About The SDI (Strength Deployment Inventory)™

Overview

The **SDI® (Strength Deployment Inventory®)** is a proven, memorable tool for improving team effectiveness and reducing the costs of conflict. It is the flagship assessment of a suite of tools based on Relationship Awareness — a learning model for effectively and accurately understanding the motive behind behavior. When people recognize the unique motivation of themselves and others, they greatly enhance their ability to communicate more effectively AND handle conflict more productively.

Imagine how much stronger your relationships would be if you really understood what made people tick -- both when things were going well and when there was conflict and opposition. The SDI is NOT just another "personality test." It's a self-scoring motivational assessment tool that provides an understanding of what drives you and what drives others — an understanding that empowers you to communicate in a way that achieves the results you desire.

Why the SDI Works

The SDI depersonalizes conflict...
It's a non-threatening method for conflict management -- a subject that is too often avoided.

The SDI is memorable...
It's an experiential tool promoting common sense concepts in a highly visual manner.

The SDI honors our differences...
It's an inventory of the unique way we value different strengths and interpret the actions of others.

The SDI illuminates the reason for our actions...
It's a snapshot of who we are — going beyond behavior to reveal our driving motivation.

The SDI is intended for application...
It promotes interpersonal insights that are crucial to improving any situation where people interact.

Communicating is easier when you know the language

Many of the world's most successful individuals believe that being skilled in the art of relationships is a crucial factor in their success. These interpersonal relationship skills include an awareness and understanding that the way we see things may differ from how other people see things.

To some of us, getting things done quickly and efficiently is priority number one. But other people feel that getting the job done right takes thoughtfulness and planning — not speed. Still others tend to be more concerned about the human aspects and the feelings of the people involved. As different as these approaches are, all of them are valuable. Recognizing what "motivational language" someone is speaking can greatly enhance your ability to communicate more effectively AND handle conflict more productively. It becomes easier to "relate" to a person's actions when you understand what drives them from within.

The SDI improves the effectiveness of any organization's most valuable resource ….
its people

Frequently Asked Questions

What makes the SDI unique? What differentiates the SDI from other assessments?
The SDI is unique because it is a motivational assessment tool as opposed to being a behavioral assessment. The SDI goes below the surface of the behaviors into the motivations and the values that underlie and influence those behaviors. By understanding what motivates us in our lives to do the things we do, we can better manage our behaviors, and in turn, our relationships with others. Additionally, the SDI integrates going-well and conflict motivations into one easy-to-administer tool that has immediate and lasting results.

What makes a motivational assessment more powerful than a behavioral assessment?
By understanding what motivates us in our lives to do the things we do, we can better manage our behaviors, and thus our relationships with others. Therefore we are not simply changing our behaviors without knowing why. Once we understand what it is that we truly value in life, that is, what motivates us, we are better able to choose actions that will support and satisfy those motives. Additionally, we come to understand what motivates others, allowing us to be sensitive to the needs of their motives and values.

What is the SDI used for?
As a relationship building tool the SDI is used in a great variety of settings with a number of different groups of people. The SDI has been used in corporate settings for coaching, team building, conflict management, leadership development, change management, organizational development, and communication enhancement. It has also been used successfully with welfare-to-work populations, in workforce development, and with at-risk youth. It can be used in one-on-one counseling, with teams or groups, or even across the entire organization.

What will I learn during a facilitated SDI Session?
The potential for new insight is as varied as the people who participate. Briefly, the goals of an SDI session are to help you:
- Discover how your own motivation and values influence your behavior
- Gain a better understanding of the motivation and behavior of others
- Identify personal response to conflict – and make more effective choices as a result
- Learn ways to anticipate, prevent and manage conflict situations in your life.
- Capture relationship-building techniques that you will be able to apply immediately.

What is meant by a Motivational Value System?
A ourselves, that is, we act in order to satisfy the needs of our MVS. In Relationship Awareness it is implied that all people value logic (green) and people (blue) and results (red), to some degree and with differing priorities. By taking every possible combination of prioritizing these three values (some people value one most, others value two of these equally, and still others value all three equally), one can derive the 7 MVSs. In completing the SDI we come to know exactly how we, and others who have taken the instrument, prioritize logic, people, and action. In knowing what we value most, we know what motivates us to behave the way we do, and we are thus better able to choose our actions so that they bring about the results we desire while being congruent with our MVS

What is a Valued Relating Style?
A Valued Relating Style, or VRS, is the set of behaviors that we choose. These behaviors need to satisfy the priorities set by our MVS. We all act in accommodating and assertive and analytic ways, just with differing frequencies and intensities and often depending on the situation. One's VRS does not have to exactly match one's MVS. For example, a person with an Altruistic-Nurturing MVS may

For some, working together is intuitive ….. for others there's SDI

frequently choose an assertive VRS, if they felt that that way of relating is what would help the other person(s) the most. In many cases, however, each MVS has a VRS that is characteristic of it. For instance, Assertive-Directing people may be more likely to speak in short, direct sentences, whereas Analytic-Autonomizing people might speak more slowly, thinking about the perfect phrasing for each thought. Altruistic-Nurturing people may tend to listen with an empathetic ear and when speaking may speak in a supportive tone. These of course are broad generalities; each individual uses his or her own unique VRS to represent their own MVS. Relationship Awareness theory allows for all people to choose their VRS based on what they feel would be best in meeting the needs of their own MVS in any situation.

Why are there three stages of conflict? What is a conflict sequence?

In the first stage of conflict, an individual focuses on three factors-the other person, the problem, and their self. In the second stage, the other person is no longer of concern to the person experiencing the conflict. In this stage only the problem and their own self-worth are of concern to the person experiencing the conflict. (Note that the other person need not be experiencing any conflict in order to no longer matter to the one who is!) In the third stage of conflict, the person experiencing the conflict no longer cares about the other person or the problem. All that is of concern to a person in the third stage of conflict is their own self-preservation. Stage three is thus a "do whatever is necessary to save myself" phenomenon.

In developing Relationship Awareness theory, Dr. Porter noticed that time and again people progressed through what appeared to be a distinct sequence of stages when faced with conflict or opposition. Therefore, unlike the MVSs, the stages of conflict were thus deduced from the data available during the development of the theory.

What is the difference between a "Borrowed" and a "Masked" Relating Style?

A borrowed relating style is chosen by the person in order to meet the needs of their own MVS. It is a conscious choice on the part of the individual to use a style of relating that they are not normally comfortable with in order to create a desirable outcome. Thus a person who is very Analytic-Autonomizing may choose to be very accommodating or very assertive or very flexible if they felt that doing so would bring about the most fair and logical outcome. A Mask, on the other hand, is used by the individual to merely get that person through a situation without generating a desirable outcome. For example, a very Analytic-Autonomizing person who works in a high-paced, demanding environment, where decisions need to be made on the fly without time to consider the fairness, or the logical consequences of those actions, may over time develop a mask, whereby he or she begins to take on the behavioral traits necessary to succeed in that environment. Even though they may be "successful" in terms of performing the functions of their job, they will also experience stress or a type of cognitive dissonance that, over time, may wear them out because they are constantly acting in opposition to the needs of their own MVS.

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The most important single ingredient in the formula of success is knowing how to get along with people – Theodore Roosevelt