

A robust ad agency living within a Kansas-based telco that's been around for 70 years. We've helped nearly 100 other businesses achieve their goals.

Learning, Thinking, Working Styles

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Tammy Wellbrock My Story

- Career in rural America
- Champion for Women's Success and Advancement



Storyteller | Speaker | Mentor Marketer | Author | Connector

David Kolb's Learning Cycle

- How we absorb and process information determines the way we communicate, lead and solve problems.
- Understand why other people do what they do.
- Aids teams in working more effectively together.
- Helps reduce blaming and misunderstandings.
- Works in any setting, personal to professional.

Kolb's Assessment

- This assessment is considered the most reliable descriptors of our learning process. This is NOT a personality test.
- Tool to quickly assess how people handle information.
- Based on gut reactions. Do the test quickly.
- Not intended to label or "put into boxes."
- No one style is better than another.



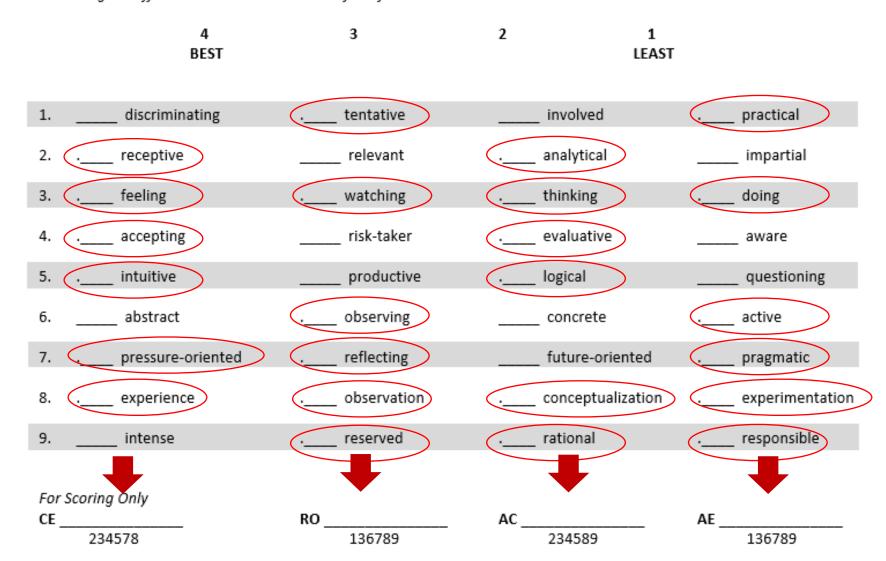
Learning/Thinking/Working Styles

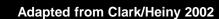
Rank each set of four words for the nine sets listed below. Assign a (4) to the word which BEST characterizes you, (3) to the word which next best characterizes you, (2) to the next most characteristic word and (1) to the word that is LEAST characteristic of you. Be sure to assign a different rank number to each of the four words in each set. Do NOT make ties.

	BEST	3	LEAST	
1.	discriminating	tentative	involved	practical
2.	receptive	relevant	analytical	impartial
3.	feeling	watching	thinking	doing
4.	accepting	risk-taker	evaluative	aware
5.	intuitive	productive	logical	questioning
6.	abstract	observing	concrete	active
7.	pressure-oriented	reflecting	future-oriented	pragmatic
8.	experience	observation	conceptualization	experimentation
9.	intense	reserved	rational	responsible
For Scoring Only				
CE _	234578	RO	AC 234589	AE
	2343/0	130/03	254303	130/03

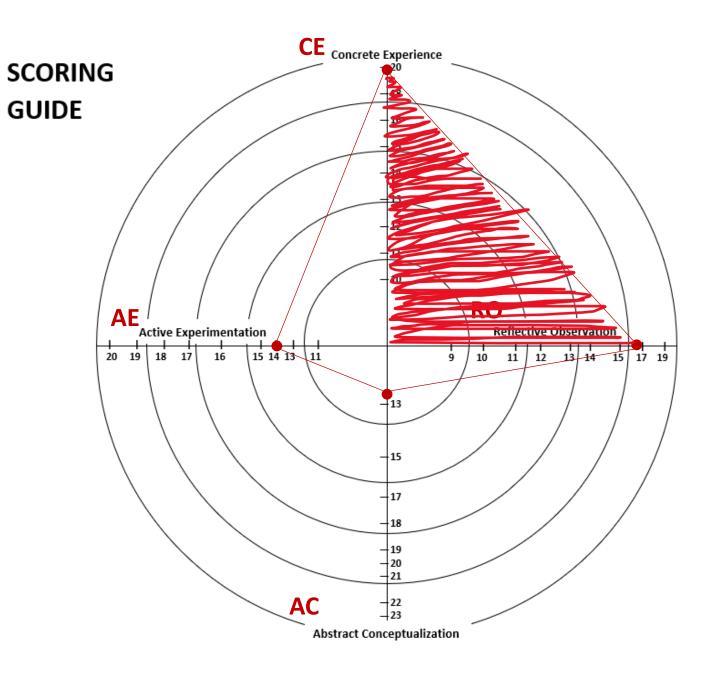
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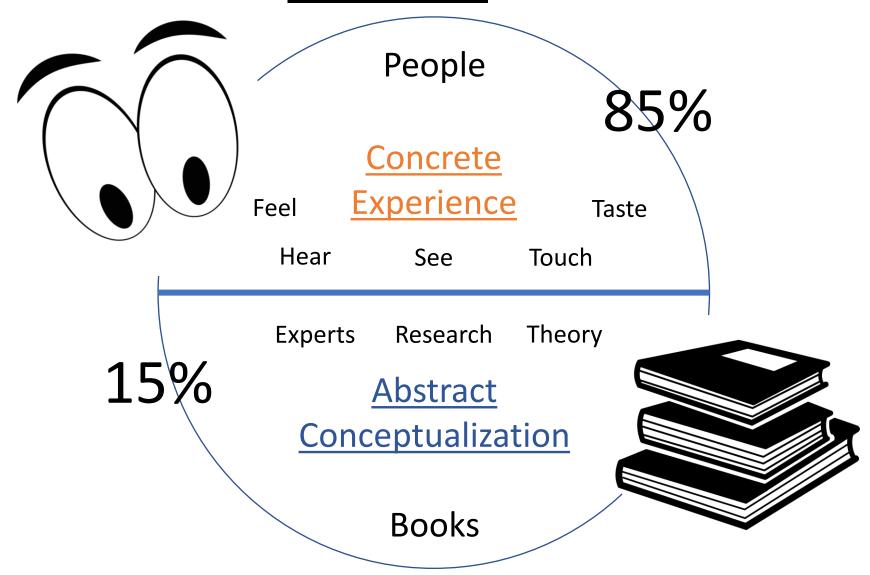




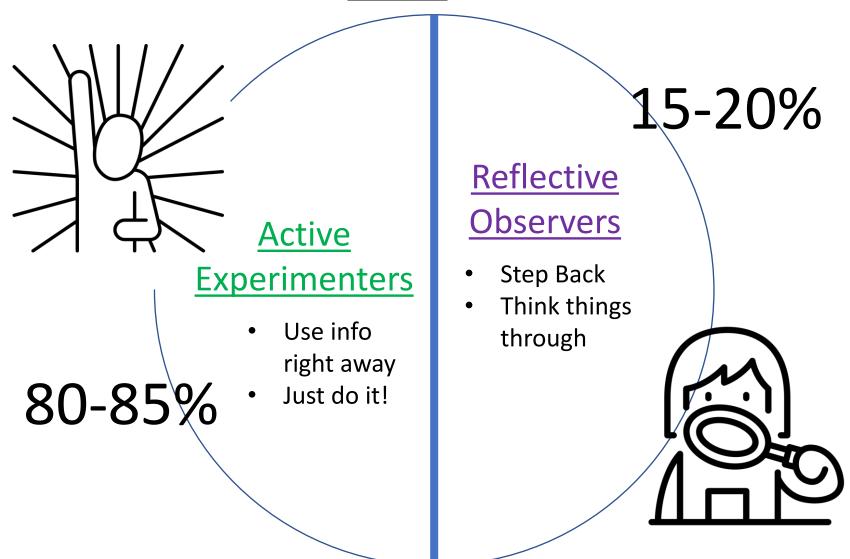




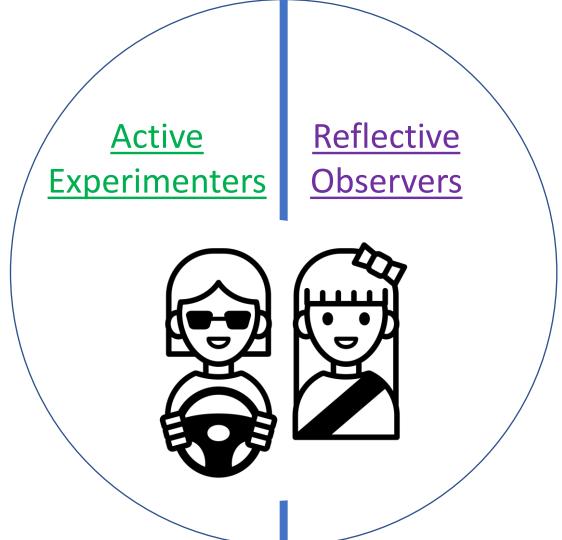
How We Take In Information



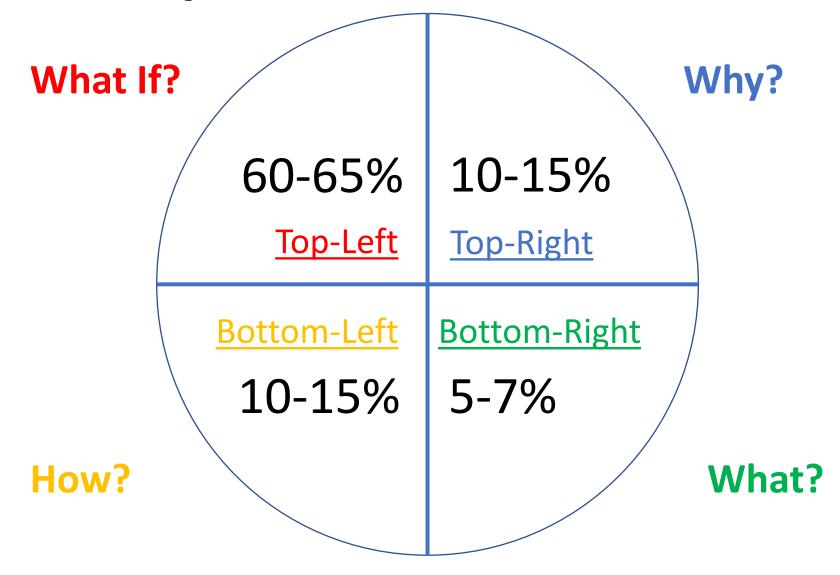
How We <u>Use</u> Information





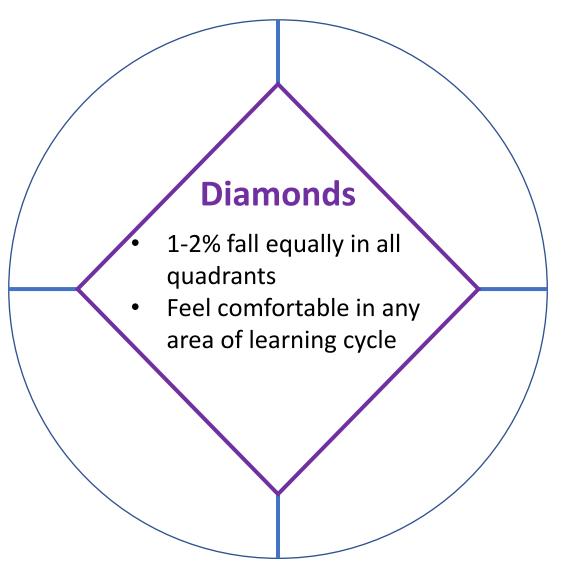


Population Breakdown



Adapted from Clark/Heiny 2002





Learning, Thinking, Working Diagram

Concrete Experience Sympathetic What If? Why? **Brings Harmony** Problem Leads by Trust Intuitive and Participation Entrepreneurial Seeks Leads by energizing people Reflective Personal Loves the BIG picture Meaning Directed by Feelings Enthusiastic!! Risk Reflects & Emotions alone before Adaptable brainstorming Taker **Active Experimentation** Reflective Observation Firm Learns by thinking Leads by personal forcefulness through ideas Minded Values Practical Leads by principles and procedures Literal Strategic Precise Uncomfortable Thinking Seeks analytical solutions Planner with subjective to problems judgments Thrives on plans & timelines Makes decisions impersonally Integrates theory & practice Driven by intellect -Limited tolerance for "What do the experts say?" How? What? fuzzy ideas. Steady Likes Details **Productive**





What If? Jobs: Marketing, Sales, **Action-Oriented** Managerial Jobs

Top-Left

- They perceive, or gather information, through sensing and feeling.
- The use, or process, it actively.
- Change is very comfortable.
- Highly intuitive.
- Enthusiastic & Inventive.
- Lead by energizing and holding up the vision.



Top-Right

- They perceive, or gather information, through sensing and feeling.
- The use, or process, it reflectively.
- Make information useful through reflection.
- Highly empathetic.
- Good listeners and they value people.
- Lead by generating trust and ensuring all participates.

Why? Jobs: Counseling, Teaching, **Human Resources** Humanities



Bottom-Right

- They perceive abstractly through concepts.
- The process reflectively through books, experts and research.
- They think scientifically and are organized.
- Highly analytical and detail oriented.
- Lead by principles and procedures, are very concerned about fairness and justice.

Jobs:
Natural Science,
Research &
Planning,
Math

What?



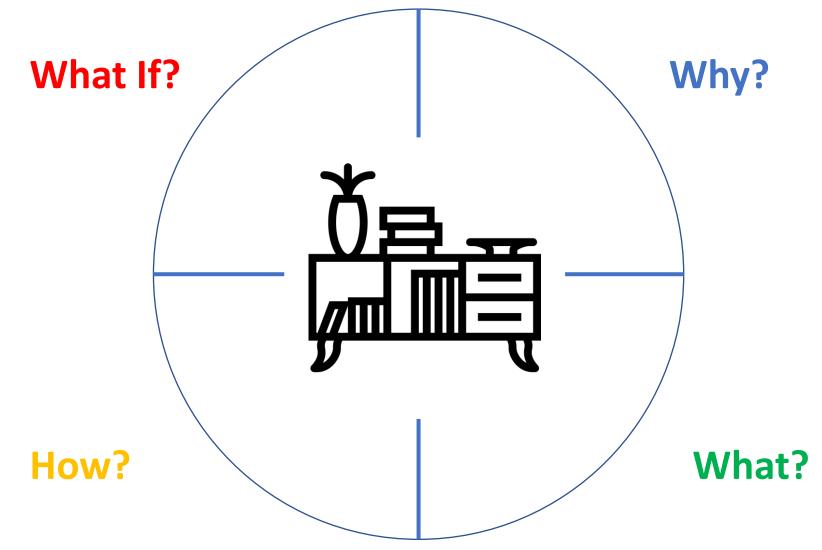
Bottom-Left

- They perceive abstractly through concepts.
- The process actively by experimenting.
- They are literal and precise.
- They are doers.
- Creating plans and timelines are their forte.
- They create strategies for getting work done and are in front leading the charge.

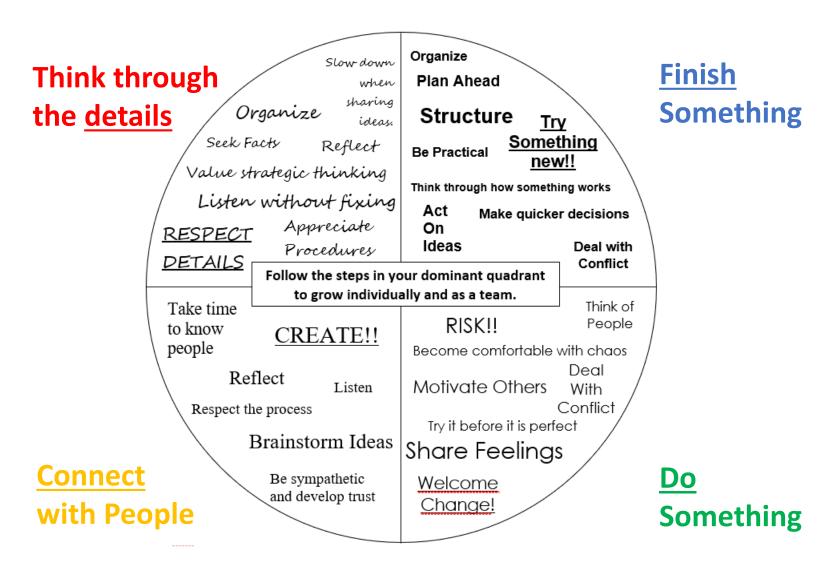
Jobs:
Engineering,
Accounting,
Applied
Sciences

How?

The Bookshelf Analogy



Balancing Act – "Stretch Your Egg"



Moving forward, how will you... • Adapt communication for others?

- Delegate tasks by strengths?
- Resolve conflicts thoughtfully?
- Balance workload distribution?
- Leverage team styles?
- Provide feedback?



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Connect with me on LinkedIn!

Thank You

