Peopling 101:
Cultivating Our Greatest Assets
Strategic Natural Resource Consultants

- Founded in 2003 by Jonathan Lok and Niels Jorgensen
- Broad range of professional services to forestry and other resource sectors
- Forest management, wildfire and oil spill response, GIS/RPAS/LiDAR and technology development
- 168 Full-Time Employees
- 6 Office Locations across BC
- Employee Owned
Why did we get into forestry anyways?

I ❤ TREES
Our unfortunate forestry reality...
What we really mean is...

I love trees, they don't talk back.
Who Cares About the Soft Skillzzzz?

It’s more important to hire for:

- 30% Soft skills
- 62% Soft and hard skills
- 8% Hard skills

92% say soft skills matter as much or more than hard skills.
The “Soft Stuff” is Actually the “Hard Stuff”
Simple... But Not Easy

The truth is...Success in forestry, or virtually anywhere, is about people.

And our greatest asset will always be the RELATIONSHIPS we build with others.

“If you want to go fast, go alone. If you want to go far, go together.”
Simple...as 1. 2. 3.

Building relationships with others can be as simple as:
1. Get to Know Yourself.
2. Get to Know Others.
3. Learn to Communicate.

Simple... but not easy.
How to Know Yourself and Others

- Understanding your preferences and personality style
- Understanding “how” you communicate the way you do
- Appreciating others preferences
Ways to Assess Your “type”

Personality Typing

• Many different “tests”

Myers Briggs Type Indicator (MBTI)...

• 16 distinctly different personality styles

It’s important to reflect on how...

• Strengths and limitations of our personality styles affect our ability to communicate effectively

• Our style impacts others – both positively and negatively
Overview of MBTI

**PERSONALITY TYPES KEY**

**Extroverts**
- are energized by people, enjoy a variety of tasks, a quick pace, and are good at multitasking.

**Sensors**
- are realistic people who like to focus on the facts and details, and apply common sense and past experience to come up with practical solutions to problems.

**Introverts**
- often like working alone or in small groups, prefer a more deliberate pace, and like to focus on one task at a time.

**Intuitives**
- prefer to focus on possibilities and the big picture, easily see patterns, value innovation, and seek creative solutions to problems.

**Thinkers**
- tend to make decisions using logical analysis, objectively weigh pros and cons, and value honesty, consistency, and fairness.

**Judgers**
- tend to be organized and prepared, like to make and stick to plans, and are comfortable following most rules.

**Feelers**
- tend to be sensitive and cooperative, and decide based on their own personal values and how others will be affected by their actions.

**Perceivers**
- prefer to keep their options open, like to be able to act spontaneously, and like to be flexible with making plans.

*SOURCE: “Do What You Are: Discover the Perfect Career for You Through the Secrets of Personality Type” by Paul D. Tieger, Barbara Barron, Kelly Tieger*
## Overview of MBTI

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
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<tr>
<td>ISTJ</td>
<td>Responsible Executors</td>
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<tr>
<td>ISFJ</td>
<td>Dedicated Stewards</td>
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<td>INFJ</td>
<td>Insightful Motivators</td>
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<td>INTJ</td>
<td>Visionary Strategists</td>
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<td>Inspired Crusaders</td>
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<td>Expansive Analyzers</td>
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<td>Engaging Mobilizers</td>
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<td>ENTJ</td>
<td>Strategic Directors</td>
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**Jon**
Other personality assessment tools

1. California Psychological Inventory
2. Caliper Profile
3. DISC Assessment
4. Gallup Strengthsfinder
5. Minnesota Multiphasic Personality Inventory
6. Myers Briggs Type Indicator
7. 16 Personality Factor (pf) Questionnaire
8. SHL Occupational Personality Questionnaire (OPQ)
Bridging the Gap Between You and Others

Most people spend >70% of their waking day communicating
Understanding the Communication Process
How Do We Communicate?

Communication is comprised of...

- Verbal (the words we use)
- Non-verbal (our tone, pitch, pace and fillers)
- Body language (body position, hand gestures, eye contact, head movement, etc)
Conscious Application of Communication Skills

• **Be clear on purpose:** Do you want someone to KNOW something? Or to DO something?

• **Consider the audience:** Tailor communication to suit audience. Receptivity is important.

• **Select the best medium:** Be mindful of best medium through which to communicate. “The media is the message!”

• **Think it through:** Develop key messages and rationale for proposed action.

• **Summarize:** Lead with key messages up front. Reinforce with argumentation, “what’s in it for me”, and clear call to action.
Knowing Your Audience – Application of MBTI

**EXTRAVERSION**
- Typically enjoys lively, interactive group discussions. May need to ask questions ‘in the moment’, not at set times

**INTROVERSION**
- May prefer one to one discussion or value the chance to read the information. Typically wants to think through questions; may ask questions some time later

**SENSING**
- Wants facts, details, concrete examples. Prefers practical, straightforward language

**INTUITION**
- Wants to know the big picture and vision. Enjoys metaphors, analogies, symbolic language

**THINKING**
- Wants to know the logical pros and cons. Wants objective information and criteria

**FEELING**
- Wants to know effects on people and values. Appreciates personal information

**JUDGING**
- Prefers structured, clear, organised, efficient communication. Wants clear timelines, definite decisions, closure

**PERCEIVING**
- Enjoys open-ended discussions and language in communications. Doesn’t want possibilities closed down too soon

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Selecting a Communication Method

- Financial statements
- Weblogs
- Newsletters
- Instant messaging
- Telephone
- Video conference
- Face-to-face

Media Richness

- Lean
- Rich

Situation

- Routine/clear
- Situation
- Nonroutine/Ambiguous

Overloaded Zone

Oversimplified Zone
We have two ears and one mouth so that we can listen twice as much as we speak.

Epictetus

PictureQuotes.com
Principles of Effective Listening

Effective listeners show **interest** in others by...

- Asking open ended questions
- Attending to both verbal and non-verbal communication
- Encouraging participation from others

Effective listeners **clarify** to ensure accuracy by...

- Continuing to ask questions, either open or closed
- Paraphrasing what others have said to confirm agreement
- Building on ideas – progressive elaboration
Negative Listening

Characteristics of negative listening might include...

- Denying the speaker’s feelings
- Competing with the speaker
- Giving advice
- Responding defensively
- Hearing but not listening
- Just waiting for your turn to talk

![Cartoon: Let's admit we're not really listening to each other but just waiting for our turn to talk.](image)
When We Get It Right...

SPEAK IN SUCH A WAY THAT OTHERS LOVE TO LISTEN TO YOU.

LISTEN IN SUCH A WAY THAT OTHERS LOVE TO SPEAK TO YOU.

///ANONYMOUS
Emotional Intelligence

Emotional Intelligence (EQ) is the capacity for...

- Recognizing our own feelings and those of others
- Motivating ourselves
- Managing emotions well in ourselves and in our relationships

Consider this...

- EQ is considered to be the best predictor of who will emerge as a leader
- IQ and technical skills are “threshold capabilities”
- EQ is a differentiator and is necessary for leadership and relationship building— it makes for a star performer
The Two Most Important Words In The World Are Honesty And Sincerity, If You Can Fake These You've Got It Made.

Groucho Marx
Authenticity

“not false or copied; genuine; real.”
“representing one’s true nature or beliefs; true to oneself or to the person identified.”

What many of us realize is, when we’re looking to build relationships in life, we want to grow and learn from people of values. This means we identify and desire to find people who are honest, trustworthy and kind. On this path, we find that we don’t have time for those who don’t deal in the truth. Phoniness is a human characteristic that can be sensed from miles away.

1. Be true to yourself.
2. Think inward, look outward.
3. Treat people with kindness and respect.
4. Live in the moment and be a great listener.
5. Be open-minded and fair to opportunities and people.
Thank You

BE EXCELLENT TO EACH OTHER