



## 5th Lecture: Consultant Client Relationship

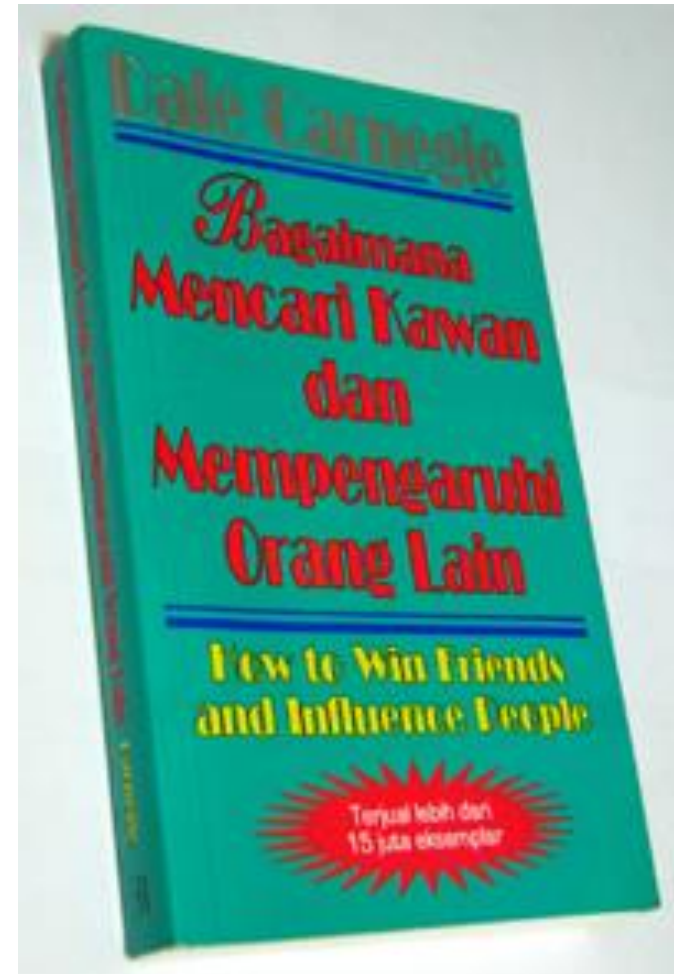
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# Lecture Outline:

- Memahami teknik membangun hubungan
- Book resume analysis: *How To Win Friend and Influence People*
- Memahami “Personality Types”
- Class activity: Presentation



Inti dari membangun hubungan dengan orang lain, dalam hal ini membangun hubungan dengan klien, salah satunya ada dalam buku “How to Win Friends and Influence People”



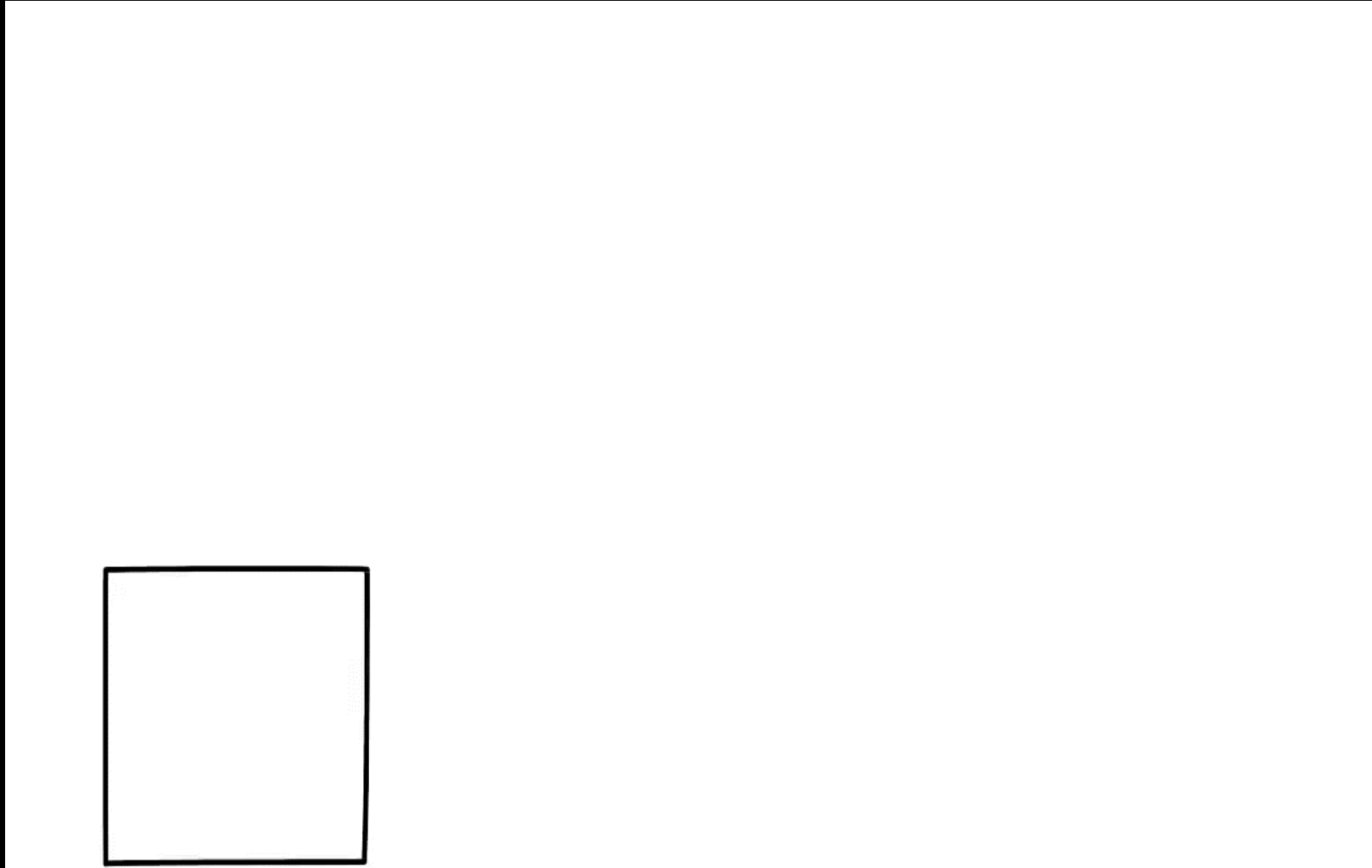
# Class Activity

Ketentuan:

- Bentuk kelompok maksimal 3 orang
- Analisis video tentang resume buku “How To Win Friend and Influence People”
- Diskusikan:
  - 1) Sebutkan ada berapa topik utama dalam buku tersebut
  - 2) Diskusikan faktor yang paling penting untuk membangun hubungan dengan orang lain. Jelaskan alasannya.
  - 3) Bagaimana caranya membangun empathy? Jelaskan.



# Video Resume Buku “How to Win Friends and Influence People”



# **PART 1**

# **Teknik Dasar Menjalin Hubungan**

1

**“IF YOU WANT TO GATHER  
HONEY, DON'T KICK OVER THE  
BEEHIVE .**

**SO**

**Hindari mengkritik, menyalahkan  
atau komplain.**

# **PART 2**

## **Ways to Make People Like You**

**1**

**DO THIS AND YOU'LL BE  
WELCOME  
ANYWHERE**

**SO**

**Become genuinely interested in other people.**

**2**

**A SIMPLE WAY TO MAKE A  
GOOD FIRST IMPRESSION**

**By always and always**

**S M I L E**

**5**

**HOW TO INTEREST  
PEOPLE**

**Easily by**

**Talk in terms of the other person's interests.**

# **PART 3**

## **How to Win People to Your Way of Thinking**

**1**

**YOU CAN'T WIN AN ARGUMENT**

**So always remember that**

**The only way to get the best of an argument  
is to avoid it.**

**3**

**IF YOU'RE WRONG,  
ADMIT IT**

**SO**

**If you are wrong, admit it quickly and  
emphatically.**

**7**

# **HOW TO GET COOPERATION**

**BY**

**Let the other person feel that the idea is his  
or hers.**

**9**

**WHAT EVERYBODY  
WANTS**

**IS TO**

**Be sympathetic with the other person's ideas  
and desires.**

# **PART 4**

## **How to Change People Without Giving Offense or Arousing Resentment**

**1**

**TALK ABOUT YOUR OWN  
MISTAKES FIRST**

**SO**

**Talk about your own mistakes before criticizing  
the other person.**

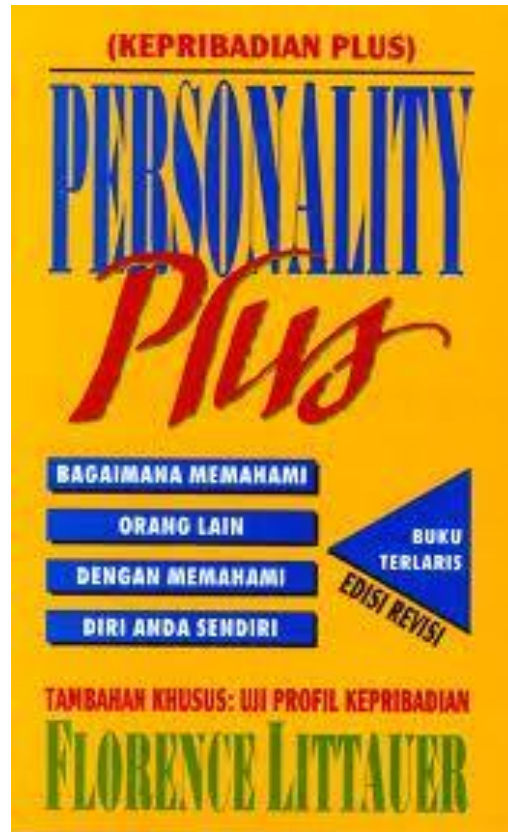
4

**NO ONE LIKES TO TAKE  
ORDERS**

**SO**

**Ask questions instead of giving direct  
orders.**

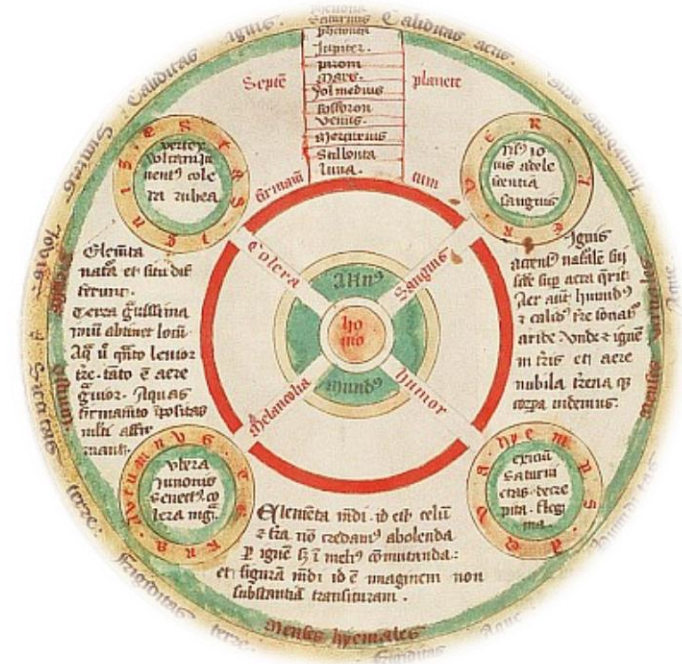
# Memahami Tipologi Manusia



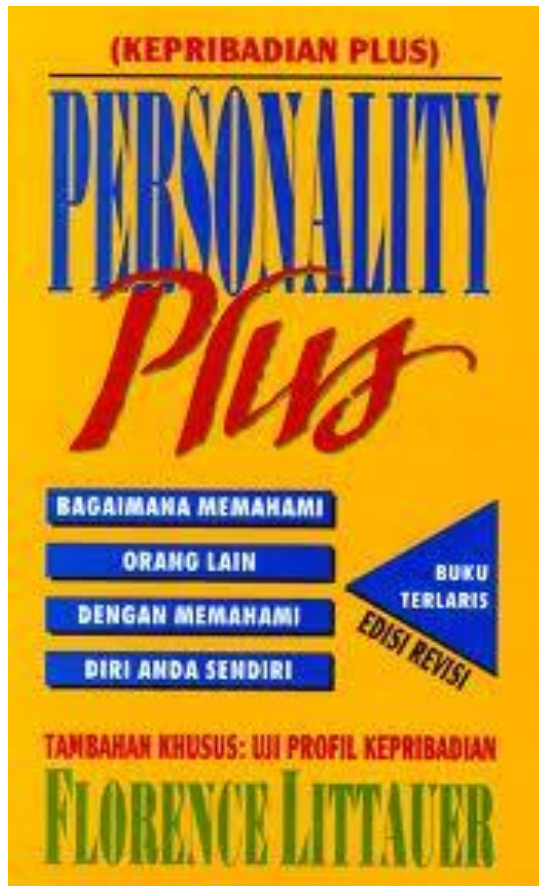
Hal lain yang perlu dipahami dalam membangun hubungan dengan orang lain adalah memahami tipe manusia, ini dibahas lengkap dalam buku “PERSONALITY PLUS”

# Personality PLUS

- From Personality Plus, by Florence Littauer
- Not the only classification (Briggs-Meyers)
- Four personality types:
  - (Popular) Sanguine
  - (Perfect) Melancholy
  - (Powerful) Choleric
  - (Peaceful) Phlegmatic



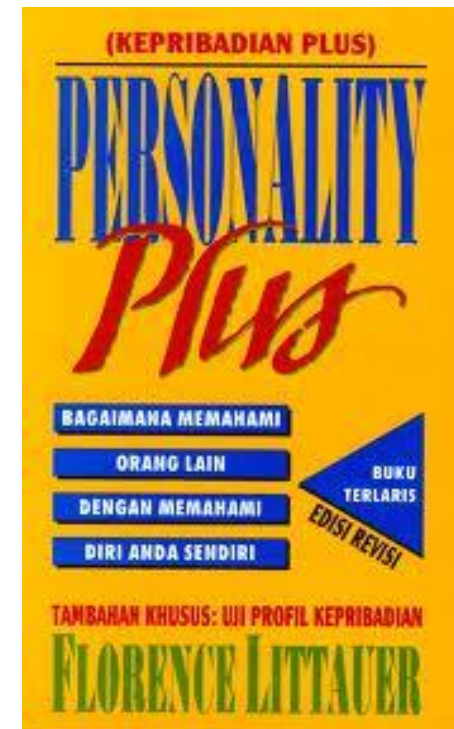
# Personality PLUS



- ❑ 'The four personalities are represented by four distinct clusters of "traits" or tendencies'
- ❑ 'Each cluster of "traits" produces a distinct pattern of cognition, emotion, motivation, and behavior that is different from the other groups'
- ❑ All people have a **blend** of traits on a **sliding scale** of intensity
- ❑ Usually one or two are dominant, our 'default mode'

# Personality PLUS – Points to Remember

- Used as a means of moving from misunderstanding to acceptance/co-operation
- All four Temperaments are absolutely necessary in the world at large.
- Can be affected by :
  - Upbringing; culture, family, friends, schooling, etc.
  - Does not change your temperament or ‘default mode’, but can alter the expression of it into a form less comfortable, intuitive, and/or natural.
- Each temperament has strengths and struggles, the key to success with your temperament is the **balanced** expression of your strengths and a healthy awareness of your struggles.



# Sanguinis

## Traits

- Decides through senses and feeling
- Looks for the source
- Extrovert
- Needs FUN
- Trusting
- Very Social
- Loves being with/around people
- Spontaneous
- Optimist
- Idealistic
- Lives in the immediate present

## Struggles

- No 'sense' of time
- Overly emotional about trivial things
- Can be loud/overbearing/obnoxious
- Often speaks without thinking
- Gets bored easily
- Unreliable; can make promises and not follow through with them
- Undisciplined
- Setting goals and not following through

## Strengths

- The Communicator/Connector
- Social glue
- Inclusive
- Playful
- Empathetic
- Encouraging
- Brings Fun
- Persuasive
- Adds color and spice to life
- Great Promoter
- Make friends easily
- Great motivators

# Sanguinis

- Sanguine (good)
  - Raises everyone's spirits.
  - Good to have when things are tough
- Sanguine (bad)
  - Can seem like he/she doesn't take things seriously.

# Melankolis

## Traits

- Decides through validity of argument
- Looks for details and accuracy
- Introvert/Needs time alone
- Needs Information
- Loves tradition, history, ritual
- Lives in the present-past
- Most intellectual
- Hates being rushed
- Insightful
- The original skeptic
- Serious
- Very sensitive
- Highly values deference, honor, esteem

## Struggles

- Depression
- Pessimism
- Loneliness
- Fear
- Can get too caught up in the details and lose sight of the bigger picture
- Trust
- Holding a grudge
- Gets hurt easily
- Difficulty embracing the new
- Hypercritical of themselves and others
- Lives in shades of gray

## Strengths

- Maximizing efficiency in preexisting systems.
- Brings clarity and definition to systems.
- Strong sense of justice: right and wrong
- Often produces the 'Great works of Art'
- Perseverance
- Endurance
- Gifted planner, attending to all the details
- Understands the entirety of a situation

# Melankolis

- Melancholy (good)
  - Keeps things neat and tidy.
  - Excellent for keeping track of things
  
- Melancholy (bad)
  - Can focus too much on details, miss the “big picture”.

# Koleris

## Traits

- Decides through sight and intuition
- Looks at big picture
- Extrovert
- Dominant
- Unemotional
- Goal/Results/Action oriented
- Risk taker
- Rules were made to be broken mentality
- Very time conscience
- Future oriented
- Quick thinking
- Outspoken

## Struggles

- Overly aggressive/competitive
- Bulldoze dissenting people, ideas
- Dismissive
- Black and White mentality
- Arrogance
- Workaholic
- Manipulative
- Intolerant
- Impatient

## Strengths

- Growth: The Beginning
- Visionary
- Leadership
- Good instant problem solver
- Sense of pride and confidence
- Persistence
- Resourceful
- Self reliant
- Positive
- Magnanimous
- Inspiring

# Koleris

- Choleric (good)
  - Excellent when someone is needed to “take charge”.
  - Natural leader, bold, unafraid.
  
- Choleric (bad)
  - Can be overbearing, arrogant, bossy.

# Phlegmatis

## Traits

- Decides through experience and personal involvement; show me it works
- Looks for reliability and tranquility
- Introvert
- Very practical, pragmatic
- Consistent
- Enjoys home life
- Needs Stability
- Lives in an expanded present
- Compassionate
- Submissive

## Struggles

- Lack of Initiative
- Indecisive
- Difficulty speaking up for themselves (often 'run over' by more dominant temperaments)
- Daydreamer
- Self-pity
- Procrastination
- Avoiding problems instead of dealing with them

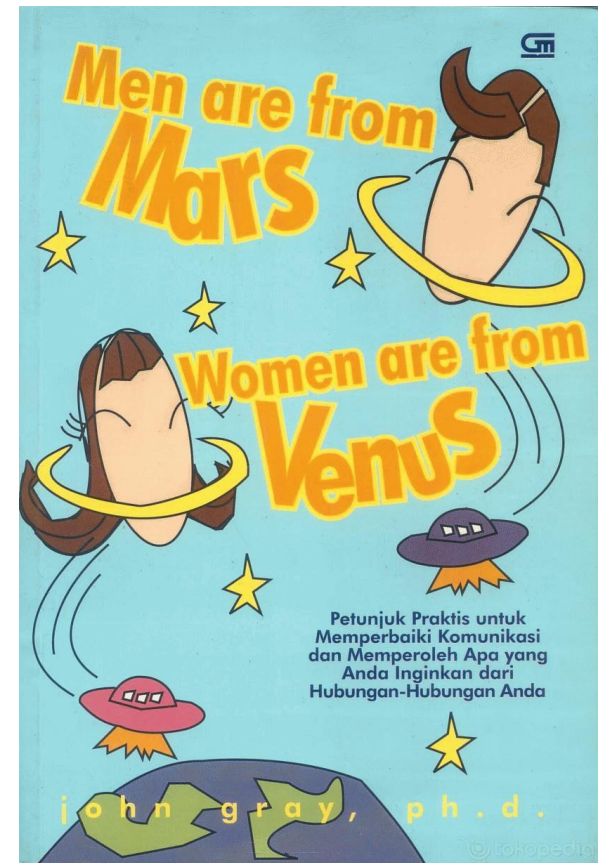
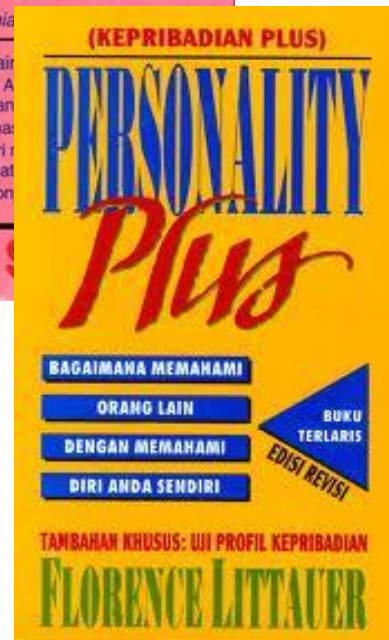
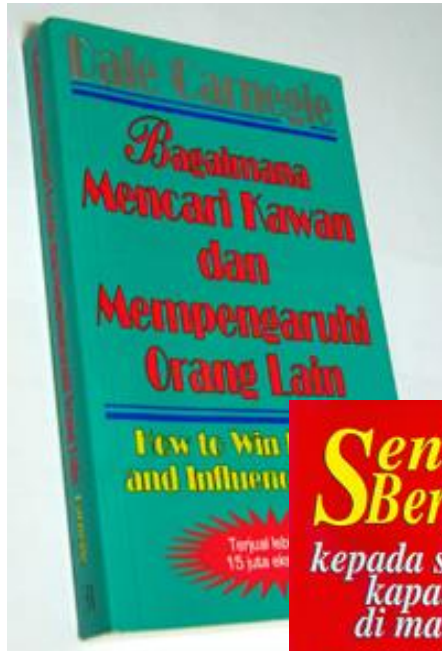
## Strengths

- Great at directing the flow of activity and helping to grow and organize systems.
- Organization
- Supportive
- Loyal
- Peace makers
- Gentle
- Caring
- Calm
- Emotionally very stable
- Patient

# Phlegmatis

- Phlegmatic (good)
  - Excellent when someone is needed to mediate conflict.
  - Excellent negotiator.
  
- Phlegmatic (bad)
  - Can taken advantage of.

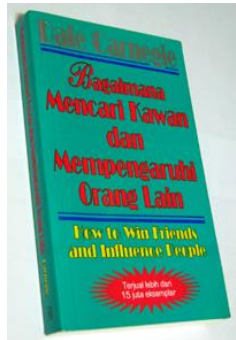
# Buku-buku Yang Direkomendasikan Dalam Membangun Hubungan dengan Orang Lain



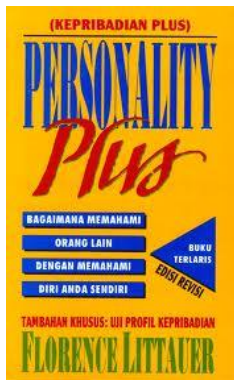
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# References:



1. Carnegie, Dale. (1995). Bagaimana Mencari Kawan dan Mempengaruhi Orang Lain (How to Win Friends and Influence People). Binarupa Aksara. Jakarta
2. 48 Laws of Power Youtube Chanel. Resume Video of How to Win Friends and Influence People. [www.youtube.com](http://www.youtube.com)
3. Bryan Bowes. An Exploration of French Culture Through the Four Temperaments
4. Littauer, Florence, and Rose Sweet. Personality plus at Work: How to Work Successfully with Anyone. Grand Rapids, MI: Revell, 2011. Print
5. Images are from google.com



# Praktikum

Group 2 Presentation  
Topic:

## Consulting in ICT

*Milan Kubr – Management  
Consulting, page. 283-297*

