



*Working together productively doesn't come naturally to everyone.*



## THE SDI IS THE LINK TO LEADERSHIP AND ORGANIZATIONAL PERFORMANCE

Recent research suggests that relationships, while often considered a “soft” skill, actually play a much more direct role in organizational and team performance. New goals, different team members and changing roles, structures and accountabilities are realities in today's workplace that generate stress, conflict and relationship issues at all levels of the organization. Faulty work relationships often result in conflict that impacts every aspect of a business - from Board/Executive relations, to customer relationship management, supplier partnerships, and employee and labour relations. At its core, it impacts leaders, teams and individuals and is frequently the underlying cause of the typical "people" issues in today's work environments. Studies have shown that over 65% of performance issues result from strained relationships - up, down and across the organization. It is not the lack of knowledge, skills or motivation, but the mismanagement of relationships that creates the greatest cost.

## THE SDI – UNDERSTANDING MOTIVATION

The SDI® (Strength Deployment Inventory®) is the flagship learning resource of a suite of leadership and OD tools based on the theory of Relationship Awareness (RA). The full suite of RA assessments includes eight valid and reliable tools that work together to generate awareness of self and others; provide perceptive feedback; and, clarify expectations in work roles and relationships.



**The SDI is the starting point.** While other Assessment tools tell us WHAT we do, the SDI helps us understand WHY we and other people behave as we do. It is intended to create a common language about work relationships that guides people toward greater understanding and interpersonal effectiveness. Through experiencing the SDI, people achieve very powerful learning outcomes as they are guided toward identifying their motivational values, not just their behaviours. Conflict and motivational values have a powerful connection. People are more likely to go into conflict over things that are important to them than over things that are not important to them - a critical insight in today's high change business environments.

## WHY IS SDI ONE OF THE BEST TOOLS FOR TODAY'S ORGANIZATIONS?

The SDI is a powerful tool for all levels of an organization. The critical insights it provides, enable leaders and team members to understand how to influence people who think, behave and communicate differently from themselves. As jobs become more complex and strategic, social and emotional competencies have become key differentiators for success, particularly at the leadership level. Combined with a focus on real business issues, the SDI helps leaders at all organizational levels focus on how they communicate and work with one another and deploy individual and team strengths in light of current business needs. The end result is reduced conflict and increased collaboration and trust, building productive work relationships for sustainable results.

For over 35 years the SDI process has been used globally by leading organizations that understand the critical connection between productive working relationships and bottom line results.

### Your local Qualified Facilitator:

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*Leading the way to productive work relationships*