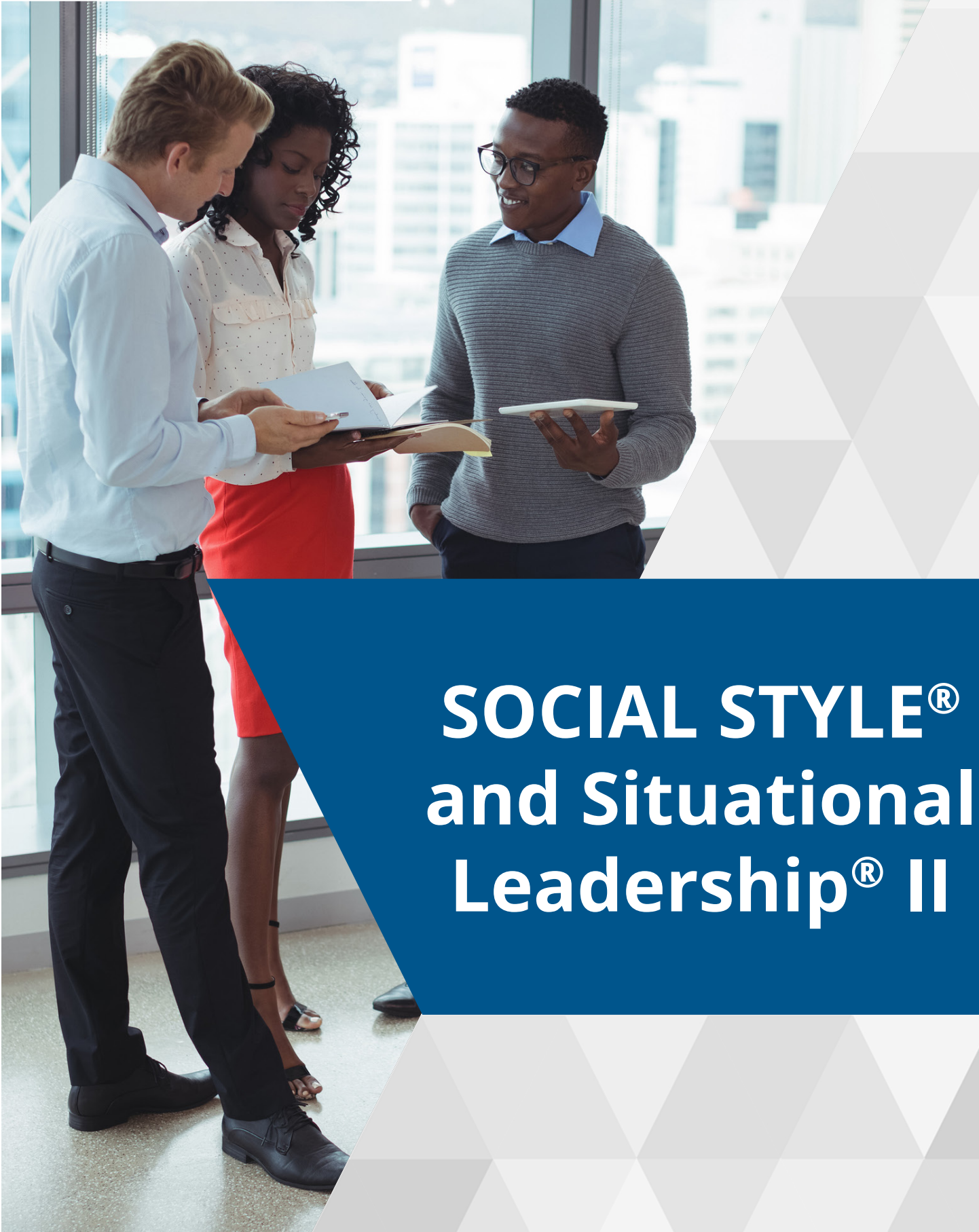


**TRACOM® GROUP**

THE SOCIAL INTELLIGENCE COMPANY®



# SOCIAL STYLE® and Situational Leadership® II

S O C I A L   S T Y L E   C O N N E C T I O N S

## OVERVIEW

Situational Leadership® II (SLII®)<sup>1</sup> by the Ken Blanchard Companies is a popular model for learning to improve leadership effectiveness. The model describes four unique leadership styles, or strategies, that can be used when interacting with followers depending on the person's development level for a specific task or situation.

The SOCIAL STYLE Model™ can enhance the effectiveness of the SLII model by describing a framework for understanding the behavioral style and preferences not only of followers, but of leaders themselves. As this whitepaper explains, awareness of SOCIAL STYLE and Versatility is fundamental for utilizing the SLII model accurately and effectively. Style awareness, and employing high Versatility, can help leaders during each step of the situational leadership process.

### SOCIAL STYLE CONNECTIONS

SOCIAL STYLE is the world's most effective interpersonal skills model. The Connections Whitepaper Series looks at how SOCIAL STYLE complements and supports other popular workplace programs including Situational Leadership, Emotional Intelligence, Crucial Conversations and The Five Dysfunctions of a Team. Both The Ken Blanchard Companies and The Center for Leadership Studies offer programs and books based on Situational Leadership. The TRACOM Group has no affiliation with these companies. Neither the Ken Blanchard Companies nor The Center for Leadership Studies or their representatives have reviewed or approved this paper.

# SITUATIONAL LEADERSHIP II: AN OVERVIEW

The SLII model is based on the premise that followers require different types of leadership in different situations, based on two factors:

1. Their commitment to the task and
2. Their competence to perform the task

A person with high commitment but low competence requires a different type of leadership strategy than a person with both high commitment and high competence.

The model describes four development levels for followers, ranging from low (D1) to high (D4). Likewise, for each development level an associated leadership strategy is offered (S1 to S4). The four leadership strategies differ in terms of the amount of direction and support that are provided by the leader. The table below shows each development level and associated leadership strategy.

In order to determine which strategy a leader should implement in any given situation, the model describes a three-step process to be followed.

**Step One – Set Goals.** This is a standard process of developing goals for a task. In conjunction with the

follower, the leader needs to determine the goal and performance standards that will be used to measure goal attainment.

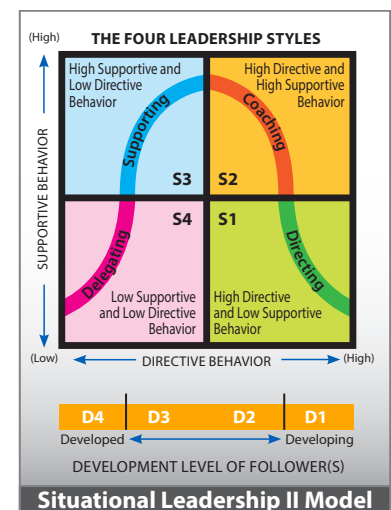
**Step Two – Diagnose Development Level.** With the specific goal and situation in mind, the leader needs to determine the follower’s development level using the four categories described previously.

**Step Three – Match with the Appropriate Leadership Strategy and Deliver.** The leader decides which of the four leadership strategies is most appropriate for the follower’s development level, and then practices the strategy with the follower. If progress is made, the leader can progress through the strategies. If there are setbacks, the leader moves to a lower leadership strategy as appropriate.

These three steps should be taken for each follower and for each situation. A common mistake is for leaders to make generalized assessments of each of their followers, believing that they are at a specific development level regardless of the specific tasks they are working on. As we will discuss, this error of judgment is often related to SOCIAL STYLE and Versatility.

*Follower’s Development Levels & Associated Leadership Strategies*

	FOLLOWERS DEVELOPMENT LEVEL		LEADERSHIP STRATEGY
D1	Low competence, high commitment	S1 <b>Directing</b>	High directive, low supportive behavior
D2	Some to low competence, low commitment	S2 <b>Coaching</b>	High directive, high supportive behavior
D3	Moderate to high competence, variable commitment	S3 <b>Supporting</b>	Low directive, high supportive behavior
D4	High competence, high commitment	S4 <b>Delegating</b>	Low directive, low supportive behavior



## HOW SOCIAL STYLE AND VERSATILITY ENHANCE SLII

The real value of SLII is that it recognizes the importance of the situation to leadership, and it provides a mechanism for leaders to adjust their behavior based on situational differences. However, just as different situations affect both leaders and followers, so do their unique SOCIAL STYLES.

It is easy to see how some leaders would prefer specific leadership strategies to others. For example, a Driving Style leader would be much more comfortable using the Directing strategy than the Supporting strategy, while an Amiable leader would prefer to use the Supporting strategy over the others. This is because these strategies naturally fit these leaders' SOCIAL STYLE preferences and habits.

Likewise, followers will respond differently to leaders of different Styles, even when they're using the same leadership strategy. An Amiable Style follower would respond very differently to the Supporting leadership of a Driving Style leader than he would to the Supporting leadership practiced by a fellow Amiable Style. This is because these two leaders will display noticeable SOCIAL STYLE differences in how they interact with the follower, even though they are both practicing a Supporting strategy.

A Driving Style leader might quickly explain what needs to be done, without providing any recommendations, and then hastily ask the follower if he needs anything to get started. He would then leave the person alone, expecting him to deliver results without further interaction.

The Amiable Style follower would respond to this form of Supporting strategy by indicating that he is okay to move forward. However, in fact he may be confused about what is required of him but is too intimidated to follow-up with this leader. On the other hand, an Amiable Style leader would spend more time with the follower and would share decision-making responsibility rather than leaving all decisions up to the follower. He would not be overly directive, but he would frequently and openly give support as needed. The Amiable Style follower would feel more comfortable with this form of Supportive leadership, and would be more likely to succeed at his assignment.

In this example, the Amiable Style leader has a slight advantage because he is using the leadership strategy that is most natural for him. However, unlike the Driving Style leader, he is also practicing high Versatility by customizing his approach to an Amiable Style follower. If he were working with a Driving Style follower, he would have to tailor his approach to that person by changing some of his behaviors.

Therefore, for leaders it is vitally important to understand their own and their followers' Styles, and to act with high Versatility. Without this awareness and accompanying adjustment to behavior, there is a risk that the SLII method will be used inaccurately, undermining its effectiveness. In this section we describe how SOCIAL STYLE and Versatility affect each step of the SLII method.

## STEP ONE: SET GOALS

Though setting goals may seem straightforward, there are fundamental differences in how people respond to goals and work towards them. A leader who is aware of his followers' SOCIAL STYLES can use this awareness to ensure that they are responsive to the goals that are being established.

For example, discussing a new project with an Expressive Style person is different than starting a project with an Analytical Style person. With the Expressive Style person, a leader should describe the task in broad terms and let the follower explore his ideas. The leader will have to return to the discussion at a later time in order to establish more concrete specifics around the assignment. In contrast, discussing the same project with an Analytical Style person will take on a different tone. In this case the leader should be prepared to discuss details of the task and exactly how the goal will be attained and measured. This person may be slower to start the project because he spends more time with initial planning.

Again, in the example above, a leader would need to understand Style differences as a starting point for how to approach the goal-setting process, and then he would need to practice Versatility by communicating effectively with each follower. Without a solid understanding of his followers' Style differences, a leader may simply approach each of them in the same way. Typically, it will be the leader's SOCIAL STYLE that rules the day. A Driving Style leader will be very brief in how he describes a new goal and may simply tell the follower what to do without considering other important information, whereas an Amiable Style leader will be casual and may be unclear about the exact requirements of the task. As the project progresses, this early miscommunication can lead to confusion or even resentment among both followers and leaders.

## STEP TWO: DIAGNOSE DEVELOPMENT LEVEL

Once a goal has been established, it is the leader's responsibility to determine the follower's capacity to accomplish the goal. This judgment is based on the person's competence and commitment. In other words, the leader needs to determine the person's ability to perform the task, and his willingness to complete the assignment. Unfortunately, this assessment is not always as straightforward as it seems. Leaders' biases can result in highly inaccurate decisions about followers' development levels.

A great deal of research from the social sciences shows that people prefer others who are similar to themselves. We are more likely to become friends with people who have similar backgrounds, ages, race, and physical characteristics. Research in the workplace has shown that leaders suffer these same biases; they are more likely to hire and promote people who match their own qualities, including their perceived personality and behavioral characteristics. Thus it shouldn't be surprising that many leaders will judge their followers based on how well these individuals' characteristics correspond to their own.

This bias towards one's own SOCIAL STYLE can be dangerous when leaders evaluate their followers. Leaders are likely to view followers with the same Style as more capable and, therefore, at a higher development level than followers with different Styles. For example, an Analytical Style leader is likely to judge an Analytical Style follower as more capable due to similarities in the ways they work and accomplish objectives. They both are cautious and thorough, and prefer to get things done "right" rather than quickly. Because of this bias, this same leader is likely to evaluate an Expressive Style follower as less capable. The Expressive Style person works quickly and has different standards for performance. Unless the leader is aware of this bias, he may inadvertently make unwarranted and inaccurate judgments about followers' development levels.

This form of bias is typically subconscious; most people do not deliberately choose to have these personal preconceptions. This is why it is critical for leaders to be fully aware of their own SOCIAL STYLE and the types of behaviors that they are likely to value and devalue. A fundamental awareness of SOCIAL STYLE will help leaders prevent this type of biased judgment.

It is also important for leaders to assess not only their followers' willingness and ability to perform a task, but also their level of Versatility. A follower with high Versatility is more likely to succeed in a new assignment than someone with low Versatility. This is true even if the person has low technical competence to perform the task. A highly versatile follower will persevere through a task and will find ways to mitigate his lack of technical skill. This could include taking steps to quickly increase his competence, or involving others to assist. Likewise, a highly versatile leader will be able to determine the best mechanisms for helping a follower to succeed.

Understanding and practicing SOCIAL STYLE and Versatility skills are critical at this step of the SLII process. An inaccurate determination of development level will lead to an incorrect choice of leadership strategy which, in turn, is likely to fail. Thus, the whole situational leadership process can become tainted at this step, before any leadership strategy is even employed.

### **STEP THREE: MATCH WITH THE APPROPRIATE LEADERSHIP STRATEGY AND DELIVER**

Once the leader has determined the follower's development level, he chooses the most appropriate leadership strategy to match the follower's needs. Of course, this is where the leader's previous efforts pay off through utilizing the most effective strategy for a given follower in a given situation. Assuming the first two steps were completed accurately, the leader will implement the correct leadership strategy. However, here again SOCIAL STYLE and Versatility play significant roles for both the leader and follower.

First, the leader's own Style will affect how he employs the leadership strategy. Continuing the example above, the Analytical Style leader decides that a Coaching strategy is most appropriate for the Expressive Style follower with this task. The Coaching strategy requires a high amount of direction and support from the leader. This strategy may be challenging for the Analytical Style leader because these individuals usually prefer a more hands-off approach. They are Ask Assertive, so being highly directive can be challenging, and they are Control Responsive, so offering a great deal of support is also somewhat unnatural for them. Therefore, the way this leader employs the Coaching strategy is going to be heavily influenced by his Style. In fact, his self-described coaching behavior may come across as anything but coaching to his follower!

Second, the Expressive Style follower is going to be influenced by his own Style in the ways he responds to the Coaching strategy. He will appreciate the encouragement for his efforts, and, in particular, any personal rewards for making progress on the goal. However, he may react unfavorably to receiving too much direction since he is naturally inclined to follow his own ideas and instincts, without checking with his leader about the appropriateness of these plans. On top of this, the Analytical Style leader's own difficulties with employing the Coaching strategy can exacerbate the issues. The follower may perceive the leader as overly intrusive with his direction, particularly since the Analytical Style leader will want to provide very specific information and feedback.

This scenario would be quite different if the leader demonstrated high Versatility. A highly Versatile Analytical Style leader would have a good understanding of his Style and the challenges he has with a Coaching strategy, and would consciously work on his communication and leadership approach. In this situation, his Feedback skills would be particularly important. Through effective communication, he would use empathy to accurately gauge the Expressive Style follower's needs, and he would adapt his leadership approach to meet these needs. He would provide encouragement in an enthusiastic way, but he would alter the type of direction he provides. Instead of providing his own detailed opinions about the right way to do things, he would collaborate with the follower to determine strategies for completing the task. This would make all the difference for increasing his effectiveness using the Coaching leadership strategy in this situation, with this particular follower.

This example serves to describe how SOCIAL STYLE affects the situational leadership process. Without an awareness of Style and Versatility, leaders run a risk of utilizing SLII in ways that can lead to frustration and failure. Unfortunately, a leader would not necessarily understand why the strategy is failing, and may abandon the approach altogether and revert to his typical style of leadership without considering the situation or his followers' development needs. With Versatility and Style awareness, leaders have a much higher probability of successfully implementing the SLII approach.

## BENEFITS & SUMMARY

Situational Leadership is an effective model for enhancing leaders' effectiveness. Leaders can quickly learn and utilize the model. However, there are risks that the SLII strategy can backfire when the leader does not have a grasp of behavioral style differences. SOCIAL STYLE is a straightforward model that describes Style differences in a way that can be quickly grasped and practiced.

In addition, Versatility provides insight and mechanisms for more successfully interacting with others. Thus, the SOCIAL STYLE and SLII models complement one another quite well. When leaders use Style as an overarching framework, their efforts to employ situational leadership strategies will have a higher chance of success.

### REFERENCES

i. [www.situational.com](http://www.situational.com)

Both The Ken Blanchard Companies and The Center for Leadership Studies offer programs and books based on Situational Leadership. The TRACOM Group has no affiliation with these companies. Neither the Ken Blanchard Companies nor The Center for Leadership Studies or their representatives have reviewed or approved this paper.

# ABOUT TRACOM<sup>®</sup> GROUP

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THE SOCIAL INTELLIGENCE COMPANY<sup>®</sup>

## **[WHY we do]**

We believe that improving peoples' understanding of themselves and others makes the world a better place.

## **[WHAT we do]**

We synthesize our discoveries into actionable learning and resources that improve an individual's performance in all parts of their lives. We call this Social Intelligence.

## **[HOW we do it]**

Through research and experience we uncover the hidden barriers to individuals achieving their maximum potential and identify how to help overcome them.

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