THE PI SURVEY READBACK
The *"6 P's"* – Tips for Communicating Effectively

1. **Purpose** – What are you trying to accomplish with this conversation?
   - Is this a quick (10 minute) feedback session to give someone a general sense of what the survey measures and what their results reveal without getting into PI jargon about drives and dimensions?
   - Is this an in depth conversation (30 – 60 minutes) intended to get into the 4 factors, factor combinations and how that relates to work style and performance?
   - Is this a coaching/improvement conversation where PI is intended to create some self-awareness and opportunities for development?

2. **Prepare** – It is essential that you review the person's PI pattern relative to your purpose. Do not go in cold and hope for the best!
   - Have you completed the Profile Analysis Worksheet and/or consulted with your PI
   - consultant with any questions?
   - Anticipate questions that might come up and be prepared to answer. (Examples:
   - Can you trick the survey? Can someone's PI change over time? What are the other 2 graphs? Does this mean I'm not right for my job? How is my company using this?)
   - Kick off the conversation with something like what follows: "I want to walk you
   - through your PI results and explain what you told us about your natural strengths and inherent needs when you checked the words on the survey. Feel free to ask questions and I hope you'll share your thoughts and reactions as we go."
   - Avoid calling the survey a "test."
   - Avoid forcefully telling someone who they are. This should be a dialogue and your tone and approach should be open, non-threatening and non-judgmental.

3. **Be Positive** – Someone's first introduction to PI should be a positive experience so that they embrace the use of the tool to improve business results & relationships.
   - Focus on the strengths the person brings to the job.
   - Avoid "you are …" and use the phrase "the survey says …" or "patterns like this typically"
   - Use qualifiers such as "…the likely behaviors associated with the Drive to Dominate
   - include …" or "… people with patterns like yours often prefer …"
   - If someone reacts negatively or argues with their pattern, let them express
   - themselves and don't push. Re-frame the conversation such that your intention is to share their PI results and reassure them that they know themselves best. Also mention that there are many other things like intelligence, experience, culture, skills, education etc. that play into how someone behaves at work.

4. **Pick on Yourself** – Having your own PI pattern on the table is a great way to mix up the conversation, highlight different drives/needs and put the person at ease.
   - Use yourself to highlight the pitfalls or the "blind spots" about whatever drive you're
   - trying to illustrate.
   - Use statements like: "For example, my Low D gets me in trouble sometimes because
   - I procrastinate the details… I've noticed you do a great job delegating the details to
   - your team" to highlight a similarity.
   - Use statements like: "While you are a polished communicator (high B) in front of groups, I tend to avoid presenting to groups and interacting in social situations because with my low B I prefer one-on-one interactions."

5. **Pause** – Give people a chance to respond and react to what you're sharing.
   - Use phrases like "Does that resonate with you?" or "Does that track?" or "Make sense?"
   - Directly ask them if they have any questions or concerns.
   - If people ask you a question you don't know how to answer, be honest and tell them you'll get with your PI consultant and get back to them.

6. **Position** – Give people some idea of next steps or ideas for how this data is used.
   - People deserve to know what you intend to do with their PI results (i.e. who will see them, why/when the information is relevant etc.)
   - Set the stage for the appropriate use of PI as a management tool (a way for managers to meet their employees' needs and set them up for success) as well as a
   - hiring tool (a way to identify and match candidates to the behavioral requirements of the job).