

## ***ABOUT YOU AS THE PLANNER...***

*Have you ever stopped to consider **how you like to learn**, what steps you take in getting things done, why you work the way that you do? In order to be more productive and effective, we need to understand ourselves and the habits or patterns we have formed.*

*When working with clients, my job is to get the best out of them; I have to understand their learning and thinking styles so that I can plan individual strategies to ensure that they get their books planned, written and published.*

*It is vital that when you begin to write your book, build a brand and create a business that you love that you understand your preferences, as this will help you not only get started but actually finish your projects.*

*Aspects of planning will be easier for some than others, because each of us have preferences for the way in which we think, learn and do.*

*Our ways of thinking feel a 'natural' part of us. You may be unaware of these non-conscious patterns until you learn to recognise them. You can learn to recognise them through your language and behaviour. **This is often why projects fail - people simply do not know why they may get into overwhelm or lose motivation. It's all down to your preferences...***

*Having a preference for a particular pattern of can be very beneficial when that pattern is useful in a particular context. On the other hand, you might find it difficult to adapt your behaviour, even when that way of doing something could be more beneficial. Consider how being more flexible with your thinking and behaviour may lead to more productive outcomes.*

***This is section is not designed as a psychological tool, but more of a reflection of the way in which I have observed myself and my clients working and a review of different thinking and learning style literature. You may recognise bits out of each area, or you may highly identify with one. This is a guide - by understanding you; chances are you will be better equipped to get what's in your head out, onto paper and through to final publication.***



Whatever you do or however you like to work, do one thing, you will be pleased that you did.

**ASK YOURSELF A FEW QUESTIONS: -**

**WHEN YOU GO ON A JOURNEY DO YOU: -**

*Ask a friend for directions?*

*Plan the route.*

*Use a printed map and/or your sat nav?*

*Just head in the general direction, you know that you will get there?*

**WHEN YOU ARE HAVE SOMETHING NEW, DO YOU: -**

*Read the instructions first?*

*Head to YouTube to watch how someone else does it?*

*Ask for help?*

*Just have a go (you are the ones with the left over screws)?*

**WHEN YOU LEARN SOMETHING NEW, DO YOU: -**

*Watch and learn, before you do?*

*Talk it through with someone first?*

*Read it through, think about it for a while, then have a go?*

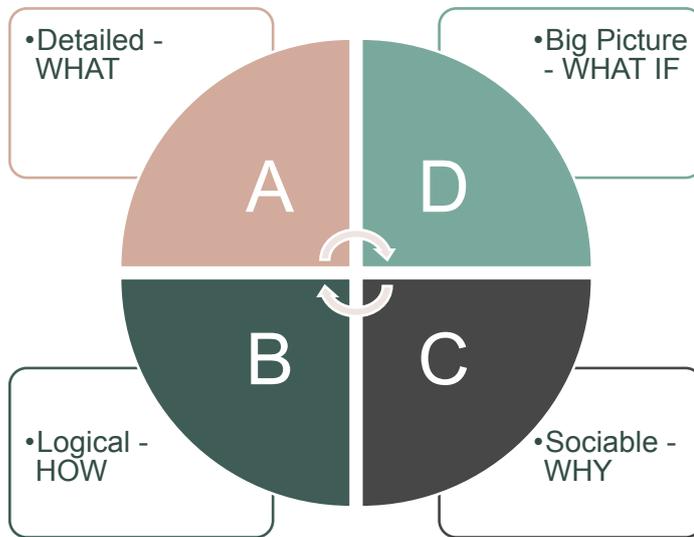
*Just jump in and try?*

*You see, we are all different and there are reasons why some bits are easier than others. The point is, learn why you do what you do, try to flex your style or adapt the way you do things and ask for help. Everyone has to learn how to flex their planning style to get things done and to communicate with people who are not like them.*



## A, B, C AND D PEOPLE

*We are all different, which are you?*



*Let's explore...*



## A – WHAT PEOPLE



### YOU

*Your motivation comes from inside you.*

*Logical, factual and results driven.*

*Need to research and analyse the facts.*

*Not easily distracted, and you find it easy to focus on an activity for a set period of time.*

*Good time managers.*

### ENVIRONMENT

*You like to work alone and in the quiet, without clutter or distractions.*

### PLANNING

*You like to gather all of the information together before starting.*

*You like clear guidelines and facts so that you can decide what tasks need to be done and by when.*

*You can set achievable goals and are realistic about what needs to happen to get them done.*

*When writing for example, you test out how many words you can write / edit in an hour or day and plan accordingly.*

*You think through the pros and cons of how your project methods will work.*

### STYLE

*You are good at summarising and are concise and to the point.*

*Apply your logic, critically evaluate what you are doing and use facts to support your theories.*

*Tend to prefer more what, than why, how or what if.*

*To get the best out of your project, gather together everything you need before you start, create a plan of how you will get it done, gather your research, time yourself to find out how long it will take and then set aside blocks of time. Do a set amount each day, moving through your project in a more linear fashion.*

*Create a master plan and write it up as if it were a training course and test the flow until it makes sense and is logical to you. Once you have it all together, talk it through with someone else to test your ideas, flow and to make your content more concrete. Undertake research so that you have your facts together before you start your project.*



## *B – HOW PEOPLE*

### *YOU*

*Very practical and hands on.*

*Wants details before acting or making decisions.*

*You are usually on time with your projects and plans.*

### *ENVIRONMENT*

*Neat, orderly and has a preference for quiet.*

### *PLANNING*

*Disciplined, detailed, methodical, you like to know that there are proven methods.*

*Highly organised, structured and likes a step-by-step approach, with checklists and to-do lists.*

*Like to try things in order to understand how you can get your plans achieved.*

*You like planning and having a timetable to work to.*

### *STYLE*

*Very detailed, factual and clear. You would be good at writing how-to and manuals.*

*Tend to prefer more how, than why, what or what if.*

*To get the best out of your project, gather together everything you need before you start, read through the methodology to get a clear idea of what you have to do. Create a plan of how you will get it done, make checklists for each stage, write out a flow chart (list or visual), so that you can keep checking that you are on track. Gather together your details looking for ways to bring everything back to the key message for your project.*



## **BOTH A AND B**

*Organise your working environment and let others know that you have a project to complete; otherwise distractions will drive you mad.*

*Create your checklists for what has to be covered and keep these to hand.*

*You may find that you will be hard on yourself if your plans don't work out the way in which you planned them. Remember to allow for distractions.*

*Try not to get bogged down in the detail, otherwise you will never finish. Forget perfection, getting things done is better, you can change things after a period of reflection. Your job is to make plans so that things are easier for you.*

*Working with a writing buddy or coach will ensure that you don't get bogged down in the detail and will help you to move through your project.*

## **C – WHY PEOPLE**

### **PERSONAL**



*Outgoing, sociable, emotional and feeling, you love to work with others.*

*Your values are important, and you like to do things based on how you feel.*

*You tend to need to check with others before doing things.*

*Great at sharing ideas.*

### **ENVIRONMENT**

*You want to be with other people and don't mind noise or music when you are working.*

### **PLANNING**

*Starts enthusiastically and works intuitively and may not finish, as they are easily distracted.*

*Has loads of ideas and trouble picking 'the' one.*

### **STYLE**

*Is very creative, expressive and uses emotional language.*

*Uses case studies and stories to connect emotionally to their customer.*

*Uses creative and emotional language.*



*Tend to prefer more who, than how, why, what or what if.*

*To get the best out of your project, brainstorm ideas and work with someone else to choose 'the' project for right now. Use an accountability buddy or coach to keep you on track.*

*Create a master plan and walk over the steps to get a feel for the flow and content, write it up as if it were a training course. Once you have it all together, talk it through with someone else to test your ideas, flow and to make your project feel more concrete.*

*Start where it feels right, you will find it hard to work in a linear fashion and will want to mix up what you do, so that it always feels fresh and new.*

*Ideas will come to you as you work, and you have a tendency to go off track, which is why a coach is important to you.*

*You will get frustrated with your inability to stick to the one project and will want to talk about why this project is never going to see the light of day, once you have the reassurance you will get back to working again.*



## D - WHAT-IF PEOPLE



*can make sense of them.*

### YOU

*Very curious about all sorts of things, which can lead to being easily bored and distracted. Your insights send you off in different directions.*

*You want the big picture, are very visual and hate details.*

*Keep questioning what you are working on all the time.*

*Need constant change, variety and want to find different ways to do things.*

*Want to do it your way.*

*Visualise the facts, that is, you need to see things before you*

### ENVIRONMENT

*You like an informal, casual and fun place to work, surrounded by lovely things.*

### PLANNING

*Hate to be held to a timetable and have a tendency to be unstructured.*

*Mind mapping works for you, as you need to see pictures of how it will work.*

*You must have options for different ways to tackle your project.*

### STYLE

*Creative and use colour, diagrams and visuals to get your point across.*

*Often forget the details and find it hard to get past the big picture, conceptual, visionary stuff.*

*Tend to prefer more what if, than how, why, or what.*

*To get the best out of your project, brainstorm ideas and setup visual systems so that you can see what needs to be done. Use mind maps or post it notes so that you can move things around until they look right to you.*

*Create a master plan and walk over the steps so that you can see how it flows and how the project content, would fit together write it up as a mind map and put these where you can see them.*

*You will find it hard to work in a linear fashion, set your outcome for finishing so that you have a deadline in your mind's eye and chop up your project and find options that work for you.*

*As you work, check off your mind map or visual with coloured pens.*



*As you are easily distracted when you come to a section of your project draw the diagram of what you want to explain first so that you can keep referring to the point, you want to make. Remember to include details for those people who may find a picture confusing.*

*You will get frustrated with your ability to stick to the one way of working and will want to play around with your map for getting your project done until you see a new way of getting that bit completed.*

## **BOTH C AND D**

*Organise your working environment so that it feeds your senses. Try working in different places when the mood takes you. Turn off your phone and Internet and get into the habit of working for an hour and then taking a break.*

*Create your project using visuals and checklists; keep them handy so that you can refer to them in order to keep you on track.*

*Remember other people need more detail; they might not care for case studies or pretty pictures.*

*Find someone to help you with planning and staying on track, use a coach to support and keep you on track.*

## **EVERYONE**

*Get your working environment right for you.*

*Understand your preferred way of working and behaviours.*

*Understand your capabilities (what skills, abilities and competencies you need to do the task) and outsource what you can't or won't do.*

*Get your head around what you believe to be the right way and find the right way for you. Ask what is important to you?*

*Understanding you, will help you to find a way that works for you.*

*Keep coming back to the purpose of your project.*

*Don't be too hard on yourself.*



## 4MAT

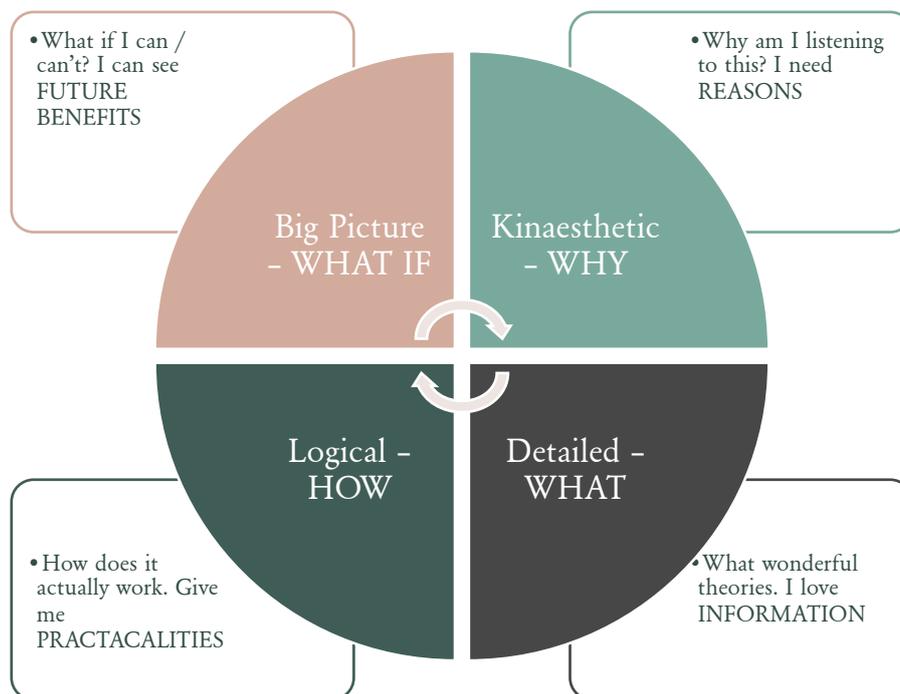
4MAT again describes different kinds of people: -

- Why?
- What?
- How?
- What if?

*Look for the one that resonates with you. It is important for you to know what your preference is so that you can understand why some things will resonate with you, and others not.*

*When you come to write your book, it will also enable you to write for a cross section of people (more of this when we get to writing our books).*

*For now, just get to know your preferred style.*



#### WHY? PEOPLE (APPROX 35% OF POPULATION)

*Why people learn best through discussions. They want to discuss the reasons why, specifically so they can find out why something is worth doing. They are unlikely to take action until they've explored the reasons for doing so.*

#### WHAT? PEOPLE (APPROX 22% OF POPULATION)

*What people learn best from teaching. They want to be taught the information either verbally or be given it on paper. What people are going to be the most satisfied when they are presented with so much information that they can't keep up. They are likely to take lots of notes and try to get as much of it down as possible.*

#### HOW? PEOPLE (APPROX 18% OF POPULATION)

*How people learn best from coaching. They don't really care about the reasons or the theory – they want to be diving in there and getting their hands dirty. The sooner you have How people doing something and giving them feedback on what they are doing the happier they will be.*

#### WHAT IF? PEOPLE (APPROX 25% OF POPULATION)

*What If people learn best from self-discovery. Don't be surprised when What If people, after being given clear instructions, go off and do something completely different. They get great pleasure from changing things around, trying out new ways of doing things and trying to get an answer to the question of "I wonder what would happen if I just tried this... or that... or...?". What If people are great at considering the consequences of what they are doing and testing the boundaries. You can really engage this way of thinking by speculating about the opportunities to embrace and extend what they have learnt about.*

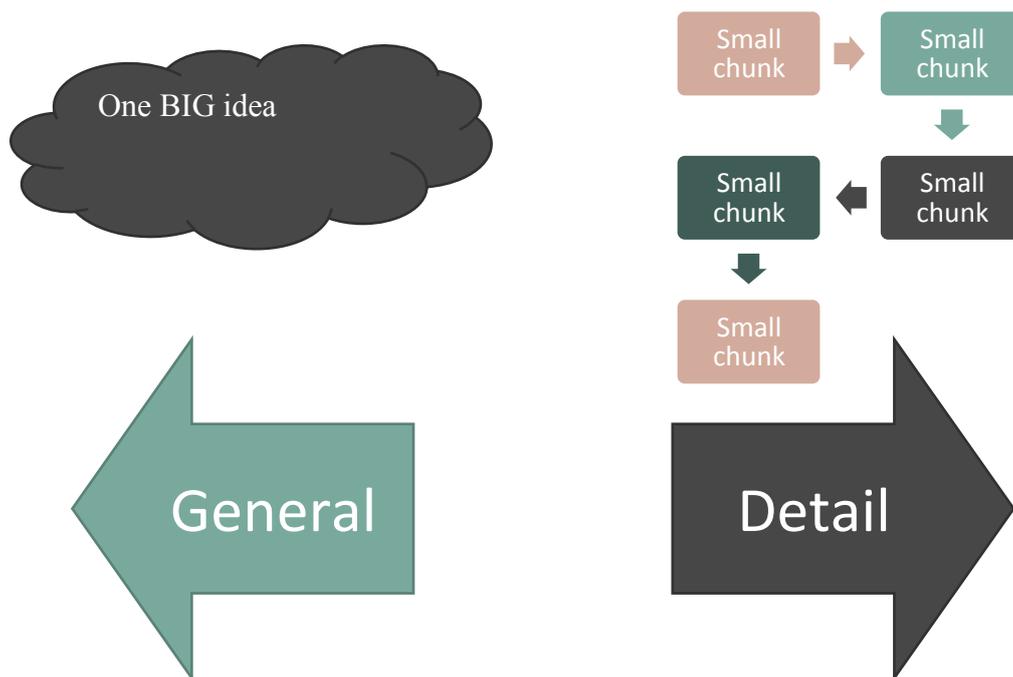
4MAT - Bernice McCarthy - To find out more you can download a guide from

[www.4mat4business.com](http://www.4mat4business.com)



## GENERAL / DETAIL

*This is another learning style which will explain why you might find it difficult to get your book written. General people who love a big picture get turned off by detail and detail people get irritated by detail people who just can't provide enough detail. Both of you will gain a lot from flexing your styles. More on this when we get to editing. For now, just be mindful of which is your preference and how that might help or otherwise getting your book written and published.*



### GENERAL

*You like to get the broad scope of a subject before you get down to the details. In fact, you can get easily bored or really turned off by too much detail. For you, 'less is more', and you can get impatient if someone tries to give you too much detail.*

*When you're describing something you need to take care that you're not making it difficult for others to follow by only giving a vague outline (because you understand things in terms of the 'big picture') - another person who needs more detail might not be able to 'see' what you mean.*

*You have a tendency to be a dreamer, and may get into difficulties by constantly expanding the scope of a piece of work.*

### DETAIL

*You like to get a grip on the details of a subject first, and will want to know all the specific facts. Preciseness and accuracy are important to you.*



*Because of this, you may end up getting deeply involved in an area that is unconnected with the overall direction your work should be taking.*

*You could get swamped by the amount of information as you work towards the 'big picture' and end up missing the overall point.*

*When describing something you need to take care you don't turn other people off because of your need to include all the details of a subject.*



## ***YOUR ACTIONS***

*WHAT KIND OF A PLANNER ARE YOU?-*

*A*

*B*

*C*

*D*

*4MAT ARE YOU A: -*

*Why*

*What*

*How*

*What if?*

*GENERAL / DETAIL*

*Which are you?*



*YOUR STRATEGIES FOR SUCCESS ARE?*

*Make a list...*

