The Life Styles Inventory™
A Brief Introduction

Part I—Data, Words, Causes, and Effects

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Research and development by R. A. Cooke, Ph.D. and J. Clayton Lafferty, Ph.D.
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--A Brief Introduction

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For Measurement and Feedback

• The Life Styles Inventory (LSI):
  – Measures individual thinking and behavioral styles
  – Provides feedback—data and words to support self-awareness and understanding
  – Motivates and guides change and self development
• The LSI is:
  – Available in more than 20 languages
  – Used by leaders and individual contributors in many of the largest companies in the world
  – Also used in medical centers, government agencies, not-for-profit organizations, and reliability-oriented facilities (e.g., nuclear power plants)
  – Incorporated by colleges and universities into MBA and other advanced programs.
For Organizational Members

• Why?
  – Business and professional schools need to develop people as well as their technical knowledge and skills
  – People need stronger leadership skills to move up and take on greater responsibilities
  – University settings provide the “right” (non-threatening and developmental) context for self-assessment and development

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The LSI Provides:

- Data
- Words
- Causes
- Effects

- Understanding of styles
- Base for evaluation
- Base for comparisons
- Base for change

Part 1

Part 2
How you view yourself—compared to how others view themselves
LSI 1 Response Options

• 2—If the word or phrase is like you most the time
• 1—If the word or phrase is like you quite often
• 0—If the word or phrase is essentially unlike you
A language for thinking, talking, and doing something about how you (and others) approach life, people, and tasks.

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How you developed your styles

- Family
- Culture
- Memberships
- Reinforcement and Learning
Outcomes and impact of your styles

- **Self**
  - Satisfaction
  - Stress
  - Effectiveness

- **Tasks**
  - Attainment
  - Quality
  - Timeliness

- **Others**
  - Growth
  - Insecurity

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Part II—Base for Understanding and Change

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• Part 2
  – Understanding of styles
  – Base for evaluation
  – Base for comparisons
  – Base for change
The LSI Styles

Maintain personal integrity
Emphasize quality

Work toward self-set goals
Take on challenging tasks

Develop others
Resolve conflicts constructively

Set unrealistic goals
Take care of every detail

Cooperate
Be friendly

Try to look good
Outperform others

Set goals to please others
Agree with everyone

Stay on the offensive
Maintain tight control

Resist ideas that are different
Follow policies and practices

Look for mistakes
Stay aloof and detached

"Lay low" when things get tough
Stay away from problems

Wait for others to act first
Be a good follower

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The Constructive Styles

- Achievement
- Self-Actualizing
- Humanistic-Encouraging
- Affiliative

Interacting with others and approaching tasks in ways that will help them to meet their higher-order satisfaction needs.
The Passive/Defensive Styles

- Approval
- Conventional
- Dependent
- Avoidance

Interacting with *people* in self-protective ways that will not threaten their own *security*. 
The Aggressive/Defensive Styles

- Oppositional
- Power
- Competitive
- Perfectionistic

Approaching tasks in forceful ways to protect their status and security.
Outcomes and impact of your styles

- **Self**
  - Satisfaction
  - Stress
  - Effectiveness

- **Tasks**
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  - Quality
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- **Others**
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Life Styles Inventory
- To Descriptions by Others
- To Profiles of Effective Managers
- To Post-test Profile

Organizational Culture Inventory
- To Current Culture Profile
- To Ideal Culture Profile
Stop or Start Doing Things

Situational Specific
• Nature of the task
• Styles and needs of people

Irrespective of situations
• Changing one’s thinking
• Long term growth and development