



Individualization®

THEME DESCRIPTION

Your Individualization theme leads you to be intrigued by the unique qualities of each person. You are impatient with generalizations or “types” because you don’t want to obscure what is special and distinct about each person. Instead, you focus on the differences between individuals. You instinctively observe each person’s style, each person’s motivation, how each thinks and how each builds relationships. You hear the one-of-a-kind stories in each person’s life. This theme explains why you pick your friends just the right birthday gift, why you know that one person prefers praise in public and another detests it, and why you tailor your teaching style to accommodate one person’s need to be shown and another’s desire to “figure it out as I go.” Because you are such a keen observer of other people’s strengths, you can draw out the best in each person. This Individualization theme also helps you build productive teams. While some search for the perfect team “structure” or “process,” you know instinctively that the secret to great teams is casting by individual strengths so that everyone can do a lot of what they do well.

POWER AND EDGE

People with strong Individualization talents notice and appreciate the unique characteristics of each person and can customize their approach accordingly. Like a casting director, they use their intelligence about people to position them to do what they do best. This creates a type of team synergy that leads to a more enjoyable experience and increased effectiveness.

INDIVIDUALIZATION IN ACTION

Words that might describe a person with dominant Individualization talents:

aware
 unique
 perceptive
 people-oriented
 strengths-oriented
 astute
 fair
 accurate
 insightful
 diverse

ACTION ITEMS

- Become an expert in describing your own strengths and style. For example, answer questions such as these: What is the best praise you have ever received? How often do you like to check in with your manager? What is your best method for building relationships? How do you learn best?
- Ask these same questions of your colleagues and friends. Help them plan their future by starting with their strengths and then designing a future based on what they do best.
- Make your colleagues and friends aware of each person’s unique motivations and needs.
- See the great talents in people, and encourage others to follow their own dreams. Help them understand and maximize the power of their talents.
- Study successful people to discover the uniqueness that made them successful.
- Help others understand that true diversity can be found in the subtle differences between each individual, regardless of race, sex or nationality.
- Explain that it is appropriate, just and effective to treat each person differently. Those without strong Individualization talents might not see the differences among individuals and insist that Individualization is unequal and therefore unfair. You will need to describe your perspective in detail to be persuasive.