

The Differences To Watch describes how two persons differ in their behavior and reaction to stress and how to understand each other.

ARTS

PUBLIC:

Thinks and acts creatively; likely to give attention to form as well as content when communicating information.

SMITH:

Likes activities which seem practical, concrete, sensible, and results-oriented.

When *PUBLIC* is under stress he is likely to see *SMITH*:

as lacking sensitivity; unimaginative; uncreative.

When *SMITH* is under stress she is likely to see *PUBLIC*:

as over-concerned with impractical or non-productive activities; too involved with trivialities.

How *PUBLIC* can understand *SMITH*:

Your natural creative propensities tend to make her see you as impractical, concerned with form to the exclusion of content. Be sure that the central message that is so important to her is being clearly stated. Be aware that you can sometimes concentrate on the business of presentation to the extent that what you are saying is obscured rather than enhanced. Her down-to-earth approach can enable you to be briefer and more pointed in your presentation, and if you in turn are able to persuade her that a creative slant can make the content more memorable, you can make a very effective team.

How *SMITH* can understand *PUBLIC*:

You can tend to downplay his work in making bald facts more palatable because you assume that people are as objective about assimilating information as you are. In fact, he has a good grasp of the fact that most of us respond better to presentations and remember more facts if they are offered in a striking or colorful way. Try to work with him towards some middle ground when it comes to the communication of information to other people. Graphics, newsletters and other creative tools can increase the impact of your message as long as they are not allowed to obscure it.



The Differences To Watch describes how two persons differ in their behavior and reaction to stress and how to understand each other.

CONCEPTUAL/CONCRETE

SMITH:

Thinks in terms of abstractions, ideas, and concepts.

PUBLIC:

Thinks in terms of reality, specifics, what can be grasped directly with the senses or with numbers.

When *SMITH* is under stress she is likely to see *PUBLIC*:

as becoming too literal-minded, too demanding; preoccupied with predictable outcomes; unwilling to take things on faith; unrelenting.

When *PUBLIC* is under stress he is likely to see *SMITH*:

as ungrounded, out of contact with the real world, preoccupied with theory; more concerned with what sounds right than what is right; wandering off on tangents.

How *SMITH* can understand *PUBLIC*:

He thinks in terms of what can be seen, touched, tasted, smelled, heard: give him an example, not an abstraction. But don't talk down to him; this is a matter of style, not substance, and a preference for the concrete over the conceptual does not correlate with I.Q. He can do a great deal for you in making sure you relate to the real world: "How are you going to do that? Exactly what do you mean? What does that mean in terms of what we do tomorrow?" Value these confrontations; they force you to check ideas against facts. Also understand that the two of you make connections at different levels, so your response to what he says may not make sense to him; he may think you are wandering completely off the topic at hand while you think you are simply pondering logical consequences. And he may be right.

How *PUBLIC* can understand *SMITH*:

You may find it very difficult to follow her arguments and hard to understand her plans or concerns, but do not dismiss what she is saying as "theory." Your best approach is to ask her to give you an example of what she is talking about. If you run into trouble, refer back to the example: "OK, so in the case of Titan Steel, what would be our plan of action there?" When you are presenting ideas to her, in turn, try to discuss them in terms of the biggest applicable generality with which you are comfortable. You may find it hard to keep her on what you perceive to be the subject; this is because she will make connections at conceptual rather than concrete levels, and thinks the relevance is obvious. The fact that you don't think it obvious is indicative of your differing intellectual styles, not of any differing levels of intelligence.

