

**Pádraic Ó Máille**

The Law Society of Ireland

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# Communications in Times of Change

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LAW SOCIETY  
OF IRELAND

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# WHAT WENT WRONG?

# THE COMMUNICATION

***'Bad communication is at the root of every badly managed crisis, every unmet challenge, every corporate failure, every accident, every failed relationship.'***

**Terry Prone. Talk the Talk.**

**Studies indicate** we spend  
**7 out of every 10 minutes**  
**communicating**





You'd think we'd be  
great at it, **BUT...**



# Challenges arise when people...

- ⚠ **Think** Differently
- ⚠ **Communicate** Differently
- ⚠ **Decide** Differently
- ⚠ **Handle Emotions** Differently
- ⚠ **Deal with Opinions** Differently

# **Yet** there are times when people...

- ✓ **Give you Time & Attention.**
- ✓ **Value You & Like You.**
- ✓ **Make Allowances For You.**
- ✓ **Focus on Your Strengths.**
- ✓ **Willingly Assist You.**
- ✓ **Make Themselves Available.**

Wonder **WHY?**





# Birds of a feather Flock together



## Key Psychological Takeaway

**PEOPLE LIKE PEOPLE  
WHO ARE  
LIKE THEMSELVES**

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Wouldn't it be great if we could ....

**IDENTIFY** how a person wants to receive information, and then **MODIFY** and **ADAPT** that message in a way that is most likely to be understood?



# Personality/Communication Styles/Psychometrics

- **DISC**
- **Belbin**
- **Myers-Briggs**
- **iMA**
- **The Enneagram**
- **Carl Jung**
- **Meredith Belbin**
- **James Knight**
- **Fr Benny McHale**

## Key Takeaway

**'IF YOU'RE IN THE ROOM  
BE IN THE ROOM'**

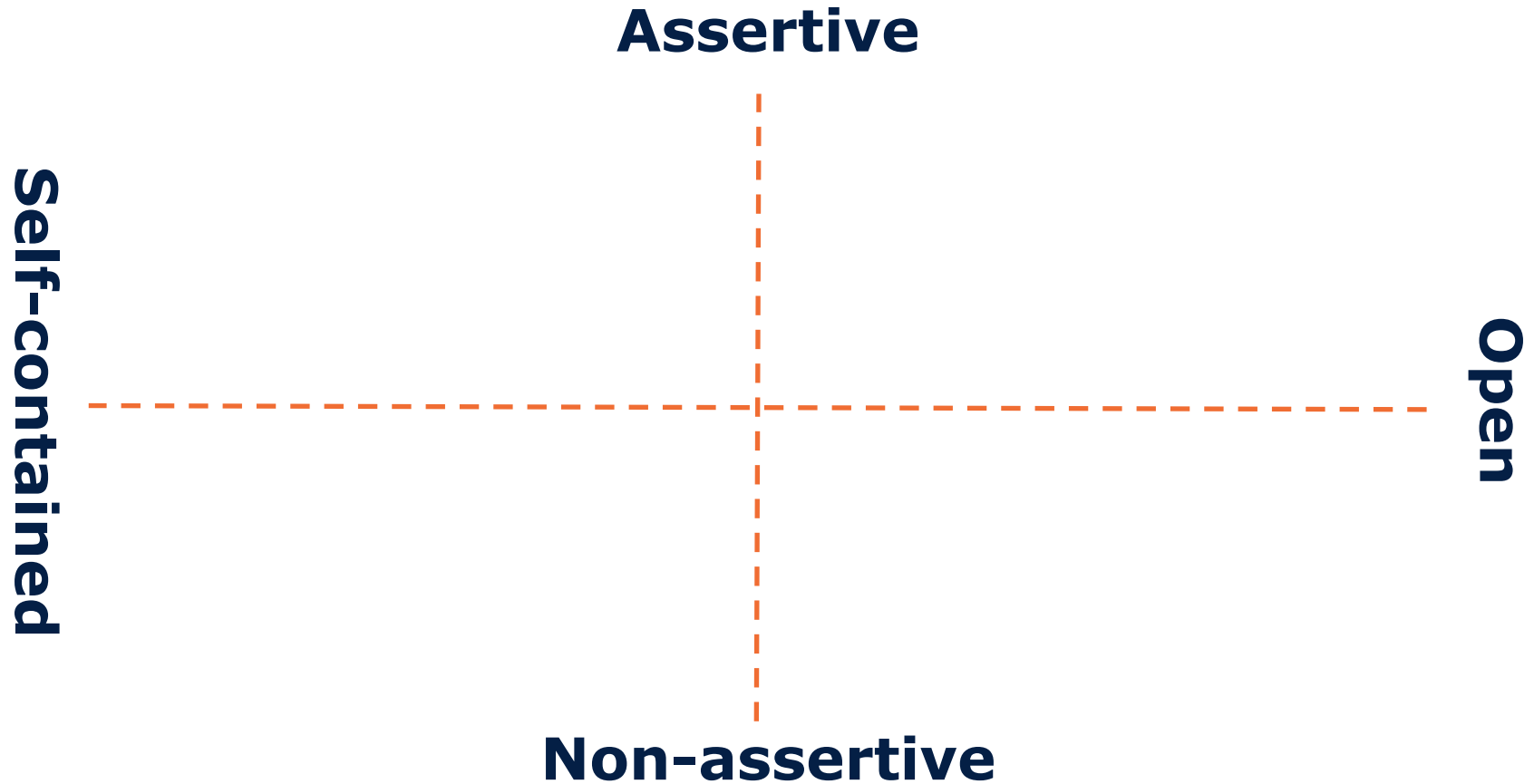
*Nigel Risner 'It's a Zoo Around Here'*

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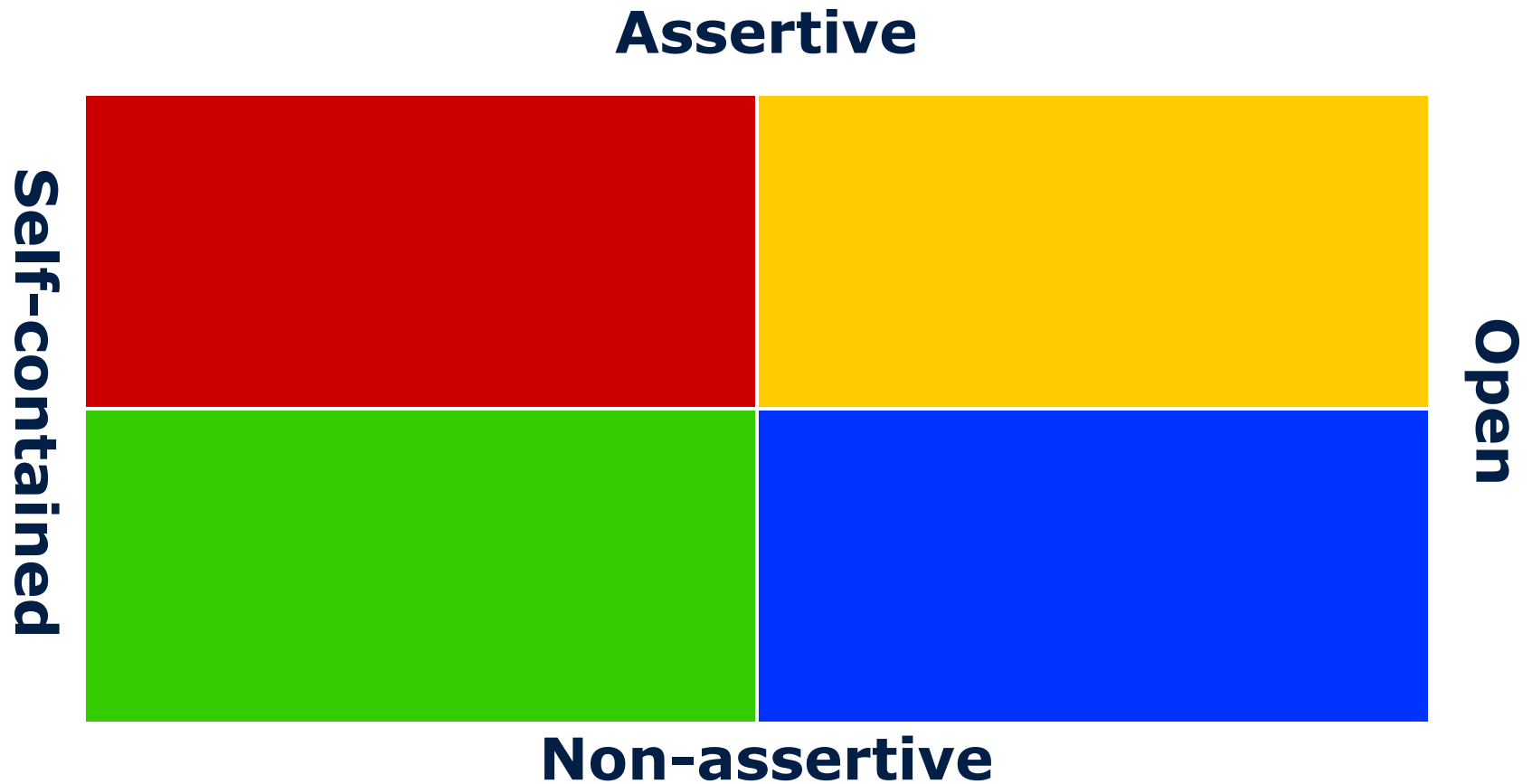


[www.padraicomaille-ima.com](http://www.padraicomaille-ima.com)

# Communication styles



# Communication styles



# How to Identify Your Colour

- \* Are you ambitious, independent and self-confident?**
- \* Are you good at getting things done and organising things?**
- \* Is winning really important to you and do you detest failing?**

# How to Identify Your Colour

- \* **Do you crave excitement, action and inspiration?**
- \* **Do you lose interest quickly and get bored with analysis and detail?**
- \* **Do you enjoy having the craic and a great time?**

# How to Identify Your Colour

- \* Are you friendly, warm and caring?
- \* Is reducing conflict between others important to you?
  - \* Do you have difficulty saying 'no' to others?



# How to Identify Your Colour

- \* Are you good research, studying and solving problems?
  - \* Do ideas fascinate you?
- \* Before arriving at a decision, do you like to gather as many facts and opinions as possible?

## **Dominant Traits Reds**

- **Productive & Effective**
- **Like to Be In Charge**
- **Determined, Dogged & Competitive**
- **Like to Win**
- **Hate to Fail**
- **Fast Paced**
- **Risk Takers**
- **Great Problem Solvers**
- **Dominant Need is CONTROL**

## Dominant Traits Yellows

- **Goal Oriented Go-Getters**
- **Productive & Effective**
- **Like to Be In Charge**
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- **Outgoing & Enthusiastic**
- **Persuasive & Influential**
- **Motivational**
- **Creative**
- **Rely on Personal Charm to Win**
- **Always Tempted to Play, even to their Detriment**
- **Eternal Optimists**
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- **Dominant Need is RECOGNITION**

- **Warm**
- **Supportive**
- **Nurturing**
- **Great Team Players**
- **Emotionally Intelligent**
- **Persistent**
- **Patient & Loyal**
- **Great Follow Through**
- **Dominant Need is STABILITY**

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- **Voracious for Information**
- **Analytical**
- **Serious**
- **Controlled & Disciplined**
- **Systematic**
- **Task Focused**
- **Conscientious**
- **Problem Solvers**
- **Great Researchers**
- **Dominant Need is ACCURACY**

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- **Supportive**
- **Nurturing**
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## Others May Perceive Reds As .....

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- **Dictatorial**
- **Craving Success at Any Cost**
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- **Perfectionists**
- **Nitpickers**
- **Too Many Questions**
- **Too Many excuses**
- **Indecisive**
- **Slow in responding**
- **Withdrawn**

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## Chatting Up Reds

- **Get To the Point Fast**
- **Never Waste Their Time**
- **Spell Out Bottom-Line Results**
- **Punctuality Matters**
- **Avoid Small Talk & Soap Opera**
- **Speak**

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- **Ask Them to Share Their Vision and Ideas.**
- **Match Their High Energy & Pace & Tonality**
- **Share Stories**
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- **Talk Quietly & Gently**
- **Go into Great Detail**
- **Punctuality Matters**
- **Avoid Any & All Displays of Emotion**
- **Focus on Facts**
- **Greens Love Guarantees**

- **Show Genuine Interest**
- **Make Them Feel Important**
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## **Reds Detest .....**

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- **Lateness**
- **Being Hustled**
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- **Rarely Portray Anger Overtly But Will Suppress It.**
- **Will Often Apologise To You When Angry With You**

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- **And Get on With Things**

- **Will Retaliate by Withdrawing**

- **Rarely Portray Anger Overtly But Will Suppress It.**
- **Will Often Apologise To You When Angry With You**

# Communications in Times of Change

## How has iMA been used in practice?



***Alison Bull,***

Family law partner, mediator and collaborative lawyer  
with Mills & Reeve LLP

**MILLS & REEVE**

I am an iMA Affiliate, and introduced iMA to our family team at national law firm Mills & Reeve LLP over two years ago now, as part of my role as head of our family DR practice. We have our own version of the iMA questionnaire at [www.mills-reeve-ima.com](http://www.mills-reeve-ima.com) and on our websites [www.divorce.co.uk](http://www.divorce.co.uk) and [www.mills-reeve.com](http://www.mills-reeve.com), and this has been answered 2,546 times at last count. I have been an iMA enthusiast from the outset – having always thought that some sort of quick/easy psychometric tool would speed up the process of getting to know my clients, whether I am in an advisory role, or mediating or collaborating. I was delighted to be introduced to iMA, and it has exceeded my expectations of how useful it would be.

## Mills & Reeve Used iMA to.....

- **Build strong initial relationship with clients**
- **Couples in Mediation**
- **Collaboration Process**
- **Others - accountants (green), therapists (blue), counsel (red)**
- **Our own Team**

## **Mills & Reeve Adapt to different types by ....**

- **Sending short bullet point emails to High Reds**
  - **Ringling High Yellows and chatting ... mostly about them**
  - **Ringling High Blues - checking in with them & reassuring them**
  - **Sending detailed emails to High Greens**
- ~~& not expecting an immediate response~~**



## Well Known Reds .....

- **Michael O'Leary**
- **Alex Ferguson**
- **Margaret Thatcher**
- **Steve Jobs**
- **Ronan O'Gara**

## Well Known Yellows .....

- **Michael O'Leary**
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- **Pat McDonagh**
- **Pádraig Ó Céidigh**
- **Bill Clinton**
- **Mrs Browne**
- **Mary O'Rourke**
- **Bono**

## Well Known Blues .....

- **Michael O'Leary**
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- **Mother Therese**
- **Adi Roche**
- **Jacinta Greene**
- **Ruth Curtis**
- **Colm Powell**

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- **Mary Robinson**
- **Dick Spring**
- **Edna O'Brien**

- **Mary Costello**
- **Mother Therese**
- **Adi Roche**
- **Jacinta Greene**
- **Ruth Curtis**

# Five Inner- Communications Mindsets in Times of Change



**KAIZEN**



**SMÁCHT**



**VISION**



**STRETCH**

**MOFI (MAKE OTHERS FEEL  
IMPORTANT)**



Pádraic Ó Máille is a motivational speaker and an executive coach who uses the power of iMA and the Enneagram to help people better understand their communication and behavioral styles. He has helped and inspired hundreds of executives, leaders and teams to clarify their message, communicate with impact and get better results. He can be contacted at [p@omaille.ie](mailto:p@omaille.ie) or 087-2647817.



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