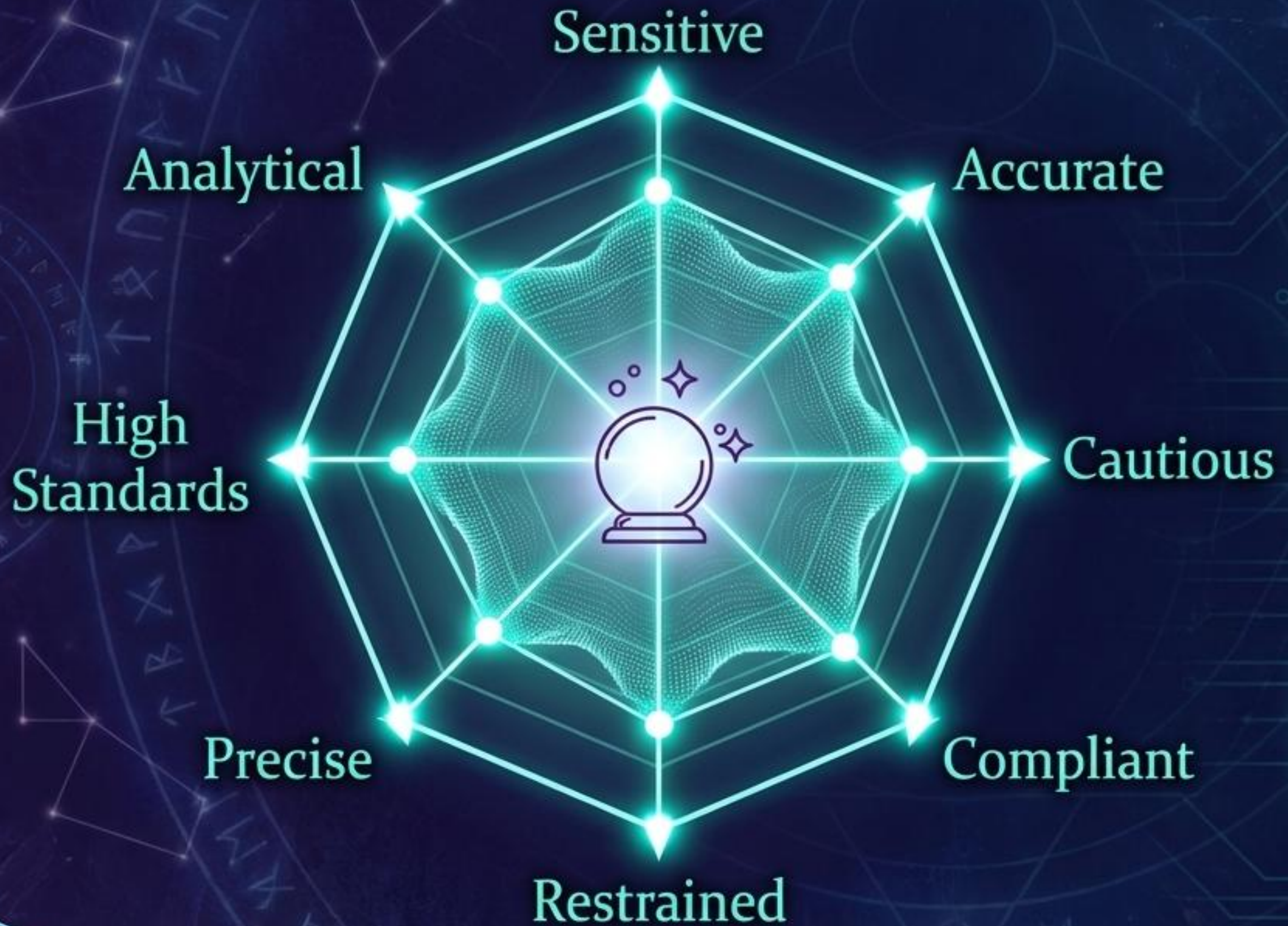


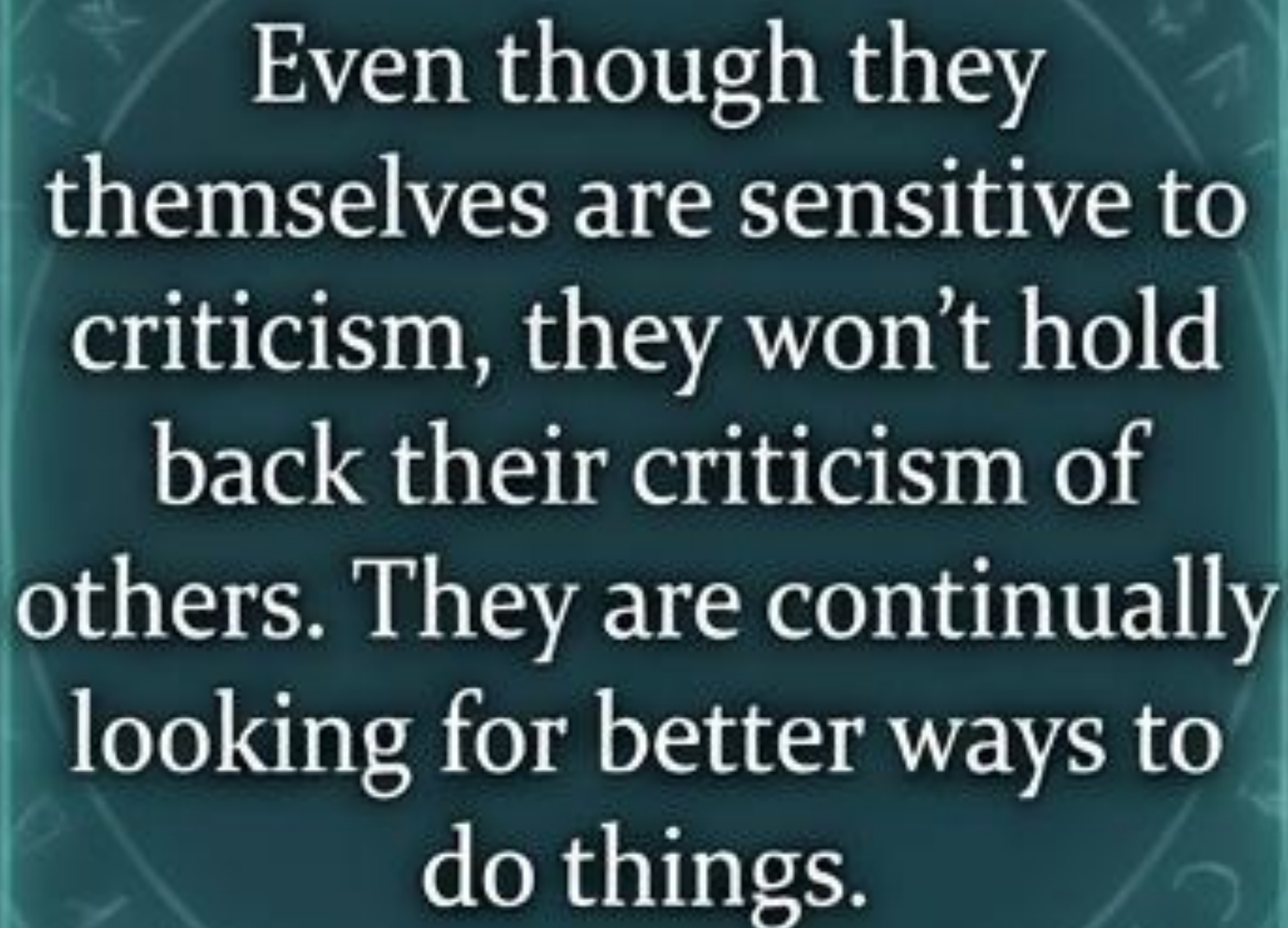
Decoding the High Compliant

A tactical field guide
for communicating with
Critical, Negative & Stern people



Behavioral DNA & Predictive Traits





Even though they themselves are sensitive to criticism, they won't hold back their criticism of others. They are continually looking for better ways to do things.

The Perspective Flip

PESSIMISM



**DETAIL-ORIENTED
THINKING**

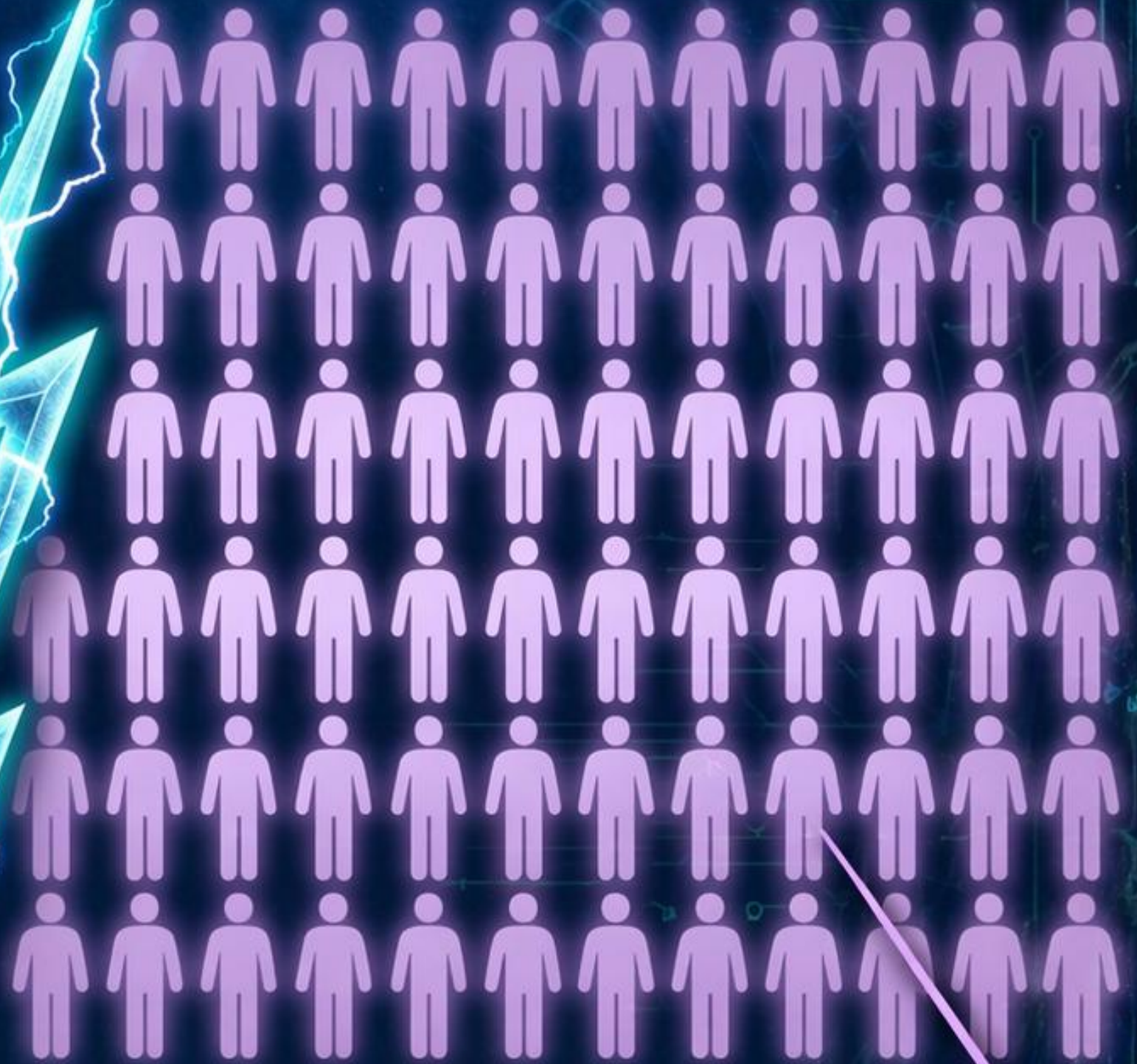
“There’s nothing particularly wrong with pessimism. Optimism is broad-based thinking; pessimism is detail-oriented thinking.”

~ David Rakoff

The Demographic Divide



14% — The percentage of the population that is naturally Critical (higher in IT, Engineering, Accounting, Quality).



86% — The percentage of the population that will face significant challenges communicating with them.

The #1 Mistake: Subjective Persuasion

Most people try to use emotion and personal persuasion. They believe personal experience and stories are compelling.



Key Insight: A Critical person is persuaded by tangible facts, statistics, and valid research. Objective reasoning beats gut feelings and intuition every time.

The Antidote

INFORMATION.

INFORMATION.

INFORMATION.

THEY NEED:

Stick to the facts.





Rules of Engagement: Approach & Preparation

[Impulse] ✕✕✕✕✕

[Correction] ✓✓✓✓✓

**Be casual, informal,
or messy.**



**Approach them in a rational,
serious, and direct way.
Prepare your case in advance.**

**Force a quick
decision.**



**Provide them with the
information and the time
they need. Allow them
their space.**

**Use closes, incentives,
or feelings to win.**



**Build credibility by looking
at all sides. Prove it with
data, facts, or testimonials.**



Rules of Engagement: Execution & Commitment

[Impulse]



[Correction]



Be vague about expectations.



Present specifics. Draw up an “Action Plan” with scheduled dates and milestones.



Over-promise or exaggerate to impress.



Better to under-promise and over-deliver. Do what you say you can do.



Be abrupt and rapid.



Use a thoughtful approach.



Advanced Incantations: Navigating Friction



Maintain the Perimeter.

Do not be touchy-feely. Keep interactions professional and impersonal. (Do not touch them).



The Pivot Question.

Don't disagree directly (they will dig in their heels). Instead ask: "Can you see the situation from a different perspective?" They don't want to be seen as narrow-minded.



"As-Is" the Conversation.

Tell them what it is like for you to communicate with them. Share examples of their resistance. This forces openness, if only temporarily.

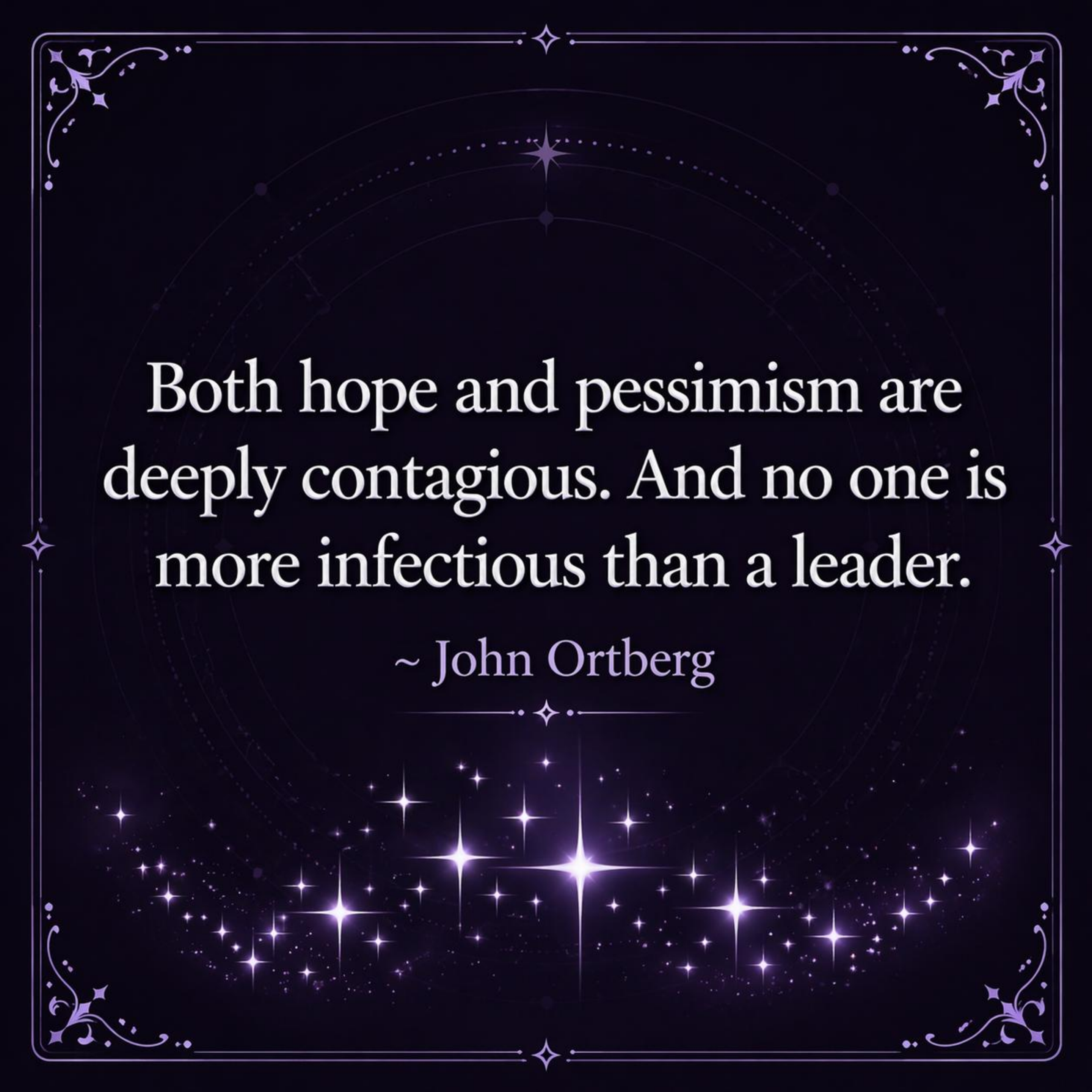


The Alchemy Action Plan

Identify the 14% in your orbit (customers, colleagues, leaders) and map your strategy.

Name & Archetype	Past Communication Frictions	Tactical Shift (Objective Data / Rule to Apply)

— ✨ **Execution** is the only magic that matters. ✨ —



Both hope and pessimism are
deeply contagious. And no one is
more infectious than a leader.

~ John Ortberg