



Bird Leadership Roles

Roles focused on the Performers (Process)

The primary concern is on *how* things are being done. The focus is on the attitudes, feelings, and effectiveness of the people in the group. The goal is to make sure everyone feels comfortable with their contribution.

MOTIVATOR: The Parrot

PERSUASIVE...FRIENDLY...ENTHUSIASTIC

Parrots keep teams

encouraged. Parrots are influential and are relationship orientated. They use their optimistic personalities to inspire and connect with others easily. Parrots are incredible idea-generators, influencers, and multi-taskers.

Growth Area: They can be perceived as never being serious.

How to connect with Parrots:

A fear is rejection and loss of approval so...

- Allow their voices and ideas to be heard
- Encourage their creative, outside-the-box thinking
- Support a fun team environment with opportunity to be active and creative.



COMMUNICATOR: The Dove

TEAM-ORIENTED...LISTENER...ACCEPTING

Doves keep teams together.

Doves are incredible listeners and are easy to talk with. They have the ability to empathize with others easily and are often viewed as peacekeepers. Doves are accepting, understanding, loyal and treasure relationships.

Growth Area: Doves can be perceived as being too sensitive and worrying too much.

How to connect with Doves:

A fear is loss of security so...

- Use a friendly tone for discussion
- Show interest in them as people and minimize confrontational situations
- Support a loyal, calm, stable team environment



Roles focused on the Performance (Product)

The primary concern is on *what* things need to get done. The focus is on the tasks, jobs and quality of the project. The goal is to make sure everyone has a job and that tasks are completed correctly

DIRECTOR: The EAGLE

STRONG...DECISIVE...COMPETITIVE

Eagles keep teams organized.

Eagles enjoy taking charge and make decisions quickly They are confident and believe they can do whatever they set their minds to. They express themselves openly and directly. Eagles like rules, order, clear goals, and results.

Growth Area: Eagles can be perceived as dominating groups and being opinionated.

How to connect with Eagles:

A fear is being taken advantage of so...

- Ask "what" and "how" questions
- Be direct and to the point
- Support an efficient, result-oriented, team environment.



THINKER: The Owl

DETAILED...FOCUSED...PLANNER

Owls keep teams problem-solving.

Owls enjoy details and organizing how things will be done. They will follow through on projects and tasks and make sure every detail is done correctly. Owls have a desire for quality, being thoughtful and thinking through all sides of a situation.

Growth Area: Owls can be perceived as being perfectionists and maybe too distant.

How to connect with Owls:

A fear is criticism and unpredictability so...

- Provide all the details and be specific
- Focus on the facts and use logic
- Support a team environment with routines, systems, and minimal surprises

