



STYLE

RECOGNITION CHEAT SHEET



KNOW YOUR AUDIENCE

The Authenticity Code™ is based on the core formula that Your Presence + Your Audience + Your Presentation = Your Success.

In this guide, you will find an audience cheat sheet to use before every presentation to make sure that you take your audience's style preference into account before you even start creating your PowerPoint slides.

“As someone who gives briefings on a regular basis, I was amazed by the new skills and tips I was able to absorb in just a couple days. The content is immediately applicable, and my presentations have improved significantly. I give this class my highest recommendation.”



THE CHEAT SHEET

If you want your message to get across and have the ability to influence your audience, it is essential that you understand them first. Otherwise, your message will get lost and you might as well be speaking to a wall. This cheatsheet will help.

Before you create any presentation, make sure you reference this cheat sheet. Think about the people in your target audience, especially the decision-makers. What style do you think best represents them? Are they "People People," "Planner People," "Party People," or "Point People." Look at the table on the next page to see an overview of each style's characteristics and preferences.

Want to see what your style is? Take our Style Recognition Assessment!



**PEOPLE
PEOPLE**



**PARTY
PEOPLE**

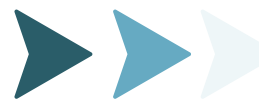


**PLANNER
PEOPLE**



**POINT
PEOPLE**

GO FURTHER



**STYLE
RECOGNITION
ASSESSMENT**



**THE
AUTHENTICITY
CODE™
BOOK SUMMARY**



STYLE

RECOGNITION

Once you have recognized what type of person/people your audience is, then you can flex your style to make sure your message is getting across.



PEOPLE PEOPLE



PARTY PEOPLE

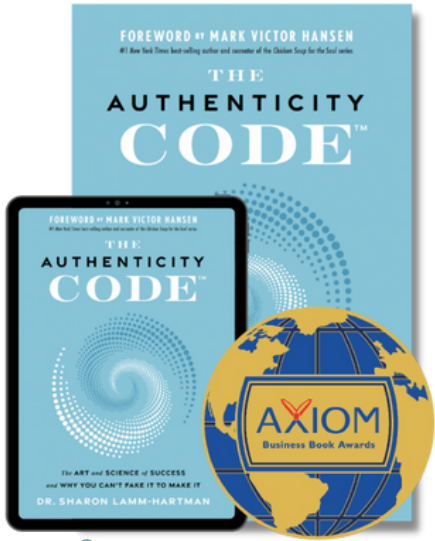


PLANNER PEOPLE



POINT PEOPLE

	PEOPLE PEOPLE	PARTY PEOPLE	PLANNER PEOPLE	POINT PEOPLE
Pattern	Open/Indirect	Open/Direct	Guarded/ Indirect	Guarded/Direct
Pace & Orientation	Slower/People Oriented	Faster/People Oriented	Slower/Task Oriented	Faster/Task Oriented
Their Goal	Steadiness	Influencing Others	Compliance	Dominance
Work Area	Casual, Conforming	Stylish, Interesting	Formal, Functional	Busy, Structured
Wants to	Build & Maintain Relationships	Interact & Be Recognized	Gather Information & Know Process	Get to the Bottom Line & Decide Quickly
Fear	Conflict	Loss of Prestige	Embarrassment	Loss of Control
Aggravated by	Insensitivity	Routine	Surprises	Indecision
Makes decision by	Considering Options	Spontaneity	Deliberate Action	Decisiveness
Decisions are	Careful	Impulsive	Planned	Steadfast
Measures success by	Compatibility, Depth of Relationships	Recognition, Applause, Compliments	Precision, Accuracy, Activity	Results, Track Record, Progress



DR. SHARON LAMM-HARTMAN

Dr. Sharon is an award-winning global executive and presentation coach, leadership development consultant, speaker, writer, and educator. She is the CEO and founder of Inside-Out Learning, Inc., specializing in leadership and personal development. Inside Out Learning is an active member of WBENC and the global Women's President Organization which only 3% of women owned businesses meet their requirements for membership.

With over 25 years of global experience, Sharon has worked across the United States and Europe as well as Beijing, Hong Kong, Singapore, and Thailand for clients such as Boeing, American Express, GE's Leadership Development Center, Exxon, E*TRADE, ARCO Chemical Company, Mobil Oil Corporation, Berlex Pharmaceuticals, Fannie Mae, Arizona Society of CPA's, Volvo Corporation, and the National Reconnaissance Office. She has designed and delivered over 3,000 innovative programs, including many Authentic Presence and Presentation skills programs. Dr. Lamm-Hartman has coached thousands of CEO's, executives and entrepreneurs worldwide.

Dr. Sharon is an Adjunct Professor of Leadership at Columbia University where she has taught Leadership classes to Doctorate Level students. She also worked as an Adjunct Faculty member at The Center for Creative Leadership teaching courses on Developing Leadership Talent.

Dr. Sharon recently became a best-selling author in the Wall Street Journal, USA Today, and Amazon with her book release of The Authenticity Code™. Her book received the Axiom GOLD Medalist award for best 2022 Business Fable. WBENC buys her book for all WeTHRIVE participants. She has been named as one of the top 100 Women to KNOW Across America by the KNOW Women Group.

"I CREATED A PRESENTATION DURING YOUR PROGRAM WITH YOUR HELP AND WHEN I BRIEFED OUR CUSTOMER, THEY WERE 'ROCKED!' WE ARE NOW ON TRACK FOR A ½ BILLION DOLLAR PROGRAM AND OUR FOOT IN THE DOOR FOR SEVERAL MORE."





LET'S TALK!

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