

The Life Styles Inventory™

A Brief Introduction

Part I—Data, Words, Causes, and Effects

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Research and development by R. A. Cooke, Ph.D. and J. Clayton Lafferty, Ph.D.

The Life Styles Inventory®

--A *Brief Introduction*

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2011



- **The Life Styles Inventory (LSI):**
 - Measures individual thinking and behavioral styles
 - Provides feedback—data and words to support self-awareness and understanding
 - Motivates and guides change and self development

- The LSI is:
 - Available in more than 20 languages
 - Used by leaders and individual contributors in many of the largest companies in the world
 - Also used in medical centers, government agencies, not-for-profit organizations, and reliability-oriented facilities (e.g., nuclear power plants)
 - Incorporated by colleges and universities into MBA and other advanced programs.

- Why?
 - Business and professional schools need to develop people as well as their technical knowledge and skills
 - People need stronger leadership skills to move up and take on greater responsibilities
 - University settings provide the “right” (non-threatening and developmental) context for self-assessment and development

- Data
- Words
- Causes
- Effects

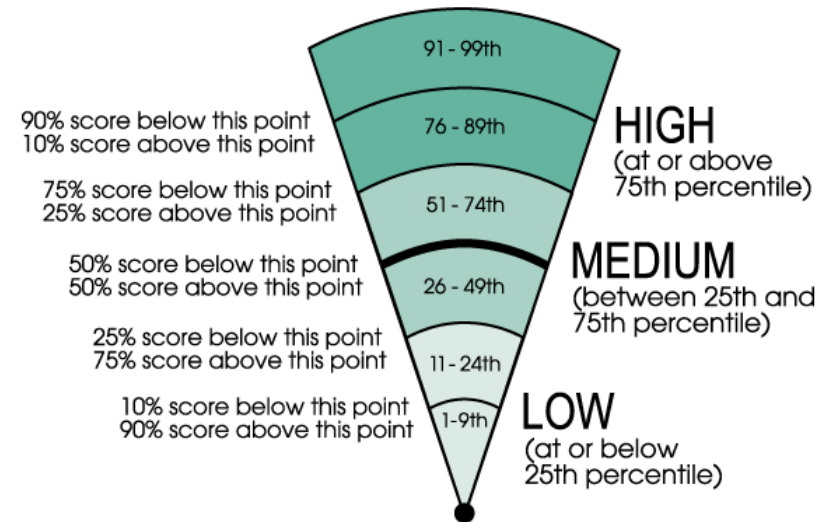
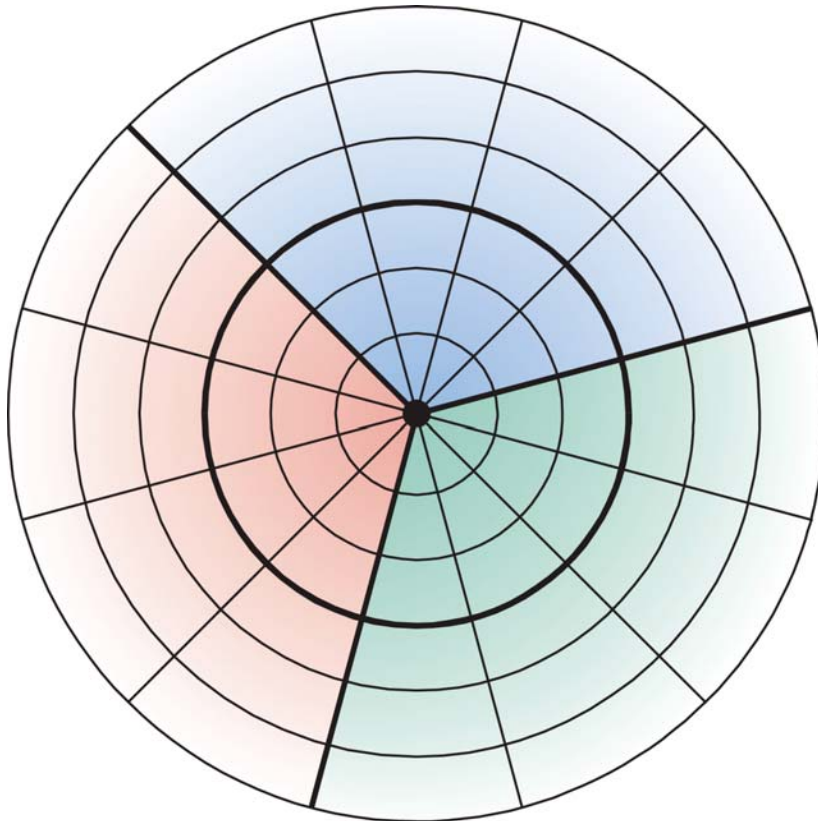
- Understanding of styles
- Base for evaluation
- Base for comparisons
- Base for change



Part 1

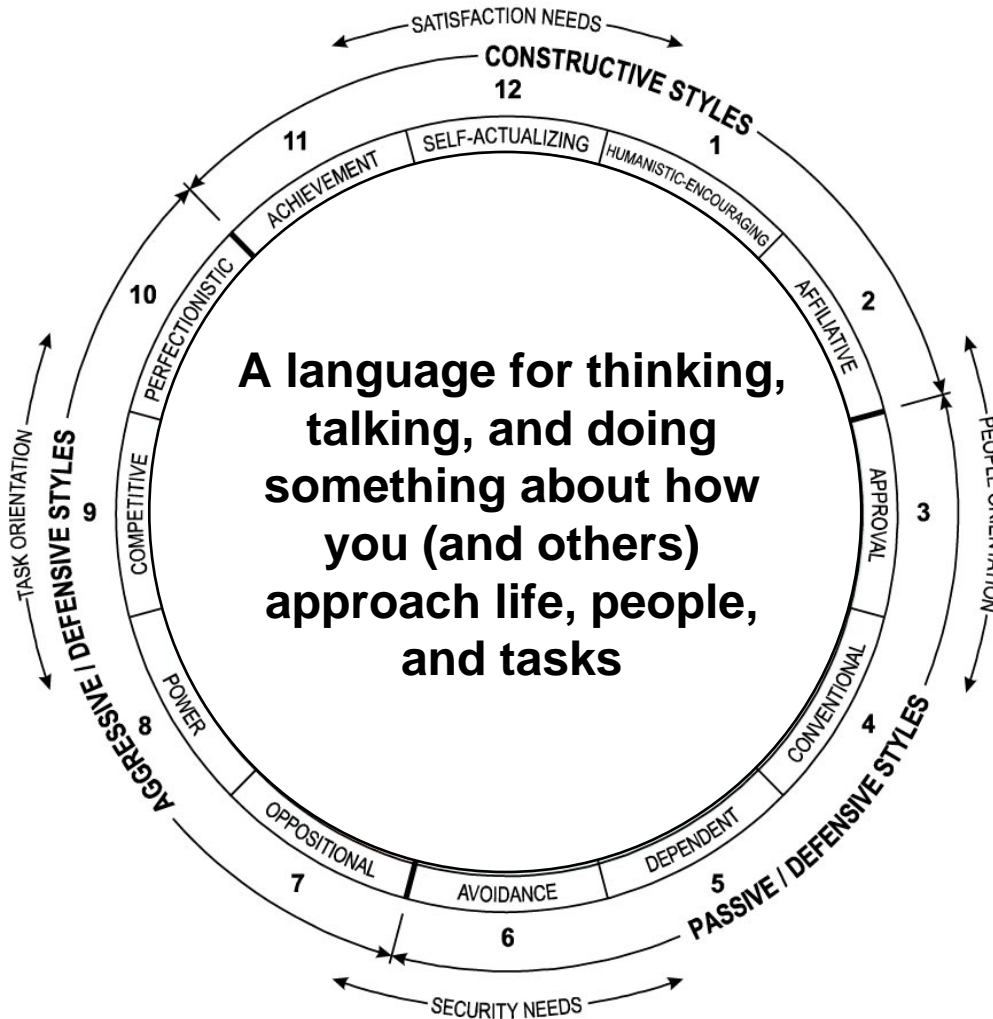


Part 2



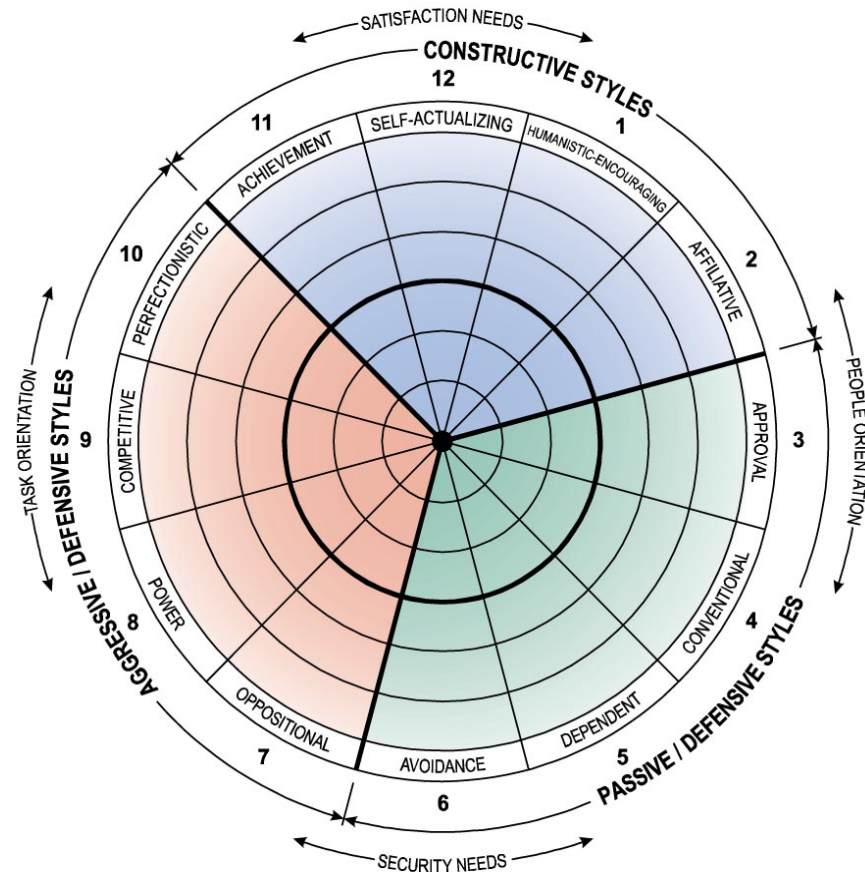
How you view yourself—compared to how others view themselves

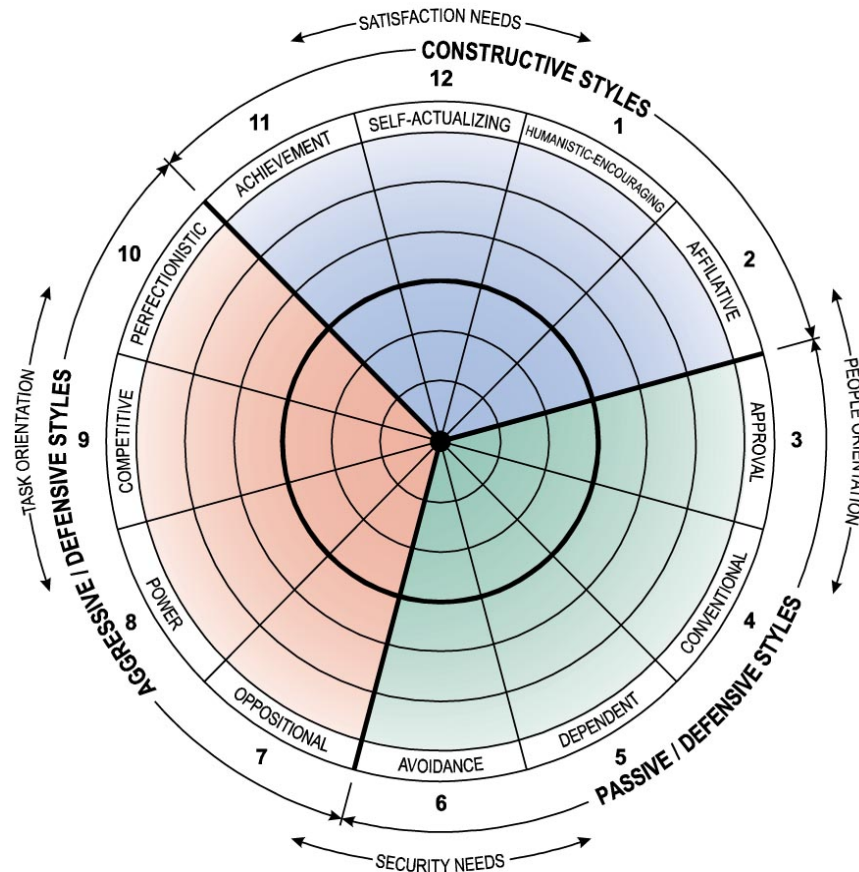
- 2—If the word or phrase is **like you most the time**
- 1—If the word or phrase is **like you quite often**
- 0—If the word or phrase is **essentially unlike you**



How you developed
your styles

- Family
- Culture
- Memberships
- Reinforcement
and Learning





Outcomes and impact of your styles

- **Self**
 - Satisfaction
 - Stress
 - Effectiveness
- **Tasks**
 - Attainment
 - Quality
 - Timeliness
- **Others**
 - Growth
 - Insecurity

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Part II—Base for Understanding and Change

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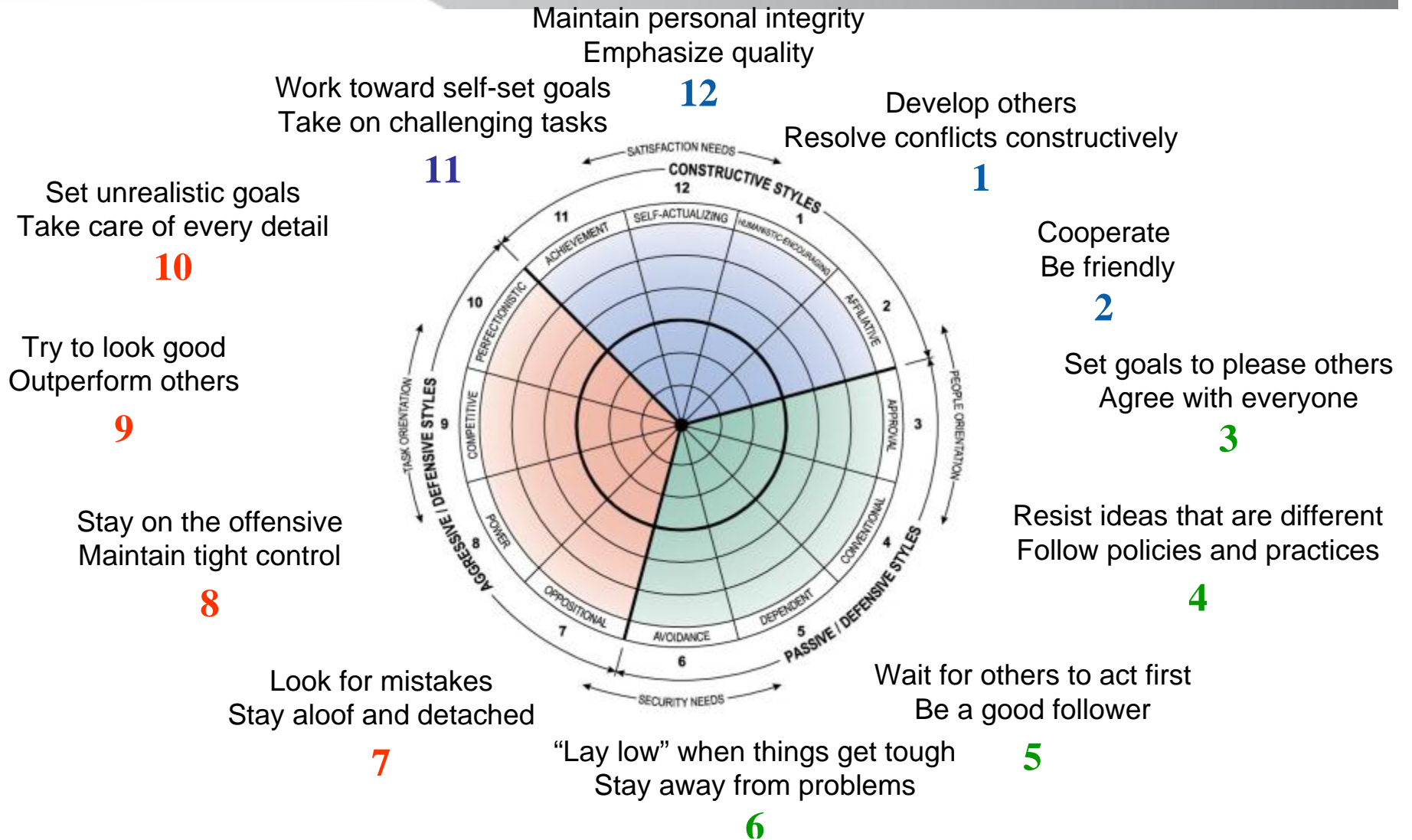


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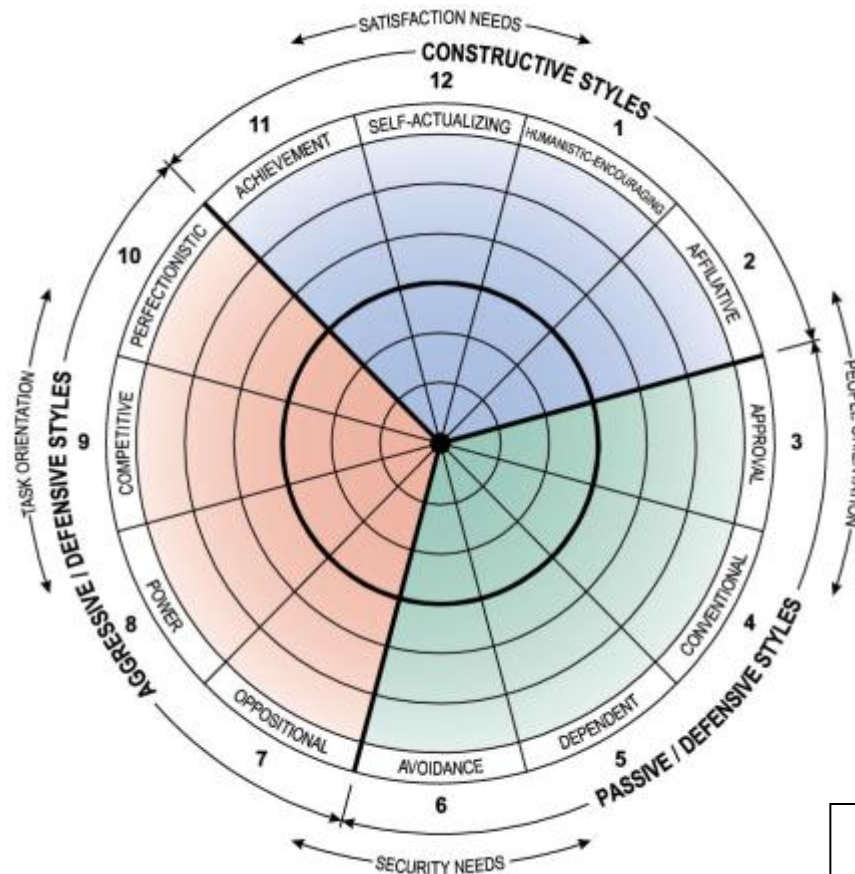
--*A Brief Introduction*

- Part 2
 - Understanding of styles
 - Base for evaluation
 - Base for comparisons
 - Base for change



Constructive

**Aggressive/
Defensive**

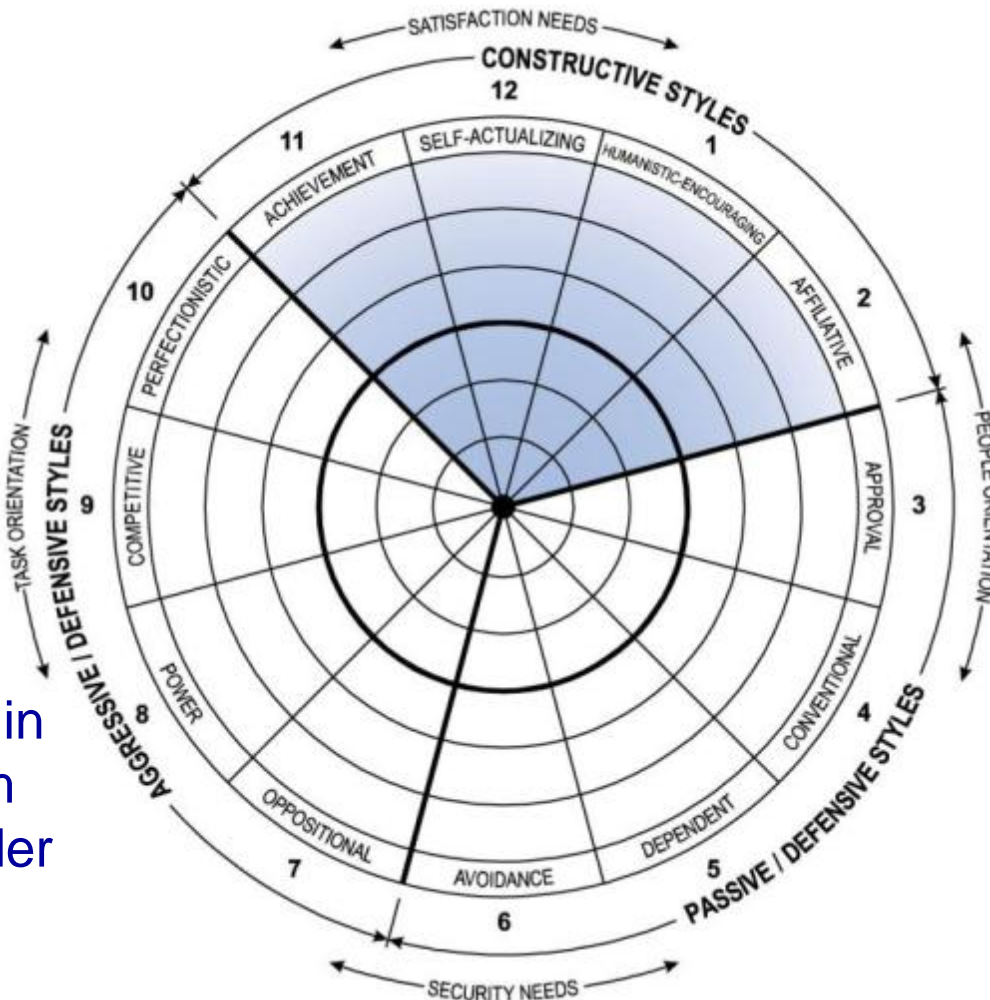


**Passive/
Defensive**

Profile Clusters from
Cooke & Rousseau (1983)

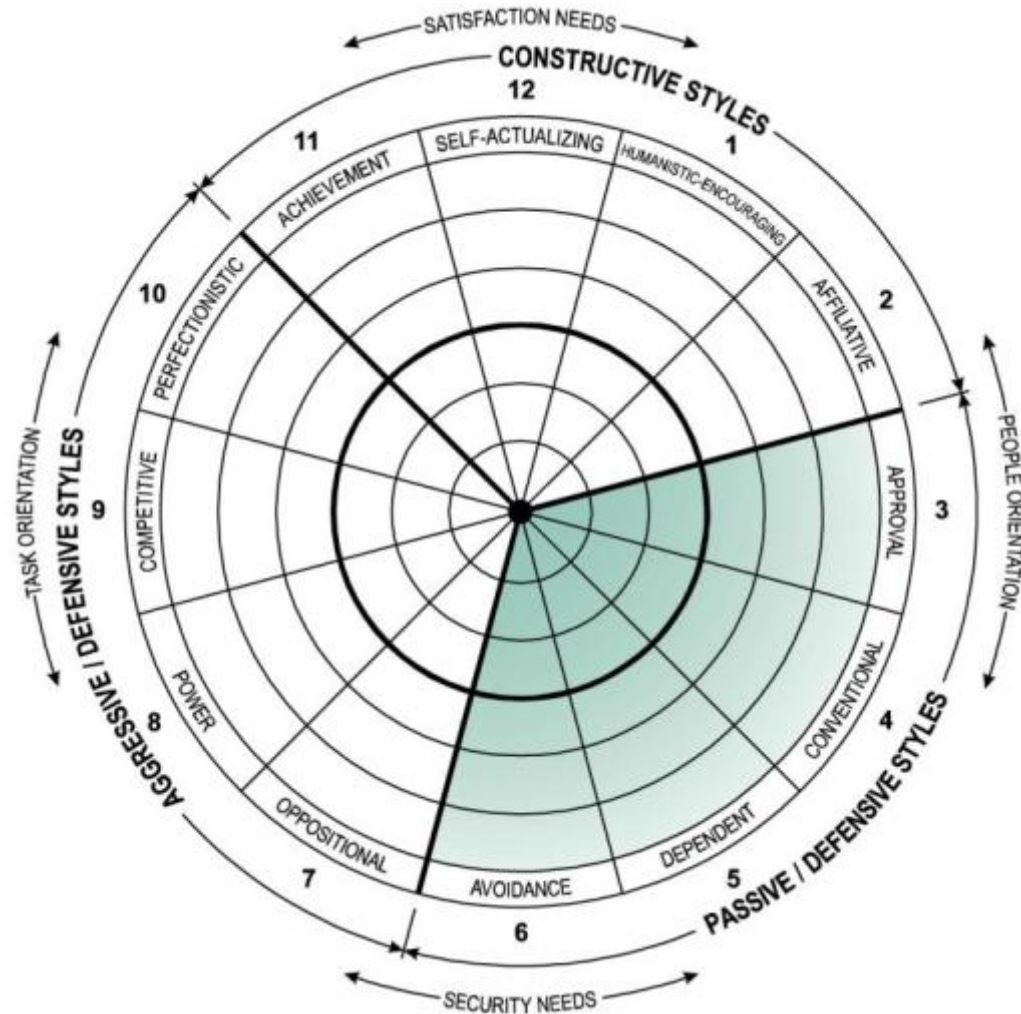
- Achievement
- Self-Actualizing
- Humanistic-Encouraging
- Affiliative

Interacting with others and approaching tasks in ways that will help them to meet their higher-order *satisfaction* needs.



- Approval
- Conventional
- Dependent
- Avoidance

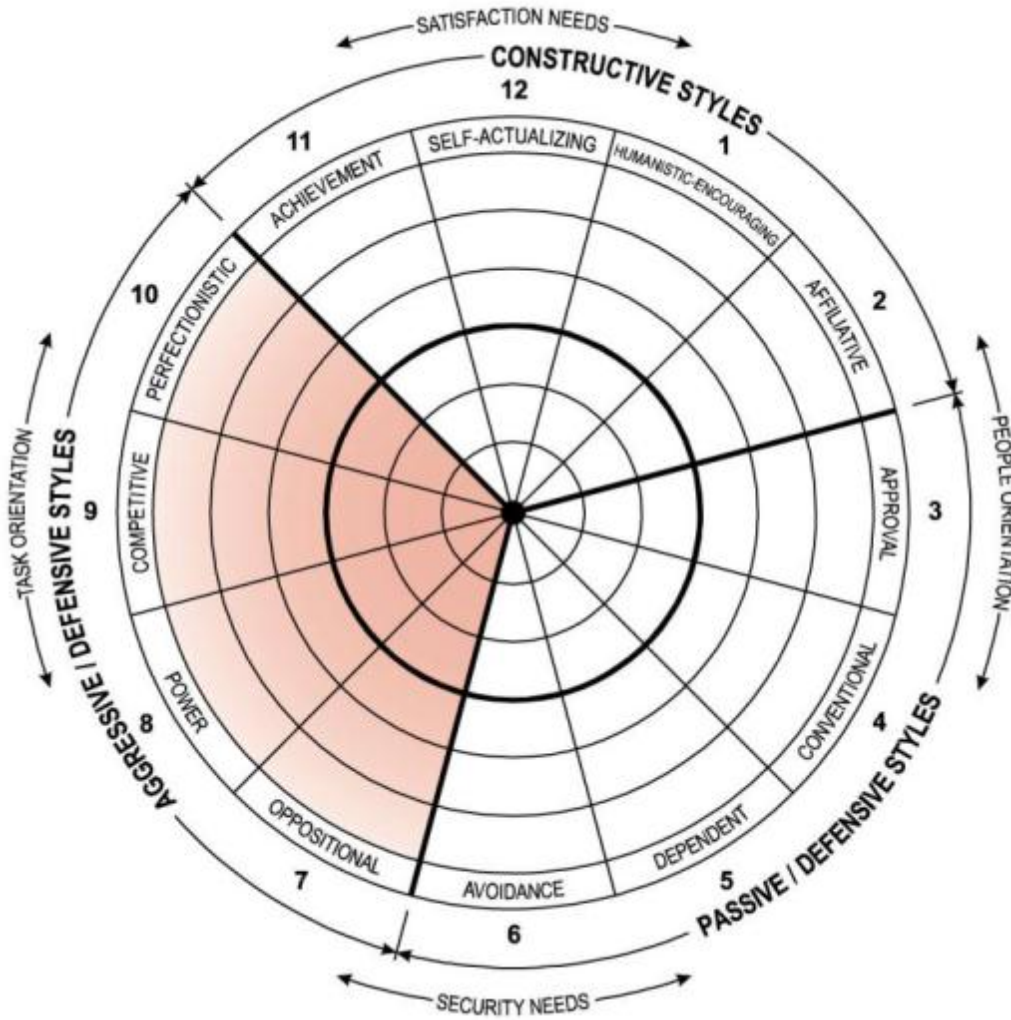
Interacting with *people* in self-protective ways that will not threaten their own *security*.



The Aggressive/Defensive Styles

- Oppositional
- Power
- Competitive
- Perfectionistic

Approaching *tasks* in forceful ways to protect their status and *security*.

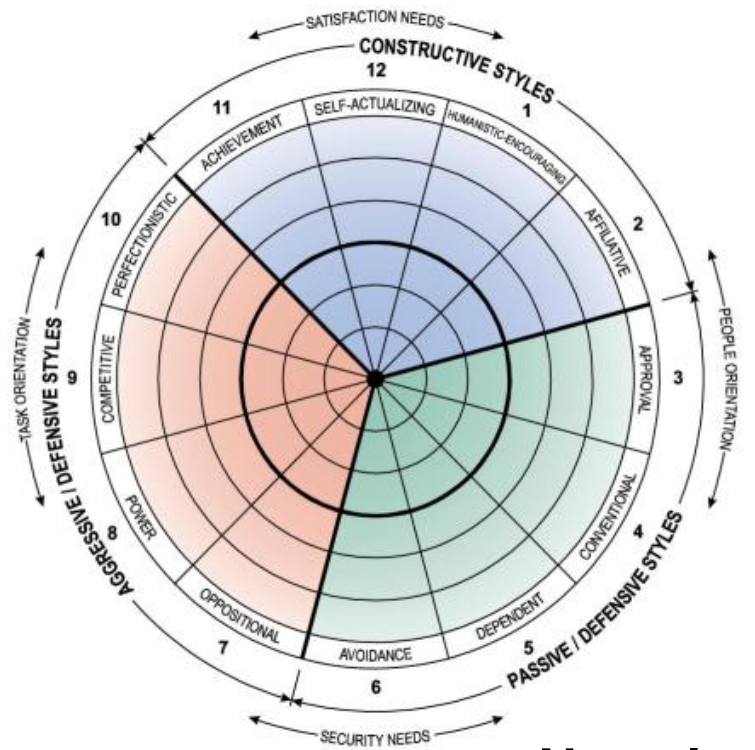


+ Positive

Outcomes and impact of your styles

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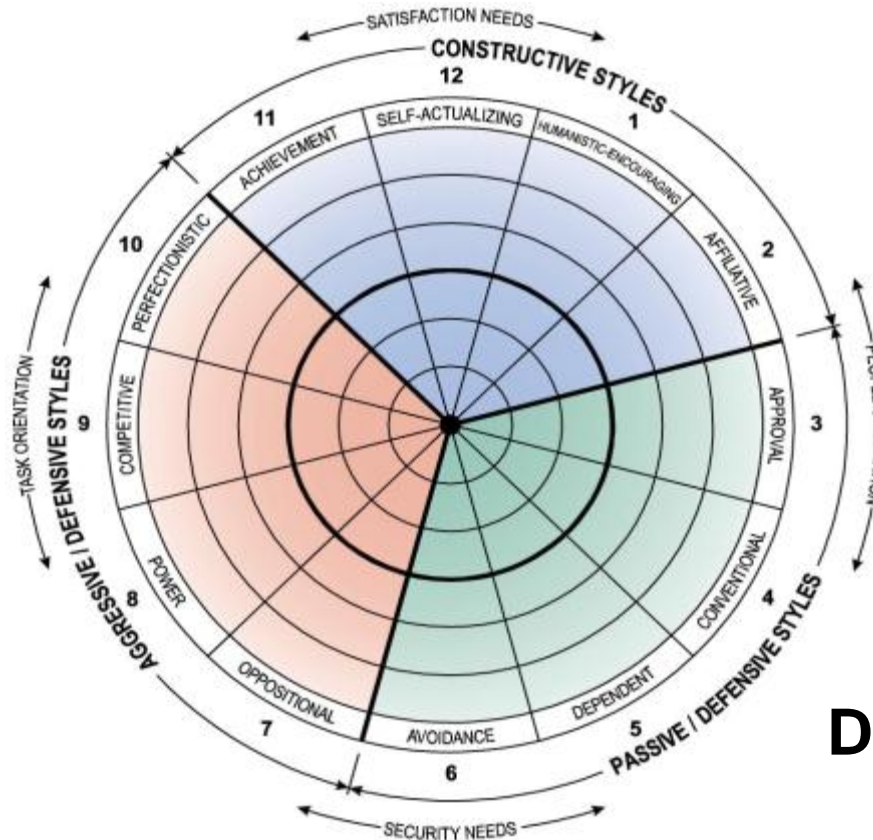
? Variable



— Negative

Optimistic

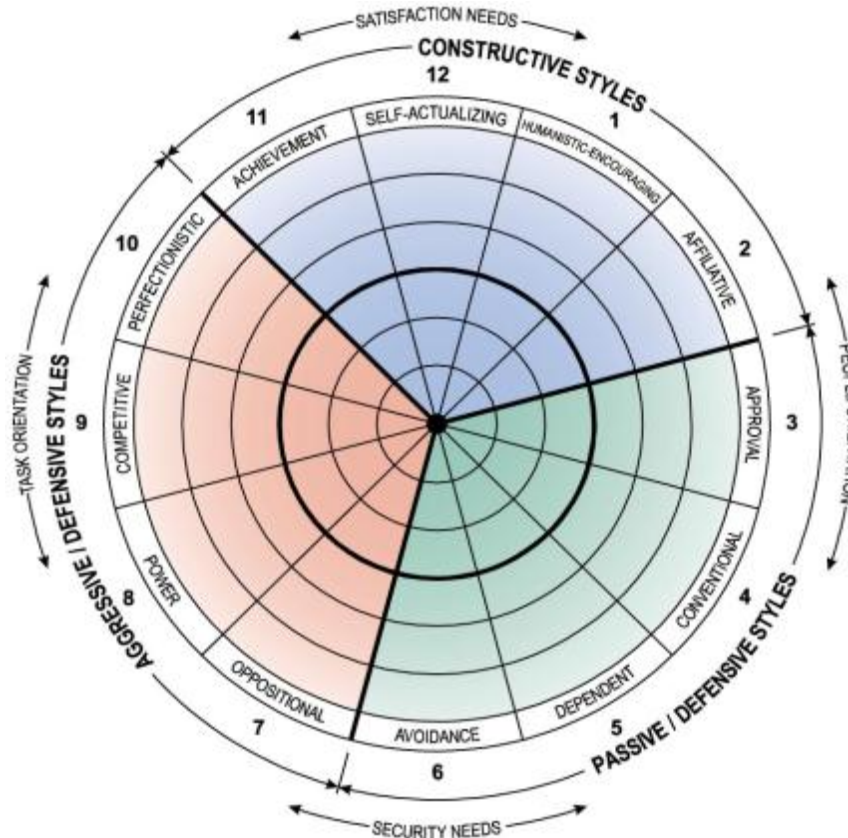
Anxiety



Depression

**Effective
and
Successful**

**+/-Effective
and
Successful**



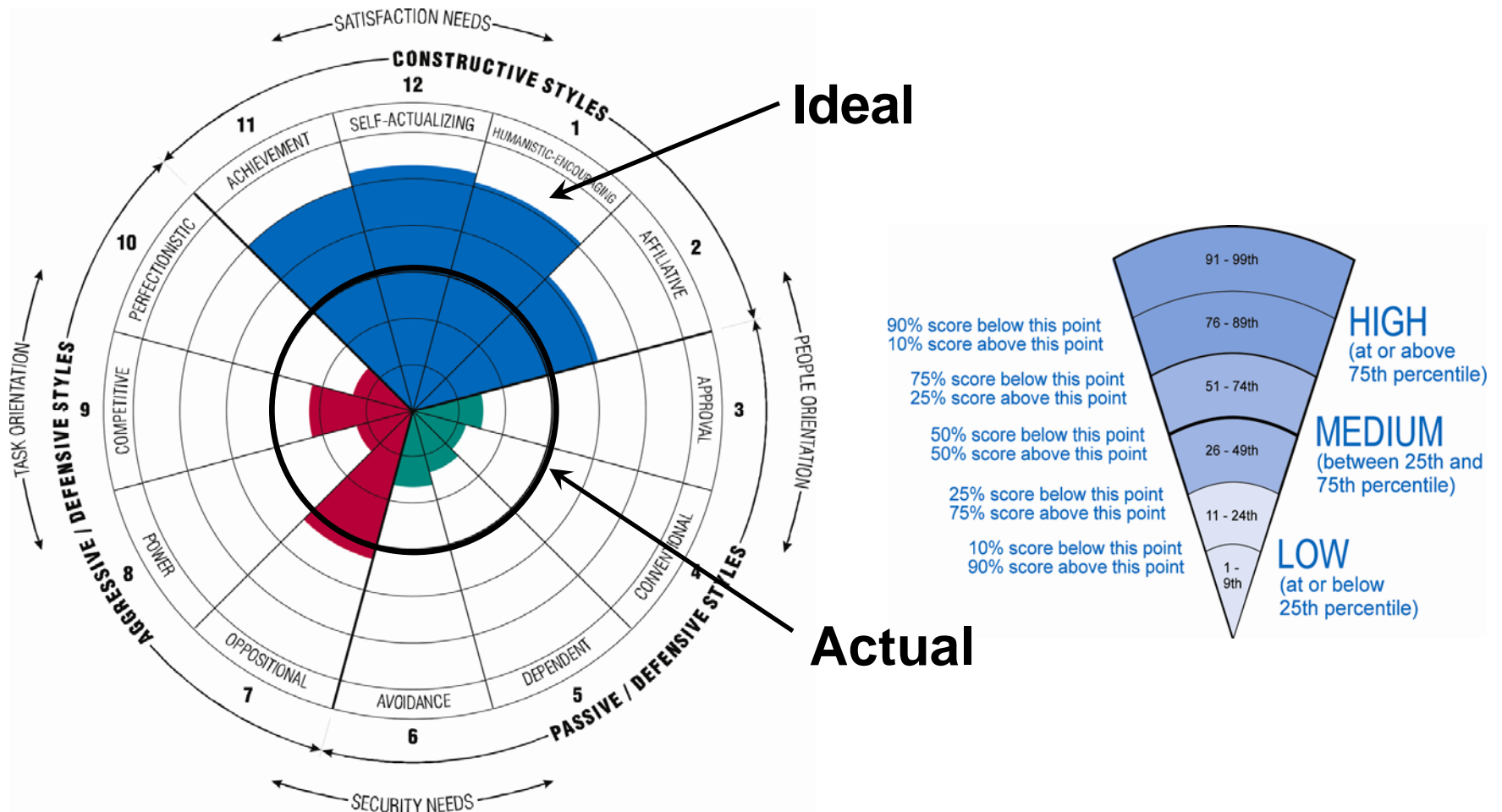
**Ineffective
and
Unsuccessful**

Life Styles Inventory

- To Descriptions by Others
- To Profiles of Effective Managers
- To Post-test Profile

Organizational Culture Inventory

- To Current Culture Profile
- To Ideal Culture Profile



Stop or Start Doing Things

Situational Specific

- Nature of the task
- Styles and needs of people

Irrespective of situations

- Changing one's thinking
- Long term growth and development