



The Four Tendencies

Create long-lasting habits & transform your working relationships.

Why do the same instructions land completely differently with different people?

You give the same brief to two people and get wildly different responses, one delivers early, the other needs constant reminders, a third pushes back on why it's needed at all. It's not about effort or competence. It's about how each person responds to expectations, and most teams have never had the language to talk about it.

Applying Gretchen Rubin's Four Tendencies, a simple but powerful personality framework, to work transforms how you understand what motivates you and your colleagues. You'll identify your own tendency and the tendencies of the people around you, then use that to genuinely tailor how you communicate, not just with colleagues, but with stakeholders and customers too.

A fully customisable session

We recommend:

 In-person or online  2hrs  Unlimited

What you'll learn & do

This keynote empowers your teams to:

- Identify your own tendency, and understand its pros and cons honestly
- Recognise the tendencies of the people around you, at every level
- Learn how to make better decisions, meet deadlines, and follow through on what you promised yourself

- Tailor your communication and influence to different tendencies, not a one-size-fits-all approach
- Explore how AI can help adapt messages to different personality tendencies for clearer communication

94% of participants would recommend our workshops

Who is this keynote for?

- Anyone who works with other people and wants to understand what actually motivates them
- Teams where the same instructions land completely differently depending on who's receiving them
- Anyone who wants to get better at building habits that actually stick, for themselves
- People wanting a simpler, more practical alternative to frameworks like DISC or MBTI

What this keynote offers

- **Simple, not simplistic.** A framework focused specifically on how people respond to expectations, easy to apply immediately.
- **Learning that lasts.** Every participant gets access to the Productivity Ninja® Academy.
- **A format that fits.** 2 hours, group size unlimited, in person or live online.
- **AI as an ally.** Practical ways AI can help adapt your messages to different tendencies, improving clarity and influence.
- **Built to stick.** Add an Impact Clinic 1 and 3 months later to keep new habits alive.

What you'll do

You'll start by identifying your own tendency, understanding honestly where it helps you and where it gets in your way. From there, you'll explore the tendencies of the people around you, colleagues, senior stakeholders, even customers, and what actually motivates each one to

follow through.

With that knowledge, you'll work on tailoring how you communicate and interact, so your colleagues stop tuning you out and your influence extends beyond your own "tendency bubble." You'll spend time action-planning how to use this in real situations, not just as an interesting personality quiz. Many participants find the impact spills into personal relationships too, not just work.

What happens when you understand the four tendencies

When teams learn to communicate with intention, everything changes:

- The same message gets delivered in a way that actually lands, tendency by tendency
- Deadlines get met more consistently, because expectations are framed the way each person needs
- Frustration with "difficult" colleagues eases, replaced by understanding why they respond the way they do
- Influence extends beyond your own tendency bubble, into stakeholders and customers too
- Habits actually stick, because they're built around how you personally respond to expectations

HMLR

"I'll take this forward when speaking to stakeholders. Very helpful. Also understanding my own tendencies, and why I become a rebel."

Abi Grosvenor

Benefits & results

The most immediate benefit is language: a simple, shared way to talk about why people respond to expectations so differently. But the deeper shift is relational. Once people understand their own tendency and everyone else's, frustration turns into understanding, and communication starts landing the way it was actually meant to.

What your organisation gets

Teams who communicate and motivate each other more effectively, stronger stakeholder and customer relationships, and habits that actually stick because they're built around how people really respond, not a generic approach applied to everyone.

Clyde & Co

"Recognising the different types in the firm and team, and how to work with them, as well as looking into who I am in my role and as a person." **Mike Ryan**

Why it matters

The same instruction lands completely differently depending on who's receiving it, and without a shared language for why, that difference gets mistaken for attitude or unreliability.

- The same brief gets wildly different responses, and it's easy to misread this as effort or competence rather than a difference in how people respond to expectations
- Without understanding what motivates colleagues and stakeholders, communication keeps landing the same way, and keeps missing
- Habits and follow-through fail repeatedly because they're built around generic advice, not how a person actually responds to expectations

"Extremely informative – the psychology of what makes people tick as individuals and how to work more successfully within my team and with other colleagues."

Workshop Participant

NIHR

Your keynote. Your way.

We recommend a **2 hour** workshop for an unlimited group, but like all our workshops, it can also be tailored to your exact needs.

Available options:

 Formats

In-person | Online

 Group size

In person: Unlimited | Online: up to 100 (speak to us about larger online groups)

 Duration

Recommended: 2 hrs | Condensed: 60–90 mins | Extended: 3 hrs