

STYBEL PEABODY & ASSOCIATES

HOW TO READ PEOPLE: a workshop.

Some people have a natural gift for “reading people:” understanding how to present information in ways that increase the probability of acceptance.

Most of us present information to others the way we wish others would present information to us. That is a leadership blind spot!

Assuming “The Facts Speak for Themselves” is a leadership blind spot.

The purpose of this workshop is to improve your communication effectiveness by providing participants with a framework for reading people you know and for reading people you have yet to meet.

This structure is based on research first conducted by Harvard University psychologist Dr. Howard Gardner and subsequently modified by Dr. Laurence Stybel and Maryanne Peabody of Stybel Peabody Associates, Inc.

After attending you will be able to:

1. Improve leadership communications and sales effectiveness by presenting the “How to Read People” framework.
2. Understand how the framework is used in a business situation.
3. Review a presentation you will be making in 2-4 weeks.
4. Identify primary and secondary research techniques for “reading people.”

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This approach has been published by *Psychology Today*:

“How to Read People You Know:”

<https://www.psychologytoday.com/us/blog/platform-success/202210/how-read-people>

“How to Read People You Have Never Met:”

<https://www.psychologytoday.com/us/blog/platform-success/202211/how-read-people-you-have-never-met>

DR. LAURENCE J. STYBEL



Dr. Laurence J. Stybel is a psychologist, entrepreneur, board member and Entrepreneur-in-Residence at Lexington Search Fund Capital

He is co-founder of two companies, one of which is called boardoptions.com. Its mission is to be a resource to Board of Director Nominating & Governance Committees on Board Talent, Board Education, and Board-CEO conflict.

The second company is called Stybel Peabody Associates, Inc. It specializes in VP and above level outplacement. The readers of *Massachusetts Lawyers Weekly* named Stybel Peabody the #1 or #2 outplacement firm for six years in a row.

Dr. Stybel also does retained searches for Board members and CEOs.

Dr. Stybel has been on the Board of Director of the New England Chapter of the National Association of Corporate Directors. He also has been on the Board of several companies in the HRTech space and was on the Board of Directors of the National Human Resource Association.

Psychology Today publishes Stybel Peabody's monthly perspectives on leadership and career management. There have been nearly 500,000 downloads.

Dr. Stybel is the co-author of *Navigating the Waterfall*, a book about career management and job search in the 21st Century, available on Amazon.com. His perspectives about leadership have been published by *California Management Review*, *Directorship*, *Harvard Business Review*, and *MIT Sloan Management Review*.

Dr. Stybel is listed in *Who's Who in Business and Finance* and *Who's Who in America*. In 2019 the publishers of *Who's Who* presented Larry with the Albert Marquis Distinguished Service Award for "his enduring contributions to the field of leadership."

He received a doctorate from Harvard University and is a licensed psychologist in the Commonwealth of Massachusetts. Larry was named a Career Management Fellow (CMF), the highest level of professional certification by the Institute for Career Consulting International. ICCI is the world's only international non-profit certifying body for the career services industry (www.careercertification.org). He later served a term on its Board of Governors.

---Laurence J. Stybel, Ed.D.

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