- Who wanted more information before acting?
- Who thought first about the client experience?
- Who immediately saw the risks?
- Who generated three backup plans?
- Who calmed everybody down?
- Who was watching the people more than the task?
- Who started making the checklist?
- Who was quiet for several minutes and then gave an idea everybody used?
- Did anyone frustrate you in the first two minutes and become extremely valuable by minute eight?





**YOUR STRENGTH  
CAN COVER MY  
BLIND SPOT.**





APPARENTLY, THIS IS  
WHO WE HIRED. 😂



**KNOW YOURSELF:** self-awareness.makes you better.

**KNOW YOUR TEAM:** different does not mean difficult.

**WORK BETTER TOGETHER:**  
awareness should lead to adaptation



**SELF-AWARENESS**



**OTHER-AWARENESS**



**ADAPTATION**



# SELF-AWARENESS SAYS

I understand more about how I naturally operate.

# OTHER-AWARENESS SAYS

I recognize that you may not experience the world the way I do

# ADAPTATION SAYS

I am willing to change how I approach you so we can succeed together.





WHAT DO THEY  
NEED FROM ME?



# WORKING WITH ME



I do my best work when...

Under pressure, I tend to...

The best way to communicate with me is...

Something I want my team to know about me is...

One thing I can do to be a better teammate is...





Get **curious** before  
you get **critical**.

Curiosity Before Criticism.



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