



# BRIDGE

RELATIONAL STYLE MODEL

## INDIVIDUAL REPORT

Report prepared for

**Sample Report**

October 14, 2020





## WHY DO WE GET ON SO EASILY WITH SOME PEOPLE BUT NOT WITH OTHERS?

People have different styles. This means that not only do we communicate with others differently, we receive their communications differently too.

The Bridge Report characterises your style of relating to other people and helps you to discover different strategies to get on with other styles.

### THE RELATIONAL STYLES

The **four basic relational** evolve from the Rational-Emotional and Reflexive-Active approaches. We have identified them metaphorically with the 4 elements of nature:

 EARTH	Rational – Reflexive
 FIRE	Rational – Active
 WATER	Emotional – Reflexive
 AIR	Emotional – Active

### BRIDGE AS A TOOL

It helps you:

- Identify **your primary style** for relating to others.
- Identify your **profile type** based on your styles.
- Identify **your percentage of each of the four styles**.
- Provide **communication strategies** with all styles.

### TYPES OF BRIDGE PROFILE

Your Bridge result will be one of **three profile types**:

#### PURE

A preference for one style above the others.

#### DUAL

Two preferred styles in the same person.

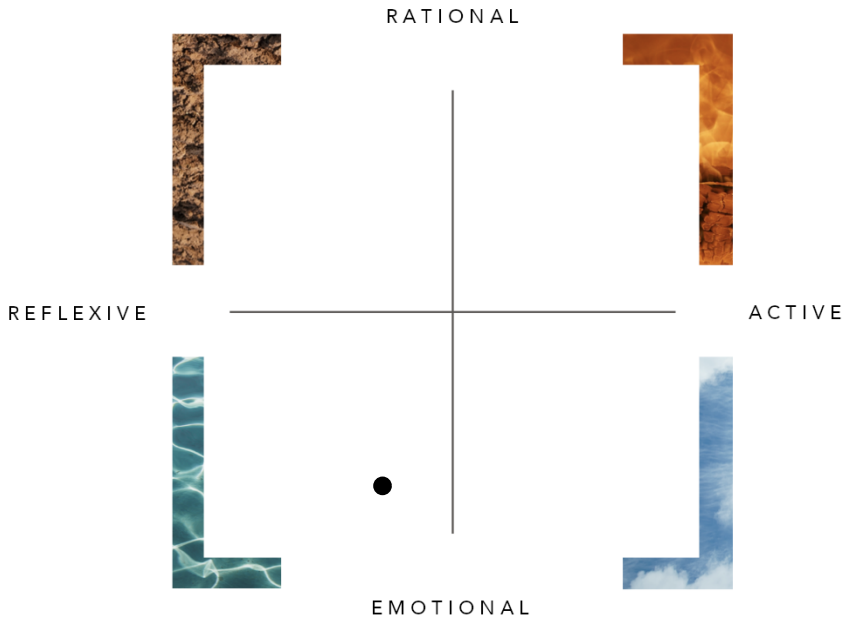
#### MULTIPLE

Three or four styles with a similar weighting.



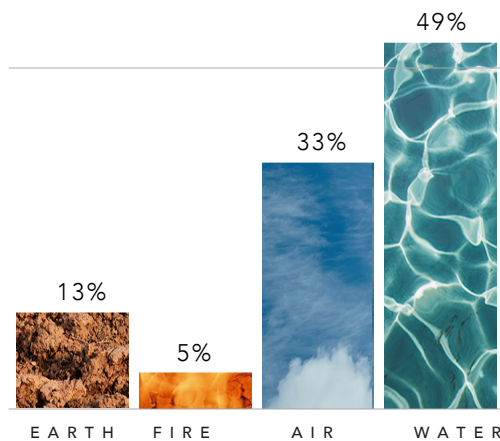
# YOUR STYLE IS PURE WATER

## YOUR POSITION ON THE STYLE MAP



## YOUR PERCENTAGES

This is the visual representation of your percentage of each style. **Percentages above the line determine your preferred styles.** You can have 1, 2, 3 or 4.



## INTERPRETING THE REPORT

**If your style is Pure, your position on the map will be clearly located in the quadrant for that style. Only one style will be above the percentage threshold for your preferred styles.**

It will be easy for others around you to recognise your style. Nonetheless, if the percentage is over 40%, you may tend to overuse this style and have more impact than you think on people with a style below 15%.

**If your style is Dual, your position on the map will be near one of the axes on the map and will have two percentages above the threshold.**

Both styles will have a strong presence in you. It will help to be aware which you are using, since you may use them unconsciously in different contexts or with different people.

**If your style is Multiple, your position will be near the centre of the map and will have similar percentages.**

You may have three or four styles above the threshold. You generally find it easy to adapt to all styles and don't exhibit any extreme behaviour in any of the styles. It might not be easy for those around you to identify your style and you may sometimes confuse people by shifting quickly between styles in the same situation.

Bear in mind that we all have a little of each style. Even if you only have a small percentage, it will be present all the same and you can effectively use it at a given moment.

If you have less than 15% for a style, you may tire quickly when using it.

The key aspects of the effective and ineffective use of each style are detailed below. They are listed on the four following pages in order of your percentage for each style. You should pay particular attention to your preferred styles.

We are all different. This means that while you may identify with many aspects of a given style, you may not necessarily identify with all of them.



## Water

49%

The **Water style is intimate, careful, loyal and considerate**. People with this style often wait for others to make contact. They prefer to go unnoticed and are highly respectful, seeking a harmonious atmosphere and the well-being of everyone. They are interested in long-lasting relationships, without imposing their ideas and are considerate to and pleasant with others. They try to understand other people before sharing their opinion. **They are motivated by generating a harmonious atmosphere.**

## ADDING VALUE

- You are interested in people's well-being and making sure they get on.
- You are flexible and can adapt to all sorts of people.
- You have a clear idea about how to achieve the common good.
- You are organised and methodical in order to have a positive impact.
- You can put up with a lot to achieve peace and harmony in relationships.
- You easily perceive the emotional needs of others.
- You are tenacious and persevering in your work and see things through to the end.
- You demonstrate with actions and deeds your genuine interest in people.
- You value close relationships, being selective from the start.
- You intuitively understand the complexity of human relationships.

## INEFFECTIVE USE

- You may avoid conflicts due to feeling uncomfortable with confrontation.
- You may be insecure about holding onto your point of view.
- You may avoid situations where you need to make decisions that affect others.
- You can have difficulty meeting deadlines.
- You might take others' comments personally.
- You can be overlooked, and your opinions not heard.
- You can get blocked when confronted, and not be able to maintain a constructive discussion.
- You may be overly critical of yourself and not feel appreciated by others.
- You may react impulsively when overwhelmed.
- You can be obstinate if you aren't given time to reflect.

YOU CAN  
BE SEEN  
BY

Sentimental | Soft



Fragile | Indecisive



Considerate | Empathetic



Slow | Dull

## Air 33%

The **Air style is sociable, friendly, enthusiastic and energetic.** People with this style will tend towards close relations, even with strangers. They use personal connections to build engaging relations and prefer to interact with others in-person. The Air style is creative and likes to think outside the box when finding solutions. **It is motivated by connecting the talent of different people.**

## ADDING VALUE

- You see possibilities in all things and people.
- You quickly offer support, help and recognition.
- You are a catalyst for the development of social groups.
- You have a lot of energy and many different interests.
- You can see the best in people and work with this potential.
- You combine fun and responsibility in equal measure.
- You find creative solutions to problems and new ways of doing things.
- You bring excitement and enthusiasm to groups and relationships.
- You create on the fly, improvising from experience.
- Your optimistic outlook encourages others.

## INEFFECTIVE USE

- You can get distracted easily and lose track of what is important.
- You may overlook certain responsibilities as you live for the intensity of the moment.
- You may forget to be objective and make decisions only based on people.
- You can be overly sensitive to criticism, and doubt your competence.
- You can talk too much, and not let others say anything.
- You can be too impulsive and exhaust others with your intensity.
- You may not pay enough attention to details and processes.
- You may not carry out many ideas due to lack of focus.
- You can be too concerned about getting recognition from others.
- You can find it hard to be consistent.

YOU CAN  
BE SEEN  
BY

Theatrical | Snake-oil salesman



Lack of focus | Smooth talker



Precipitate | Nervous



Flexible | Exciting person

## Earth 13%

The **Earth style is practical, realistic, analytic and prudent.** People with this style relate to others formally, politely and discretely. They use logic and objectivity, and prefer concrete messages. They prefer detailed information and written communication and are more interested in intellectual ideas than social interaction. They have a strong sense of responsibility and are extremely loyal. **They are motivated by doing things well.**

### ADDING VALUE

- You contribute critical judgment to conversations.
- You anticipate problems.
- You reflect on things thus avoiding showing your hand too hastily.
- You bring objectivity to situations, often putting your finger on the problem.
- You express yourself formally and respectfully in your environment.
- You transform arguments into discussions with a logical tone.
- You assess the real risks to take into account possible future difficulties.
- You specify and summarize the most important points after an open discussion.
- You bring clarity in situations of dispersion by making precise point.
- You give time to others so that they can speak and give their opinion.

### INEFFECTIVE USE

- You can ignore relational or emotional needs of others, focusing more on the task than on people.
- You have a tendency not to respond to requests for connection or approaches from others.
- You can find it difficult to find the way to communicate your ideas to make them understandable.
- You can be cynical or sarcastic.
- Your critical ability can be taken to the extreme, and make you a negative critic.
- You can be overly critical with those who do not get your ideas or vision.
- You may have a tendency to remain on the margins of certain social situations.
- People may feel that you value your data more than their feelings.
- You may have difficulty trusting others to do the job properly.
- You can be too formal, giving an impression of coldness.

YOU CAN  
BE SEEN  
BY



Judicious | Realistic



Slow | Rigid



Distant | Not very involved



Negative | Small-minded

## Fire 5%

The **Fire style is fast, ingenious, practical and firm**. People with this style initiate relations directly, energetically and decisively, with clear and concise messages. They trust their judgement and tend towards direct and face-to-face communication. They are strongly focused on finding solutions and achieving objectives quickly, acting to resolve issues effectively. **They are motivated by getting things done.**

### ADDING VALUE

- You act vigorously and quickly to resolve all types of situations.
- You focus on achieving what you propose.
- You quickly assume the management and leadership of what is being proposed.
- You say things directly and bluntly.
- You stamp your energy on the things you propose and say.
- You quickly move to test decisions.
- You are brave about proposing ideas and challenges.
- You challenge the ideas of others, hoping they will defend them to build and develop them.
- You have verbal facility and are quick to reach practical conclusions.
- You promote new initiatives, ideas and projects.

### INEFFECTIVE USE

- You may hurt others by focusing too much on results.
- You may find it hard to listen to others.
- You may not show empathy towards other people.
- You may not be aware of the impact of our communication on others.
- You can be combative, aggressive and even cutting.
- You can be brusque in your way of expressing things.
- You can be too challenging.
- You may not take into consideration details that others are providing.
- You can be impatient with those who are slower than you at communicating.
- You may tend to exert too much pressure to achieve your goals.

### YOU CAN BE SEEN BY



Hasty | Giving orders for no reason



Determined | Resolved



Crude | Arrogant



Bossy | Aggressive



## TIPS FOR RELATING TO EACH OF THE STYLES

## EARTH

- Prepare carefully beforehand, and take things in writing.
- Slow down when speaking.
- Control your enthusiasm and non-verbal expressiveness.
- Provide factual evidence clearly.
- Be thorough in your explanations.
- Take care with physical proximity.
- Deal seriously with the issues that are important.
- Respect their routines.

## FIRE

- Be direct and determined.
- Speed up your speech.
- Focus on the essence of things.
- Get to the point, avoiding preambles and tangents.
- Do not take their very direct style personally.
- Orient towards the solution when presenting an issue.
- Be transparent and firm in your stance.
- Keep the conversation away from emotional expressions.

## WATER

- Allow enough time for the conversation.
- Avoid being overly direct – ask questions rather than making statements.
- Listen with patience and at their pace.
- Do not press for answers right away.
- Be very aware of your impact.
- Seek solutions in which you bear their contribution in mind.
- Appreciate their contribution.
- Ask for their opinion, and allow time for their response.

## AIR

- Recognize their ideas and creativity.
- Be flexible and open in conversation.
- Allow time for creative exploration before trying things down.
- Get involved personally and do not remain in the role of observer.
- Use codes and visual elements in communication.
- Avoid routines.
- Come with enthusiasm and openness.
- Avoid excessive details.



## MODEL BRIDGE SUMMARY

Inflexible  
Distant  
Paralyzer  
Very Critical  
Closed  
Distrustful



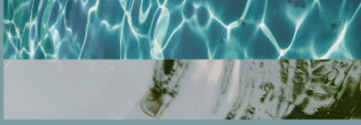
Exact  
Juicious  
Systematic  
Discreet  
Cautious  
Formal

Fast thinking  
Effective  
Brave  
Energetic  
Fighter  
Transparent



Bossy  
Absolute  
Blunt  
Does not listen  
Puts pressure  
Argumentative

Undecided  
Unsure  
Stubborn  
Resigned  
Fuzzy  
Get Stuck



Calm  
Empathetic  
Cooperator  
Tenacious  
Good Listener  
Mediator

Passionate  
Positive  
Open  
Sociable  
Captivating  
Dynamizing



Overreacting  
Protagonist  
Chaotic  
Scattered  
Variable  
Dependant on  
recognition

