



Personal Styles & Effective Performance

By David W. Merrill, Roger H Reid

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Tens of thousands of professionals have attended David W. Merrill's acclaimed "Style Awareness Workshops" The goal: improvement of interpersonal effectiveness skills-inspiring better communication, improved productivity, and a more harmonious working environment.

Students preparing for business, management, or sales careers can also benefit from Merrill's techniques, presented in Personal Styles & Effective Performance. Merrill's approach emphasizes the interrelationships between behavior and social style-encouraging students to consider how their own actions influence responsiveness from others.

Those actions tend to be rooted in one of four primary social styles: Analytical, Amiable, Driving, and Expressive-which readers are invited to compare and contrast with their own styles, as a starting point for potential improvement. First published in 1981, Personal Styles & Effective Performance continues to be a popular resource for the self-improvement minded. By learning its lessons now, tomorrow's business professionals can have the edge in interpersonal effectiveness-one of the most important facets of a successful career.

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Editorial Review

Review

"Hundreds of our managers and supervisors have been exposed to Style Awareness Training. Not only does it have inherent value as a communications tool, but it also serves as a springboard to other management development offerings." -Bill Leonard, The Trane Corp. "Dave Merrill's approach has been most helpful to me and to this company. Its adaptability should make it attractive to every executive responsible for dealing with people-and who isn't?" -Frank Sullivan, The Mutual Benefit Life Insurance Company "At Dr. Pepper, we have used the Style Awareness program for many years... It has improved our communications, and has been a valuable means of resolving conflict." -W.W. "Foots" Clement, Dr. Pepper

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