

## **FEELING BRAIN**

- Primitive
- Reactive
- Emotional
- Multi-task
- The default
- Automatic
- Generalize
- Quick
- Experience

## **THINKING BRAIN**

- Modern
- Proactive
- Rational
- Single task
- The exception
- On purpose
- Specialize
- Slow
- Prove

(Name of Your Business)

*CEO:*

You

*Board of Directors:*

Anyone who gives you advice or counsel necessary to run your business profitably.

*Input:*

Anything and everything you do to generate real (after-tax, inflation-adjusted) income.

*Process:*

Your lifestyle—your stuff and what you do to generate true wealth.

*True Wealth*

What's left over after your lifestyle that increases in value or generates additional real income.

*Feedback*

How are you doing? What needs to change? Who will make the change?

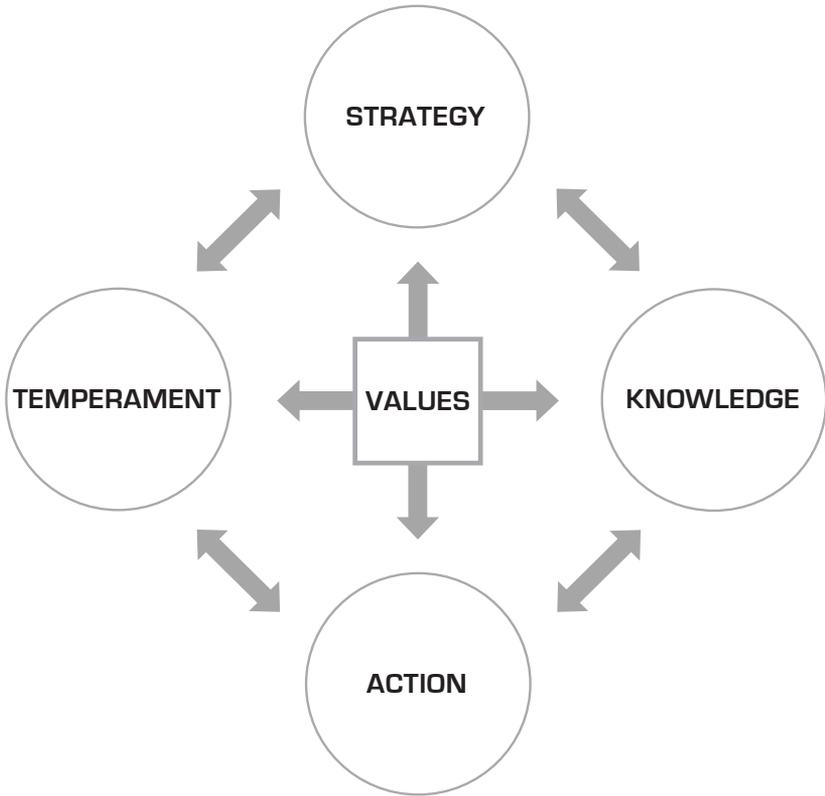
(Name of your Business)

**(My) Money Strategy:**

1. We live and work at the speed of life.
2. My critical Big V Values are: (list the top 5 values)
3. We must overcome the following distractions in order to succeed: (list the things that can prevent success)
4. We have clarity of vision: (describe what success looks like)
5. We focus on the important : (list what needs to be done now)
6. Getting started is half done. A great plan that is executed with passion is better than the perfect plan that is never started.

(Your signature)

# THE MONEY BEHAVIOR SYSTEM™



“ONE SIZE FITS ONE . . .”

# ODEE STYLE INVENTORY™

Your answers on this inventory will help you understand how you learn, organize, remember and speak about your experiences of the world. There are no “right” or “wrong” answers. Read each question carefully and indicate your answer based on the instructions given in each section. Do not spend too much time thinking about any one question.

1. Consider what each word or phrase means. Choose the one in each group that appeals *most* to you. Select only one word per group.

a.)  melody

passion

process

appearance

b.)  make contact

visualize

sequence

tune in

c.)  conversation

logic

gut feelings

the big picture

d.)  look

grasp

analyze

sounds like

2. Mark *T* or *F* based on whether the following statements apply to you *most* of the time.

a. \_\_\_\_ I *often* depend on my gut feelings and intuition when making decisions.

b. \_\_\_\_ I pay close attention to the tone and sound of people's voices.

- c. \_\_\_\_ When assembling an object such as a toy or a piece of furniture, I prefer to work from the diagram and see the end result.
  - d. \_\_\_\_ I can follow directions *best* if I can hear them read or told to me.
  - e. \_\_\_\_ I learn *best* by doing.
  - f. \_\_\_\_ When making decisions I am guided more by logic and facts than by the way an idea sounds or makes me feel.
  - g. \_\_\_\_ If I want to remember a phone number, I picture it in my mind then I write it down.
  - h. \_\_\_\_ Facts and figures appeal to me more than feelings and sounds.
  - i. \_\_\_\_ I am a really good listener.
3. Circle the letter beside the phrase you are *most likely* to use.
- a. I see what you mean.
  - b. Do you hear what I'm saying?
  - c. It just doesn't feel right.
  - d. That makes perfect sense.
4. I follow instructions for putting together a toy or a piece of furniture *best* if (*circle one*)
- a. someone can read the instructions to me as I work
  - b. the instructions are presented in a picture or diagram
  - c. I can lay out the pieces and get a feel for how they connect
  - d. the instructions make sense and follow a logical sequence and flow

5. Which of the following statements describes most how you like to learn about a new technique? (*circle one*)

- a. I like to know how and why it works.
- b. Let me listen to you explain it.
- c. Show me a diagram, picture or model.
- d. Walk me through it or demonstrate it for me.

6. Which statement best describes you? (*circle one*)

- a. If you want me to remember something, you better write it down, send me an email or give me a note!
- b. I enjoy facts and figures and making sense of them.
- c. I have to get a good feeling about an idea before I can accept it.
- d. I would rather listen to a speaker first and take notes later, if I need to.

# ODEE STYLE INVENTORY™

## SCORE SHEET

Your answers on this inventory will help you understand how you learn, organize, remember and speak about your experiences of the world. Remember, there are no “right” or “wrong” answers or styles. To compute your score, compare your responses to each item to the corresponding key below. Record one point for every item in the appropriate Score Box cell. For example, if you chose “melody” for item 1a, give yourself 1 point in the Score Box cell labeled “Dolphin Auditory (A).”

1. In the box next page give yourself one point for each answer that corresponds to the item you circled.

a.) A-melody

K-passion

AD-process

V-appearance

b.) K-make contact

V-visualize

AD-sequence

A-tune in

c.) A-conversation

AD-logic

K-gut feelings

V-the big picture

d.) V-look

K-grasp

AD-analyze

A-sounds like

2. Record a point in the appropriate box next page *only* if you answered “T” to that item. For example, if you chose marked

“T” for item 2a, give yourself 1 point in the box labeled “Elephant Kinesthetic E.”

- a. K                      d. A                      g. V  
 b. A                      e. K                      h. AD  
 c. V                      f. AD                      i. A

3. Record one point in the appropriate box below for each answer that corresponds to the item you circled.

3. a. V                      4. d. A                      5. g. AD                      6. g. V  
 b. A                      e. V                      h. A                      h. AD  
 c. K                      f. K                      i. V                      i. K  
 a. AD                      d. AD                      g. K                      g. A

Total the points in each box. The highest score is your primary ODEE Style. The second highest score is your secondary ODEE Style.

### SCORE BOX

	OWL Auditory Digital (AD)	DOLPHIN Auditory (A)	ELEPHANT Kinesthetic (K)	EAGLE Visual (V)	ODEE STYLE *
<b>Score</b>					(Highest Score)
<b>Totals</b>					

*\*Ties are not unusual*

(Note: The *ODEE Style Inventory*™ was developed by C. LaFaye Hargrove, PhD and Cherry Collier, PhD based on the principles of Neurolinguistic Programming.)

# ODEE STYLE INVENTORY™

## REPORT

The *ODEE Styles*™ represent four basic approaches to how you use your brain and senses to process and communicate information. Your *ODEE Style*™ describes ways in which you learn, organize, remember and speak about your experiences of the world. Every moment of every day, you are bombarded with massive amounts of information. It is physically impossible to register everything you see, hear, feel and think simultaneously. Your mind uses your senses and filtering systems to store and recall information in such a way that it takes note of what it thinks is important and deletes the rest.

While you use all five senses, most people tend to lean primarily on one or two filtering systems to take in information and communicate meaning about what is experienced. The inventory measures the style you prefer to use *most* of the time. You may also have traits from other styles or use others styles depending upon the situation. It is not unusual to demonstrate different styles on different occasions.

### **YOUR PRIMARY ODEE STYLE™ IS:**

**OWL** Owls seek order and want to make sense of their world. Attention to detail and wanting to know exactly why things are the way they are is one common characteristic of Owls. They like information. They memorize by steps, procedures and sequences. They look for rational explanations, think logically and seek logical answers, facts and data. When making decisions, Owls are more likely to accept an idea or proposal when something has been measured, categorized,

analyzed, or quantified in some way. Questions they frequently ask are: *“Does it make sense?”* *“How long will it take and how much will it cost?”* Owls may spend a fair amount of time talking to themselves.

**DOLPHIN** Dolphins relate most effectively to sounds and the spoken word. They understand new ideas and concepts best when they hear the information. They are easily distracted by noise. Dolphins have a remarkable ability to repeat back what you tell them, word for word. They learn best when they can concentrate on the words and tone of voice of the speaker. They will tend to listen to a speaker and then take notes afterwards. Often information written down will have little meaning until it has been heard. A Dolphin might say *“I can’t hear myself think!”* or *“Do you hear what I’m saying?”*

**ELEPHANT** Elephants experience the world through feelings, touch, movement and space. They learn skills by imitation and practice. They are intuitive. Before accepting an idea, an elephant must *get a feel* for what they are doing. They use body language to communicate and may touch people when they talk to them. Elephants can typically do more than one thing at a time and may get bored if required to sit for long periods of time. They would rather play sports or do a craft than sit still and read a book. They tend to be physically active and enjoy the outdoors. An Elephant might say *“I can’t put my finger on it but my gut tells me something isn’t quite right.”*

**EAGLE** Eagles rely primarily on their sense of sight to take in information, understand, and remember it. If they don’t “see” it, they’re not able to fully comprehend it. Eagles relate most effectively to written information, notes, diagrams and pictures. They memorize by seeing pictures.. To an extent, information does not exist for an Eagle unless they can see it written down or in a diagram. Eagles

are very good at working with colors and pictures, and using the “mind’s eye”. They are usually neat and organized and good note-takers. An Eagle might ask, “*Do you see what I’m saying?*”

## **YOUR SECONDARY ODEE STYLE™ IS:**

OWL       DOLPHIN       ELEPHANT       EAGLE

You can identify another person’s ODEE Style by listening to the words they chose.

### **EAGLE**

Visual  
(V)

Memorize by seeing pictures. They are interested by how the program looks. Are bored by long verbal instructions because their mind may wander

### **DOLPHIN**

Auditory  
(A)

They can repeat things back to you easily & learn by listening. Tone of voice and the words used can be important.

### **ELEPHANT**

Kinesthetic  
(K)

They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

### **OWL**

Auditory Digital  
(AD)

They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also exhibit characteristics of other styles.

<b>EAGLE</b>	<b>DOLPHIN</b>	<b>ELEPHANT</b>	<b>OWL</b>
Visual (V)	Auditory (A)	Kinesthetic (K)	Auditory Digital (AD)
see	hear	feel	sense
look	listen	touch	experience
view	sound(s)	grasp	understand
appear	make music	get hold of	think
show	harmonize	slip through	learn
dawn	tune in/out	catch on	process
reveal	be all ears	tap into	decide
envision	rings a bell	make contact	motivate
illuminate	silence	throw out	consider
imagine	be heard	turn around	change
clear	resonate	hard	perceive
foggy	deaf	unfeeling	insensitive
focused	mellifluous	concrete	distinct
hazy	dissonance	scrape	conceive
crystal	question	get a handle	know
picture	unhearing	solid	

# STANDARD CLOSING PHRASES REWORKED FOR ODEE STYLE

**EAGLE**  
Visual  
(V)

If I could **SHOW** you an **ATTRACTIVE** way to improve your team's performance, you would at least want to **LOOK** at it, wouldn't you?

If this **LOOKS GOOD** to you we will go ahead and **FOCUS** on getting the paperwork in.

**DOLPHIN**  
Auditory  
(A)

If I could **TELL** you a way in which you could improve your team's performance, you would at least want to **HEAR** about it, wouldn't you?

If this **SOUNDS GOOD** to you we will go ahead and **DISCUSS** how to set up an account.

**ELEPHANT**  
Kinesthetic  
(K)

If I could help you **GET HOLD** of a **CONCRETE** way in which you could improve your team's performance, you would at least want to **GET A FEEL FOR IT**, wouldn't you?

If this **FEELS GOOD** to you we will go ahead & set up an account by **HANDLING** the paperwork.

**OWL**  
Auditory Digital  
(AD)

If I could help you **KNOW** how to **CHANGE** your operations so you would **EXPERIENCE** improved team performance, you would at least want to **CONSIDER IT**, wouldn't you?

If this **MAKES SENSE** to you we will go ahead and get the paperwork **PROCESSED**.