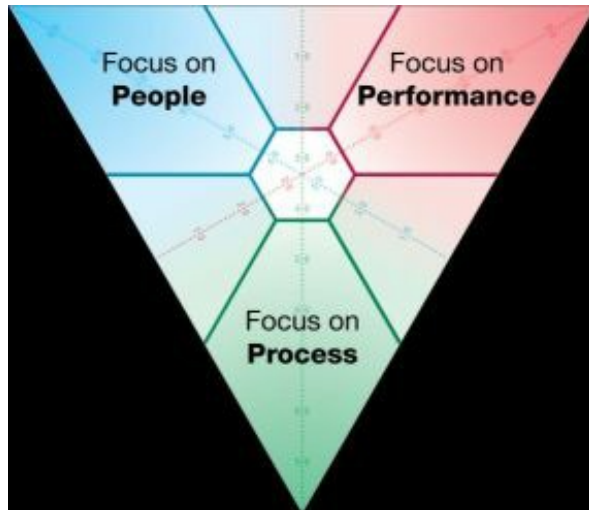


The Power of the SDI

The *Strengths Deployment Inventory (SDI)* is a powerful and effective tool for understanding the motives and values that drive behaviors. It is a product of Personal Strengths Publishing, Inc. (PSP).



The *SDI* plays off people's basic need to better understand themselves and others and that understanding allows them to lead with clarity and empathy, build stronger teams and more effectively navigate conflict. The *SDI* goes deeper than most behavioral assessment tools by focusing on why people behave the way they do.

The results reflect people's experiences of themselves – they see themselves in the charted data. Rather than feeling pigeonholed, the *SDI* allows for the reality that people are different (even when they are similar) and react differently in different situations. This is a major advantage in today's diverse workforce. Understanding how differences make us behave in different ways reduces conflict, increases collaboration and trust to build productive relationships for sustainable results.

Continuing on page 2...

Benefits of Better Understanding (Self & Others)

- † More effective Communication
- † Increased capability to motivate others
- † Enhanced ability to manage conflict
- † Improved relationships (work, home, & social)
- † Reduced negative stress
- † Better decision making

“Everything that irritates us about others can lead to an understanding of ourselves.”

- Carl Jung

Satisfaction Score

We all have a perception of how well our personal and professional goals are being met. Each of us has a satisfaction score that ranges from very satisfied to very dissatisfied. What is your score?

Bennett Taylor will lead a 90-minute personal and professional development briefing on Thursday, May 17th, from 8:45 to 10:15am at Think Track's office, 6060 N. Central Expressway - Suite 500, directly across the Central Expressway from SMU.

Refer to www.ThinkTrack.com for more information on this briefing.

“To understand and to be understood makes our happiness on earth.” German Proverb

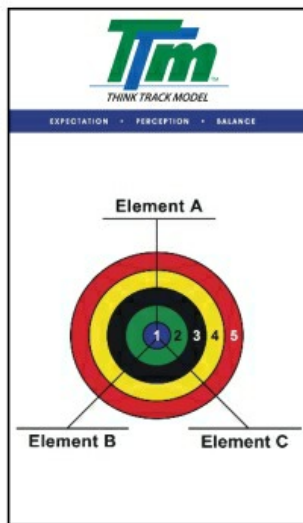
Helping You Turn Your Goals Into Reality

Executive and Leadership Coach Bennett Taylor founded Think Track in 1997 to help individuals who want to improve personal and professional effectiveness.

The Power of the Strength Deployment Inventory Continued from Page 1.

Following are 7 ways the *SDI* produces results:

"A matter that becomes clear ceases to concern us." - Friedrich Nietzsche



Think Track Model (TTM™)

Executives and professionals worldwide have used the Think Track Model™ to arrive at more informed business and life choices. It helps break down complex issues into more simplified and manageable elements.

1. **It measures motives.** The science behind the art creates an accurate picture of what's important to us – going beyond behaviors to reveal our individual motivations.
2. **It's bi-conditional.** The *SDI* measures the motives behind the behaviors when conditions are going well and when conditions involve the different states of conflict.
3. **It strengthens a weakness.** The *SDI* provides insight into the unique way we value different strengths and interpret the actions of others, allowing us to use appropriate behavior to gain understanding.
4. **It's a system of its own.** The insights that come from the *SDI* are crucial to improving any situation where people interact.
5. **It's memorable.** The simple triangle graphic and the use of primary colors make this a highly visual, easy to understand tool.
6. **It depersonalizes conflict.** Opposition is healthy, but conflict is unproductive. The *SDI* provides a safe, common language for discussing tough issues.
7. **It honors differences.** The *SDI* provides insight into the unique way people value different strength and interpret the actions of others.

What Drives Generation X

Generation X is squeezed between baby boomers and millennials. They are generally defined as the 65 million people in today's work force born between 1965 and 1980. They lead some of the nation's most well-known corporations like Google, Dell and Sprint. Elon Musk who founded Pay Pal and Tesla and Sara Blakely who founded Spanx are Gen Xers who have demonstrated impressive entrepreneurial flair.

Gen Xers thrive on independence and self-sufficiency, are much more tech savvy and tend to be more flexible. Work-life balance is a practical concern as they struggle to balance child-rearing and caring for aging parents.

In a survey of 1,200 workers of different generations by Ernst & Young, 49% said that Generation X was the most adaptable of all generations in the workplace. 38% of Gen Xers responding to the survey said they would leave their current job if flexibility wasn't available compared to 33% of millennials and 25% of baby boomers. The E&Y survey revealed that Gen Xers make great managers with 70% of respondents viewing them as the most effective managers.