



2019 MDRT Top of the Table Annual Meeting e-Handout Material


Title:	Over Deliver and Outperform through Better Communication
Speaker:	Sally Hogshead
Presentation Date:	Thursday September 26, 2019
Presentation Time:	1:15 p.m.- 2:00 p.m.
Session Room:	Indigo

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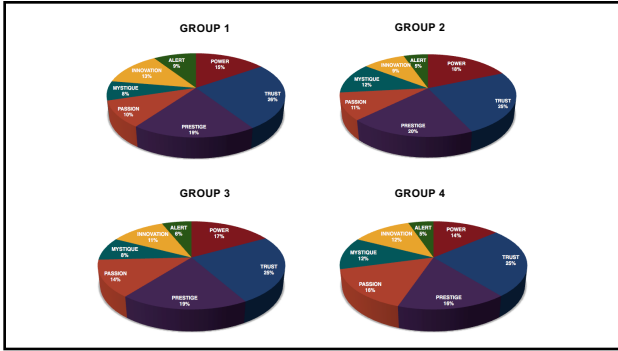
THE GREATEST WAY
TO ADD VALUE
IS TO BECOME
MORE OF *YOURSELF*.

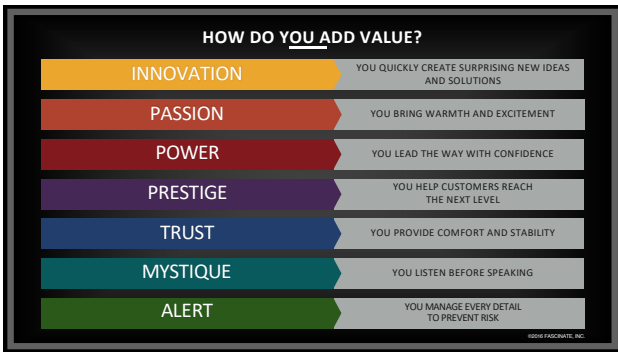


How do clients see YOU?



ADDING VALUE = WEALTH







		SECONDARY ADVANTAGE						
		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
PRIMARY ADVANTAGE	INNOVATION	THE ANARCHY	THE ROCKSTAR	THE NUMBER 1 LEADER	THE TRENDSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
	PASSION	THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
	POWER	THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
	PRESTIGE	THE AVANT-GARDE	THE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
	TRUST	THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR	THE GOOD CITIZEN
	MYSTIQUE	THE SECRET WEAPON	THE SUBTLE TOUCH	THE VEILED STRENGTH	THE ROYAL GUARD	THE WISE OWL	THE DEADBOLT	THE ARCHER
	ALERT	THE COMPOSER	THE COORDINATOR	THE ACE	THE EDITOR-IN-CHIEF	THE MEDIATOR	THE DETECTIVE	THE CONTROL FREAK

		SECONDARY ADVANTAGE						
		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
PRIMARY ADVANTAGE	INNOVATION	THE ANARCHY You change the game	THE ROCKSTAR You connect with people	THE NUMBER 1 LEADER You connect with people	THE TRENDSETTER You set trends with people	THE ARTISAN You build loyalty with people	THE PROVOCATEUR You communicate with people	THE QUICK-START You prevent problems with people
	PASSION	THE CATALYST You change things in a flash	THE DRAMA You connect with people	THE PEOPLE'S CHAMPION You connect with people	THE TALENT You connect with people	THE BELOVED You connect with people	THE INTRIGUE You connect with people	THE ORCHESTRATOR You connect with people
	POWER	THE CHANGE AGENT You lead with respect	THE RINGLEADER You lead with respect	THE AGGRESSOR You lead with respect	THE MAESTRO You lead with respect	THE GUARDIAN You lead with respect	THE MASTERMIND You lead with respect	THE DEFENDER You lead with respect
	PRESTIGE	THE AVANT-GARDE You are respected with higher standards	THE CONNOISSEUR You are respected with higher standards	THE VICTOR You are respected with higher standards	THE IMPERIAL You are respected with higher standards	THE BLUE CHIP You are respected with higher standards	THE ARCHITECT You are respected with higher standards	THE SCHOLAR You are respected with higher standards
	TRUST	THE EVOLUTIONARY You lead openly with transparency	THE AUTHENTIC You lead openly with transparency	THE GRAVITAS You lead openly with transparency	THE DIPLOMAT You lead openly with transparency	THE OLD GUARD You lead openly with transparency	THE ANCHOR You lead openly with transparency	THE GOOD CITIZEN You lead openly with transparency
	MYSTIQUE	THE SECRET WEAPON You communicate with substance	THE SUBTLE TOUCH You communicate with substance	THE VEILED STRENGTH You communicate with substance	THE ROYAL GUARD You communicate with substance	THE WISE OWL You communicate with substance	THE DEADBOLT You communicate with substance	THE ARCHER You communicate with substance
	ALERT	THE COMPOSER You prevent problems with care	THE COORDINATOR You prevent problems with care	THE ACE You prevent problems with care	THE EDITOR-IN-CHIEF You prevent problems with care	THE MEDIATOR You prevent problems with care	THE DETECTIVE You prevent problems with care	THE CONTROL FREAK You prevent problems with care

		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
PRIMARY ADVANTAGE	INNOVATION							
	PASSION							
	POWER							
	PRESTIGE							
	TRUST							
	MYSTIQUE							
	ALERT							

HOW DO YOU ADD VALUE?

INNOVATION

ALERT

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INNOVATION

YOU QUICKLY CREATE SURPRISING
NEW IDEAS

ALERT

YOU MANAGE EVERY DETAIL TO
PREVENT RISK

HOW DO YOU ADD VALUE?

INNOVATION

ALERT

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THE GREATEST WAY
TO ADD VALUE
IS TO BECOME
MORE OF *YOURSELF*.

WE CREATE THE WORLD'S
HIGHEST PERFORMING TEAMS

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THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

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		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

⋯ DOTTED STROKE = DOUBLE TROUBLE

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