

Why Loyalty Matters for Me!

If you have completed the LoyaltyAdvisor assessment then you have a good idea of where your loyalties in life lie. You also now know your Relationship DNA and how you relate to others around you in both your personal or professional life.

The Why Loyalty Matters for Me Workbook is designed to help you better understand why some loyalties are strong, where some loyalties need strengthening, and to spur thinking about what you can do to make loyalty an integral part of your everyday life.

Reflect for a moment on the loyalties you hold in your life, and examine the results of your level of loyalty as measured in your LoyaltyAdvisor assessment across the following dimensions:

- Family Loyalty
- Friend Loyalty
- Faith Loyalty
- Community Loyalty
- Customer Loyalty
- Employee Loyalty (if employed)



For those who also sought feedback on your loyalty from friends and family, consider how your LoyaltyAdvisor Friends & Family assessment aligns with your own view of your loyalty based on the LoyaltyAdvisor assessment. Most of the time, gaps exist in how we view our loyalty in key domains and how others see our loyalty manifest itself on specific attributes.

Now take a moment to contemplate the results of your assessment.

1. What surprised you most regarding your LoyaltyAdvisor assessment?

Why did it surprise you?

2. What specific loyalty domain(s) do you believe is most lacking in your life?

To what (if any) degree do you believe that your Relationship Style plays a role here?

How much time each week do you actively devote to it?

What are the greatest barriers to devoting yourself more fully to it?

What specific actions are you willing to commit to doing this week to nurturing and growing this loyalty?

In answering the following questions, please refer to your LoyaltyAdvisor Assessment and to the Action Tools for Your Relationship DNA which is contained on the following pages.

3. What are the dominant elements of your Relationship DNA?

What elements of your Relationship Style do you believe most positively impact your ability to develop strong bonds with others?

What elements of your Relationship Style do you believe most negatively impact your ability to develop strong bonds with others?

What specific actions are you willing to commit to doing this week to enhance the positive elements of your relationship style?

What specific actions are you willing to commit to doing this week to minimize the negative elements of your relationship style?

Action Tools for Your Relationship DNA

The following are a list of action tools related to each component of your Relationship DNA which was included with your LoyaltyAdvisor assessment. Considering your most prominent Relationship DNA components, read through the corresponding items and consider which ideas appear most relevant to you...

To help you best assess these action items, we encourage you to think of each potential action as falling into one of three classifications of suitability: positive, neutral, and negative...



1. If **Leadership** is a prominent component of your Relationship DNA



Action Ideas:

- Since you naturally tend to take the lead, it may make it difficult for others to shine in your presence. Give your peers the responsibility of taking on a top level task, like helping you present to top management.
- Give others the opportunity to experience the challenges of leadership. By doing this, you will contribute to their growth and development.
- Work with someone who knows how to implement your vision. You may be the person who provides the vision, but you may need someone to help you execute your vision with excellence.
- Make sure that everyone clearly knows their responsibilities and duties and avoid stepping on each others' toes.
- Reward the positive actions you would like to reinforce from people around you. It is important that the praise/recognition be specific (i.e., "Thank you for doing "X"), general praise has been shown to have no impact. A little recognition goes a long way!

2. If **Reliance** is a prominent component of your Relationship DNA



Action Ideas:

- Create opportunities and venues to connect with others. Whether it's calling someone regularly or finding rituals to create those opportunities. Since you are likely to open up quickly, others will feel a need to reciprocate by sharing something about themselves as well during your time together.
- Thank others for being there for you and lending a listening ear. Express your gratitude by writing a short personal note, or giving a small token gift.
- Think about being a confidante or mentor to others. Because trust and reliance are important to you, people are likely to feel comfortable approaching you with their needs.
- Communicate clearly to other people that they can trust you to deliver when they need your help. Sometimes people just need to hear it! And be certain to follow through!
- Your openness may result in you undertaking additional burdens, and at times reducing the quality of your work if you have too many tasks or competing demands. Make sure you defer to your existing responsibilities and goals before undertaking additional burdens.
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3. If **Empathy** is a prominent component of your Relationship DNA



Action Ideas:

- You easily sense the feelings of others. Use this ability as a way to facilitate understanding for the thoughts and emotions of others around you. Your concern for others will increase opportunities for them to come through for you in the future. And your example may become contagious, causing them to treat others in the same way.
- Constructively assist your friends and colleagues to show empathy toward someone to whom you all come into contact when that individual is going through a difficult time. Many people lack your ability to recognize sensitive situations, so your strength will make for a much more sensitive/caring environment.
- Sometimes, your empathy for others may overwhelm you. Be careful to recognize when your willingness to help intrudes on your space and

time. This will help control any negative emotions and prevent burnout.

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4. If **Security** is a prominent component of your Relationship DNA



Action Ideas:

- Since you are self confident and feel comfortable with yourself, it makes it easier to reach out to others. Just make sure you monitor your environment and reactions so that you don't come across as arrogant or stand-offish.
- You are the person who is calm and collected especially in times of turmoil. Communicate your composure and security, and serve as a calming influence to those around you so that they can focus on the issue at hand and not panic.
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5. If **Calculativeness** is a prominent component of your Relationship DNA



Action Ideas:

- Whenever there is a new task at hand, manage your interests by considering whether you really are the person who should be handling that particular issue.
- Help your friends, family and coworkers strategize about their interests for the future. Whether it is taking a career path, moving to a new country or starting college! Your strategic thinking skills will encourage others to come to you to seek advice. It is highly likely that you will help them see the issue from a variety of different perspectives.
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6. If **Connectedness** is a prominent component of your Relationship DNA



Action Ideas:

- You are very comfortable interacting with others. So become the “organizer” in your social circle or workplace, and become known as the person who gets people together.
- Keep a record of what others around you like, i.e., occasions that have special meaning for them, their birthdays, etc. Then act upon this knowledge by sending encouragement cards, giving a birthday gift, or getting people in the office to celebrate significant events.
- Keep your eyes open for upcoming activities and new locations others recommend and/or do research about new activities. Use this knowledge for future conversations and events you organize!
- Distribute memorabilia such as photos from events that you shared with others. This will help to reinforce the experience, and help to recall positive experiences.
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7. If **Independence** is a prominent component of your Relationship DNA



Action Ideas:

- Show those with whom you work that you can be trusted to get the job done without the need for micromanagement. You may even wish to speak with your direct boss about being given the opportunity to demonstrate this ability. Be careful, however, not to bite off more than you can chew, and do not be afraid to seek advice when necessary.
- Even though you may be good at doing certain things by yourself, it is not possible to be good at everything. Surround yourself with people who are good at the things you lack. This will ensure that you connect with others for mutual support.
- Take advantage of your innate comfort with being by yourself. Find ways to nurture yourself through activities, hobbies, and enhancing your spirituality.
- Sometimes too much independence can bring with it a sense of loneliness or isolation. Even if it is easier and feels more comfortable just watching a DVD by yourself, eating alone, etc., make sure you push yourself to engage in joint activities.
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8. If **Traditionalism** is a prominent component of your Relationship DNA



Action Ideas:

- Keep volunteering for the things that you like to do repeatedly, as you have most likely gotten good at it with practice! This will ensure you contribute while keeping to your routine.
- Set up rituals in your connections with others. For example, organize an outing to your favorite restaurant or café with your friends, family or work colleagues. Make sure you have a routine of how you spend time with others that makes up your schedule!
- Share your experiences about things you like to do with others.
- To avoid missing out on new experiences, team up with someone enjoys discovery and gather up the motivation to join. You may find that you connect with the other person and end up making this new discovery a part of your routine.
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9. If **Problem-Focused Coping** is a prominent component of your Relationship DNA



Action Ideas:

- You are very good at solving problems and do not panic in the face of adversity. This may not be the way others react. Therefore, calmly and logically communicate your thoughts about a particular problem with a methodological approach for resolving a situation. Be careful, however, to recognize that there may be multiple ways to solve a problem, therefore be open to the ideas of others.
- You put a lot of pressure on yourself and repress showing emotions in the face of a problem. This has the potential to portray you as a cold person. Allow your emotions (particularly empathy) to surface a little, so others can relate to you and therefore be willing to support/follow you.
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10. If **Emotion-Focused Coping** is a prominent component of your Relationship DNA



Action Ideas:

- By seeking out advice and support of others, you gain different perspectives on an issue, especially if you are having trouble seeing the big picture. But you must be certain that you do not over-rely on others and abdicate your responsibility to make difficult decisions for yourself. Therefore, before any major decision, clearly articulate why you alone choose to take this path, and remind yourself that you are ultimately responsible for the choices in your life.
- You are in tune with your emotions. If you have a partner, friend or colleague who is afraid to experience these emotions reach out a helping hand.

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