

## Vacation

**Goal:** Encouraging participants to flex when communicating with a different style.

**Materials:** Flip Chart Paper, Markers

**Preparation:** Post 1 flipchart sheet for each style in a corner of the room.

**Grouping:** Participants are grouped by style.

**Timing:** 45 minutes

(5 Min) Assigning & Participants Moving  
(15 Min) Groups design Vacation Promotional Poster  
(15 Min) Groups present and get feedback on their Poster  
(10 Min) Debrief

### Assignments:

#### For “D’s”

1. Your assigned style is “S.”
2. As a group, create a promotional poster for a vacation that would encourage an “S” to buy.
3. For reference, remember S’s like harmony, predictable and loyal.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “S’s” on why your vacation is the one they should buy.

#### For “I’s”

1. Your assigned style is “C.”
2. As a group, create a promotional poster for a vacation that would help a “C” to decide to buy.
3. For reference, remember C’s like analysis, procedures, and accuracy.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “C’s” on why your vacation is the one they should consider to buy.

#### For “S’s”

1. Your assigned style is “D.”
2. As a group, create a promotional poster for a vacation that would motivate a “D” to buy.
3. For reference, remember D’s are competitive, goal oriented and efficient.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “D’s” on why your vacation is the one they should buy.

#### For “C’s”

1. Your assigned style is “I.”
2. As a group, create a promotional poster for a vacation that would motivate an “I” to buy.
3. For reference, remember I’s are fun-loving, high-energy and trusting.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “I’s” on why your vacation is the one they have to buy.

### Training Tips

1. Walk around while small groups are creating their posters. Question their progress if they are creating a poster for their own style, rather than their assigned style.

## Vacation Debrief –

- After each group sells their poster to their assigned style, ask the assigned style if they would buy the promoted vacation based on the poster and presentation. If yes, why? If no, why not?
  
- Tell us about the process and describe the outcome.
  - What did you notice about how you all worked together?
  - What were some of the challenges your group experienced?
  - What were the easy parts of the exercise?
  - What was your planning process?
  - Share how you executed the work (i.e. assigned individual tasks by strengths, just did it, divided into small teams, etc.).
  - Were you successful? How or why not? What helped you to be successful or what hindered the group's success?
  - Why did groups have different experiences with the same activity, if applicable?