

*Forecast the Future*

# Building Your WPO Chapter with Predictive Analytics



**Jennifer Lahey McGill**

Managing Principal,  
Predictive Success  
Account Lead

# Solidify your Chapter Direction

Strategic Direction as a Chapter Chair is how you intentionally shape the experience, culture, and long-term value of your chapter not just the monthly agenda, but the overall member journey.

## 1. Where is your Chapter now?

(Current engagement, retention, and energy in the room)

## 2. Where do you want the Chapter to go?

(Vision for culture, caliber of members, and depth of conversations)

## 3. What is your intentional plan as a chair?

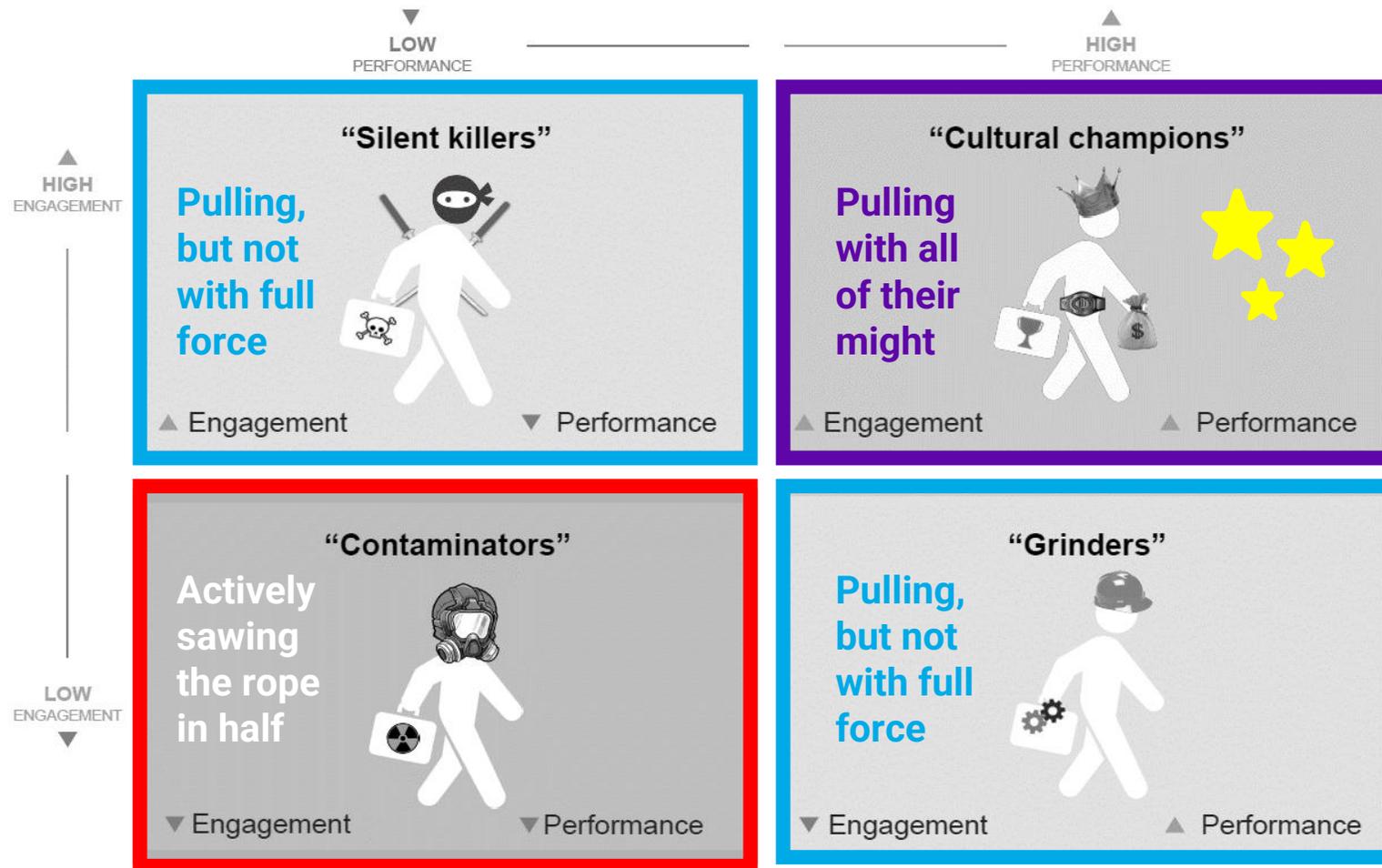
(Meetings, recruitment approach, speakers, and facilitation style)

## 4. How will you measure chapter success?

(Engagement, retention, participation, and perceived value)

# Reimagining Engagement | Unearthing who's who

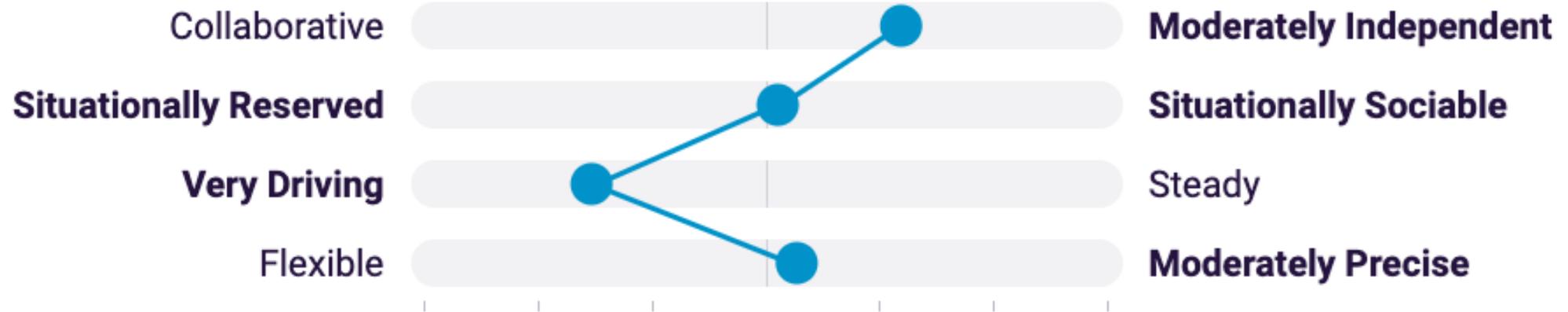
It's critical to find your cultural champions and design plans to engage the rest





# WHO ARE YOU?

Strategist



# But First ... Who Am I as a Chapter Chair?

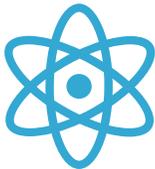
## Predictive Index Behavioural Assessment



**Average of 6 minutes to complete**



**No right or wrong answers**



**Scientifically valid**



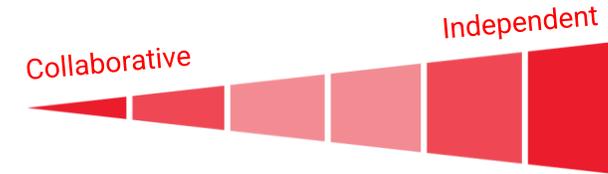
**Available in 71+ Languages**

**Only**  
**2**  
**Questions**

# 2. But First ... Who Am I as a Chapter Chair?

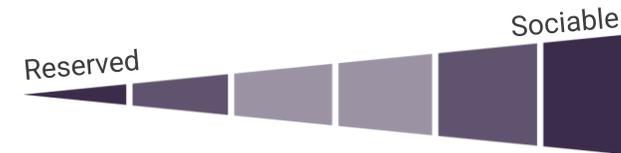
**A**

**DOMINANCE:** The drive to exert one's influence on people or events



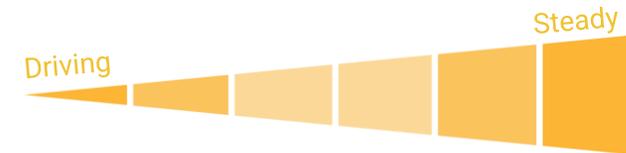
**B**

**EXTRAVERSION:** The drive for social interaction with other people



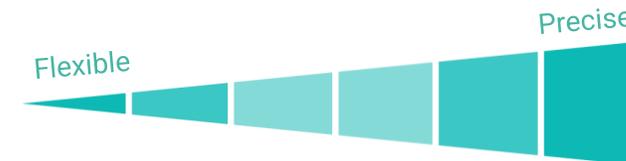
**C**

**PATIENCE:** The drive for consistency and stability



**D**

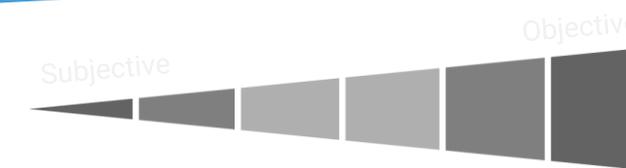
**FORMALITY:** The drive to conform to rules and structure



**Synthes  
is**

**E**

**DECISION MAKING:** How an individual process information and makes decisions



# Uncover your Leadership Chapter Style



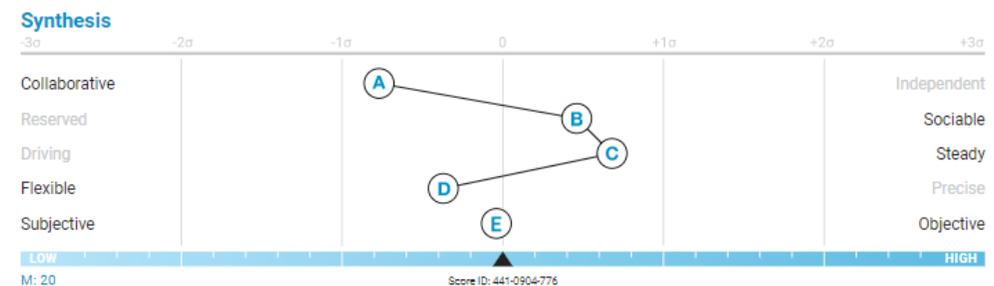
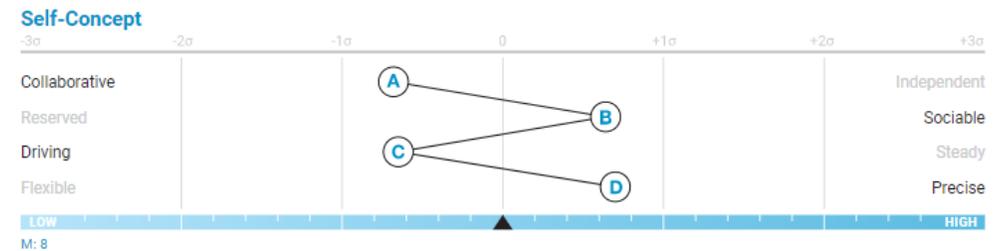
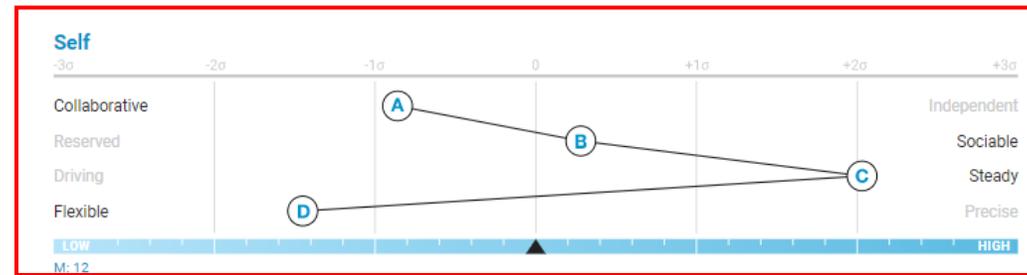
## Collaborator

A Collaborator is a friendly, understanding, willing and patient team player.

**Self:** Basic motivations and needs

**Self-Concept:** How you think you need to adapt in response to the current environment

**Synthesis:** Combination of Self and Self-Concept



# Factor A - Dominance

## DOMINANCE

LET ME COLLABORATE



LET ME DRIVE

### LOW DOMINANCE BEHAVIORS

- Accommodating
- Collaborative
- Agreeable

### HIGH DOMINANCE BEHAVIORS

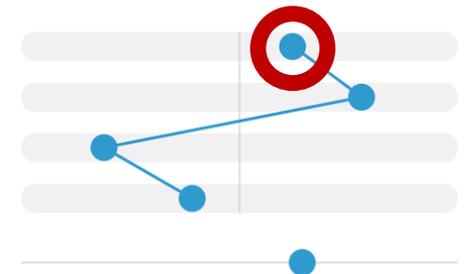
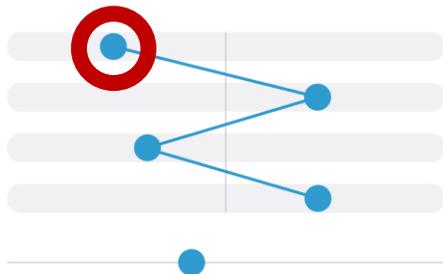
- Independent
- Direct
- Competitive

### LOW DOMINANCE NEEDS

- Opportunities to collaborate
- Freedom from competition
- Harmony

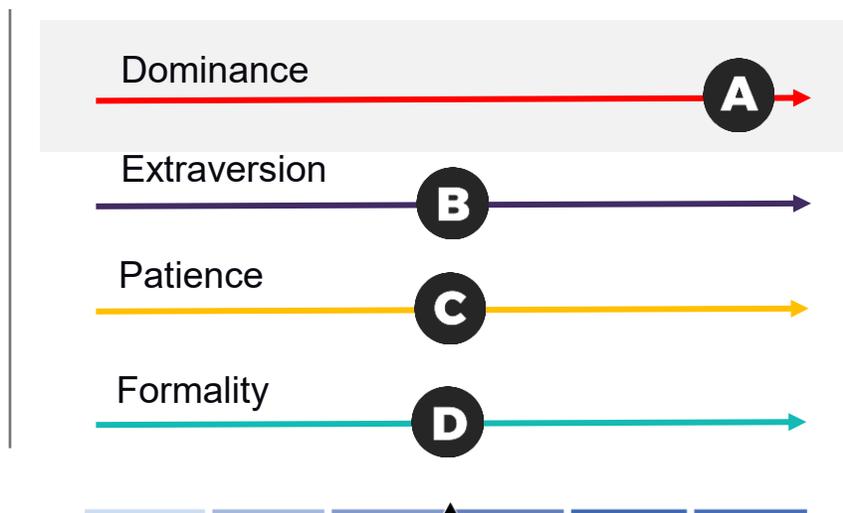
### HIGH DOMINANCE NEEDS

- Opportunities to drive
- Opportunities to compete
- Opportunities to be challenged



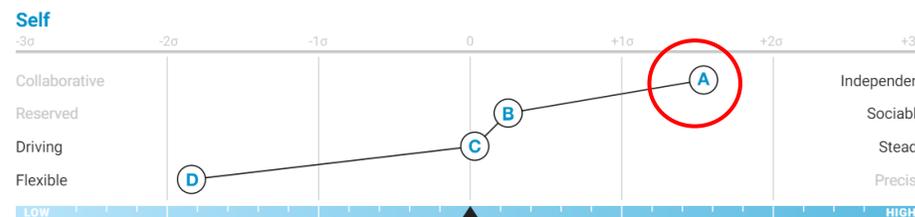
# Your Management Styles:

**Highest drive(s)** – Are great predictors of "what is motivating" to them as a person and leader



## High Dominance

- Must make an impact
- Goals / Accomplishments
- Need a challenge
- Will endure conflict
- Likes Competition<sup>9</sup>



# Factor B - Extraversion

## EXTRAVERSION

LET ME THINK

LOW

HIGH

LET ME TALK IT OUT

### LOW EXTRAVERSION BEHAVIORS

Introspective  
Analytical  
Reflective

### HIGH EXTRAVERSION BEHAVIORS

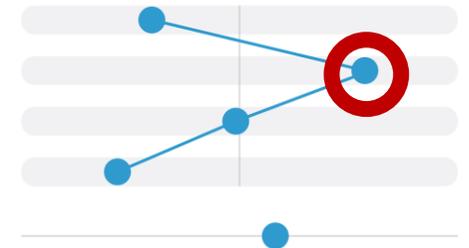
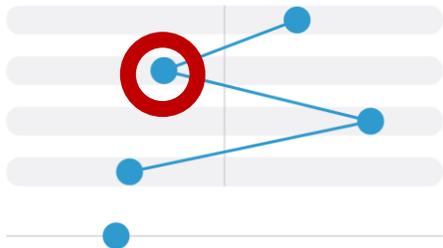
Persuasive  
Socially-Poised  
Energetic Communicator

### LOW EXTRAVERSION NEEDS

Space to think / prepare  
Private recognition  
Privacy & time to trust

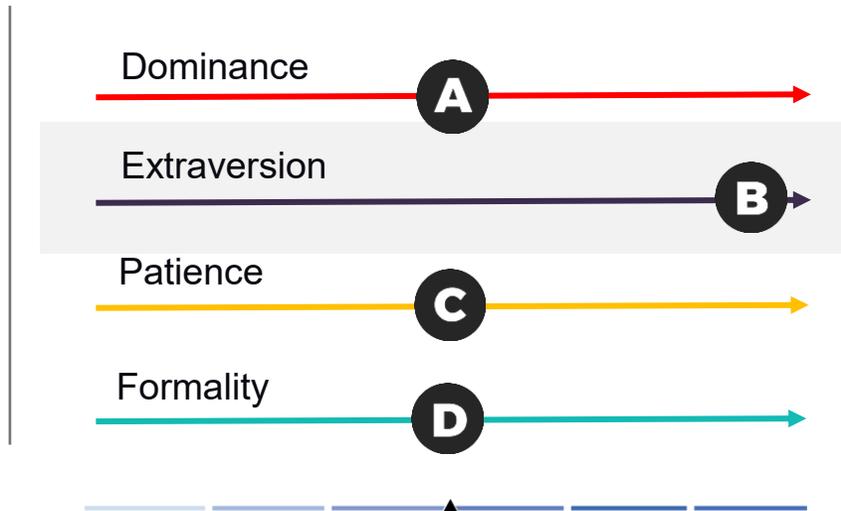
### HIGH EXTRAVERSION NEEDS

Social interaction  
Opportunities to talk it out  
Public recognition



# Your Management Styles:

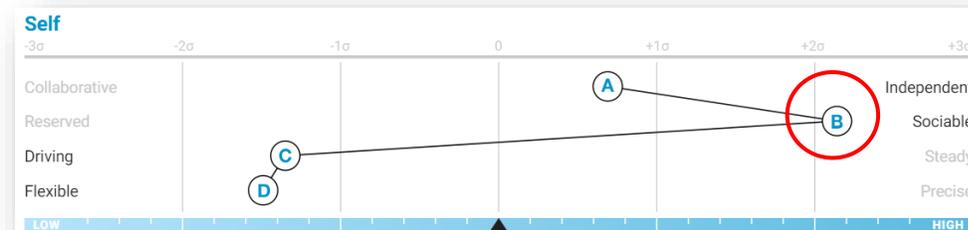
**Highest drive(s)** – Are great predictors of "what is motivating" to them as a person and leader



## High Extraversion

- People connection(s)
- Idea validation & feedback
- Verbal learners (ideal for the Socratic method)
- Safe / non-judgmental peer interactions

11



# Factor C - Patience

## PATIENCE

**GIVE ME VARIETY**



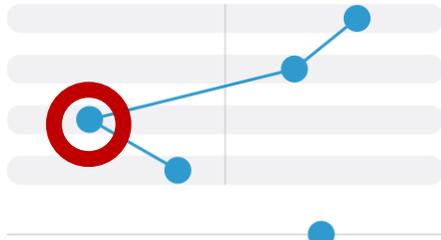
**GIVE ME STABILITY**

### LOW PATIENCE BEHAVIORS

- High Urgency
- Fast Paced
- Multi-Tasking

### HIGH PATIENCE BEHAVIORS

- Calm
- Steady
- Methodical

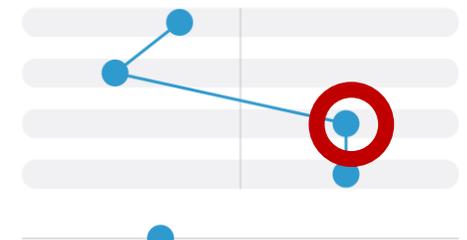


### LOW PATIENCE NEEDS

- Variety
- Visible Progress
- Freedom from Repetition

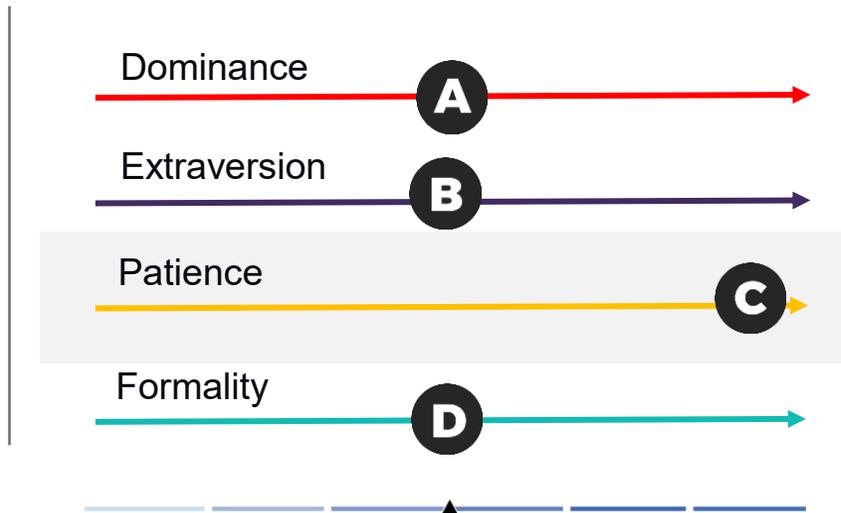
### HIGH PATIENCE NEEDS

- Predictable Environment
- Ability to Work at Steady Pace
- Time to Adjust to Change



# Your Management Style:

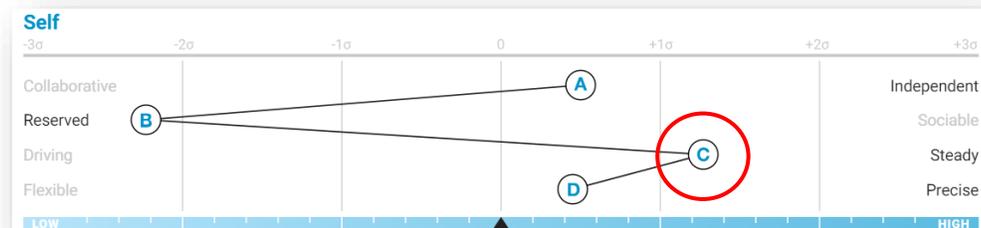
**Highest drive(s)** – Are great predictors of "what is motivating" to them as a person and leader



## High Patience

- Group intimacy / familiarity
- Deeper issue processing
- Clarity / plans / process
- Time away from the business to think about the business

13



# Factor D – Formality

## FORMALITY

**GIVE ME FLEXIBILITY**



**GIVE ME STRUCTURE**

### LOW FORMALITY BEHAVIORS

Informal  
Tolerant of risk & uncertainty  
Adaptable

### HIGH FORMALITY BEHAVIORS

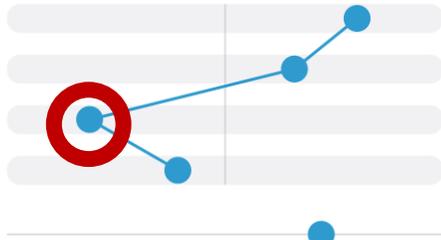
Detail-Oriented  
Cautious  
Structured

### LOW FORMALITY NEEDS

Freedom from Rules  
Flexibility  
Opportunities to be Spontaneous

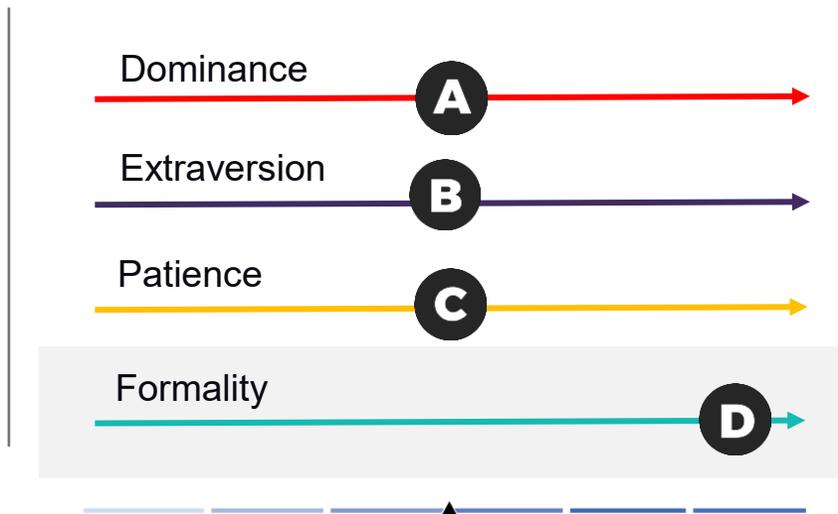
### HIGH FORMALITY NEEDS

Freedom from Risk  
Clear Guidelines  
Time to Master



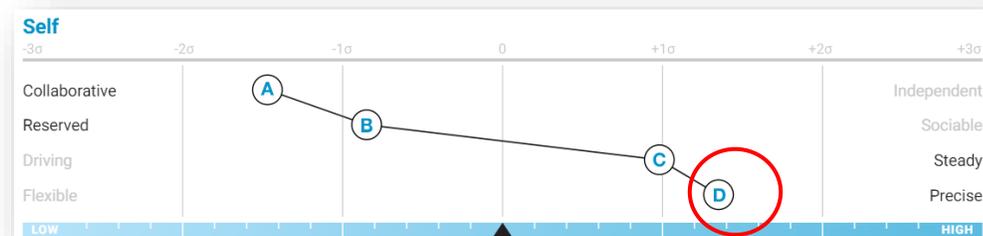
# Your Management Style:

**Highest drive(s)** – Are great predictors of "what is motivating" to them as a person and leader



## High Formality

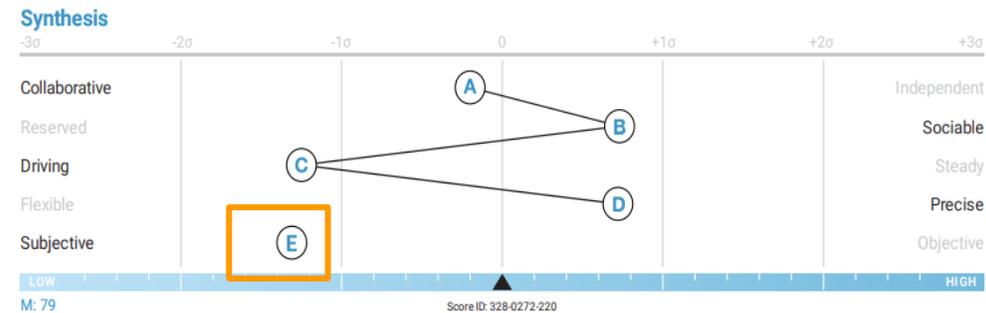
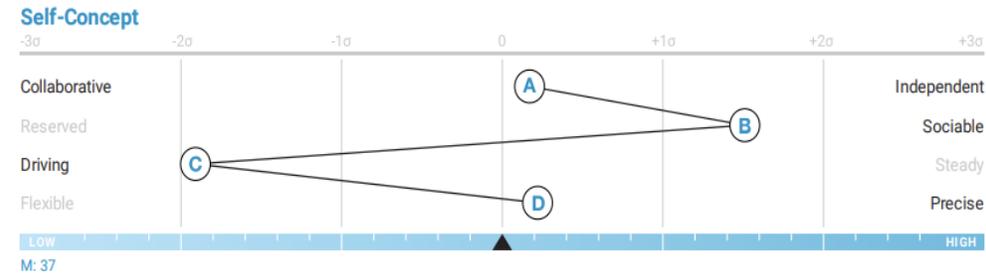
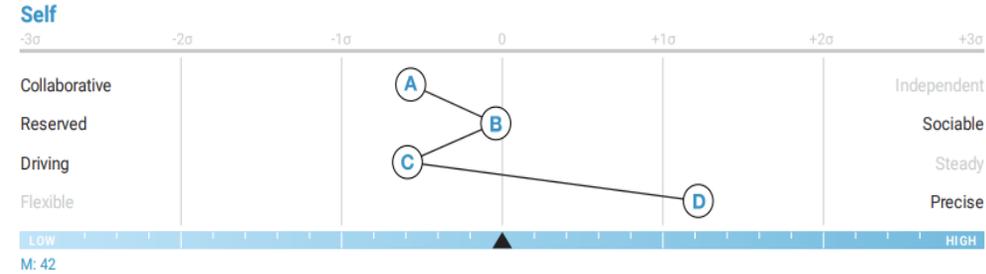
- Thought leadership (speakers)
- Best practices / Frameworks
- The “expertise” of the other CEOs
- Structure – 1-2-1s, regular meetings



# Factor E | Decision Making Style

What kind of thinking is used when making decisions, judgments or plans:

- Objective
- Subjective



## Low E – Subjective

- Leads with Intuition
- Considers the emotional side
- Reads between the lines

## High E – Objective

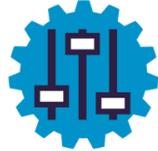
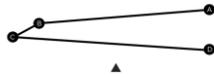
- Leads with Logic
- Considers the facts
- Decisions are black and white



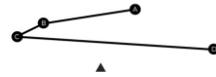
# Who's is your Chapter | Analytical Profiles



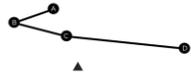
Analyzer



Controller



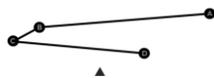
Specialist



Venturer



Strategist



## Characteristics:

- More task focused than people focused
- Precise and fast paced

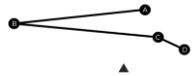
## Key Motivators:

- Understanding the big picture
- Opportunities to work at a fast pace
- Autonomy in problem solving
- Analytical, technical and introspective

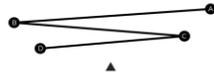
# Who's is your Chapter | Persistent Profiles



Scholar



Individualist



## Characteristics:

- Task focused and deliberate
- Patient and reflective

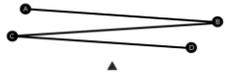
## Key Motivators:

- Wants control over their work
- Independence in decision making
- Prefers task-based work to people-based work
- Private recognition

# Who's is your Chapter | Social Profiles



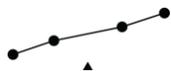
Altruist



Captain



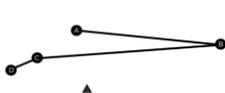
Maverick



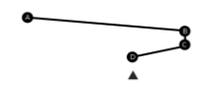
Persuader



Promoter



Collaborator



## Characteristics:

- Tend to focus on relationships
- People-first mindset

## Key Motivators:

- Interaction with others
- Social settings
- Opportunities to influence people and ideas
- Public recognition

# Who's is your Chapter | Stabilizing Profiles



Adapter



Guardian



Artisan



Operator



## Characteristics:

- **Steady & patient**
- **Analytical & detailed**

## Key Motivators:

- **Needs clear direction and expectations**
- **Works well with structure and process**
- **Stable, low risk work environment**

# Reference Profiles & The Team Map

## TEAMWORK & EMPLOYEE EXPERIENCE

Leaders are supportive, transparent, and empathetic.



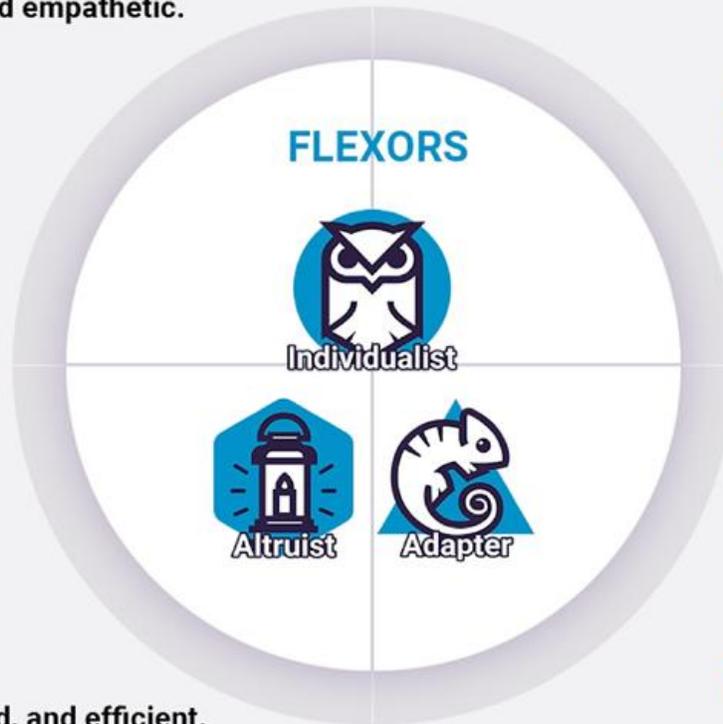
High B, C

## INNOVATION & AGILITY

Leaders are visionary, innovative, and risk-oriented.



High A, B



## PROCESS & PRECISION

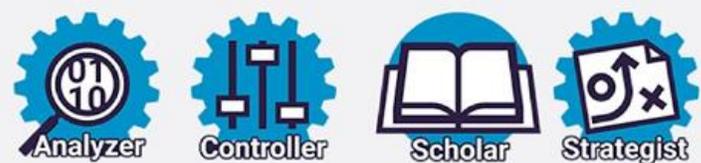
Leaders are well-organized, coordinated, and efficient.



High C, D

## RESULTS & DISCIPLINE

Leaders are driving, competitive, and demanding.



High A, D

# LEADERSHIP DESIGN

## TEAMWORK (People-Focused)

**Energized by:** Connection and collaboration  
**What they value:** Trust, relationships, and open dialogue  
**What they bring:** Strong engagement  
**Watch for:** Avoiding conflict or hard conversations  
**What they need from WPO:** Connection, sharing, & meaningful discussion

## INNOVATION (Visionary)

**Energized by:** New ideas and big-picture thinking  
**What they value:** Growth, creativity, and momentum  
**What they bring:** Fresh perspectives and bold thinking  
**Watch for:** Losing patience with slow or repetitive meetings  
**What they need from WPO:** Strategic conversations and mental stimulation



## PROCESS (Stability-Oriented)

**Energized by:** Structure and steady progress  
**What they value:** Clarity, consistency, and organization  
**What they bring:** Reliability and follow-through  
**Watch for:** Resistance to rapid change or ambiguity  
**What they need from WPO:** Clear agendas, structure, and purpose

## RESULTS (Execution-Driven)

**Energized by:** Outcomes and efficiency  
**What they value:** Productivity, goals, and impact  
**What they bring:** Decisiveness and accountability  
**Watch for:** Being overly direct or impatient  
**What they need from WPO:** Actionable insights and tangible value

# Renewing WPO Members with Data:

## TEAMWORK: RELATIONSHIP

### What they're really looking for:

- Feeling safe to open up
- Strong trust in the room
- Genuine connection with peers

### What works as a Chair:

- Do proper check-ins, not just jump into business updates
- Make space so everyone gets to speak
- Keep the tone supportive, not overly intense
- Reinforce confidentiality and trust often

## PROCESS: THINKER

### What they're really looking for:

- Depth over fast talk
- Structure and clarity
- Time to think before speaking

### What works as a Chair:

- Share agendas and topics in advance
- Give reflection time before roundtable responses
- Don't force them to speak quickly in high-pressure moments
- Keep discussions organized and on track



## INNOVATION: BIG PICTURE

### What they're really looking for:

- Strategic conversations, not surface updates
- New ideas and different perspectives
- Conversations that challenge their thinking

### What works as a Chair:

- Push discussions beyond “what happened” to “what’s next”
- Ask bigger, forward-looking questions
- Let the conversation breathe instead of over-controlling it
- Bring in diverse viewpoints from the room

## RESULTS: BOTTOM LINE

### What they're really looking for:

- Efficient use of their time
- Real solutions and actionable insight
- High-value, focused discussions

### What works as a Chair:

- Keep conversations focused and purposeful
- Redirect when discussions go off track
- Emphasize takeaways and real decisions
- Frame meetings as leadership problem-solving, not just sharing

# Take Action with PI

Next steps for WPO Chapter Chairs



# Exclusive Offer for WPO Chapter Chairs

3 Offers Available:

## 1) Chapter Chair 1:1 Leadership Coaching Session

Whether you're navigating group dynamics, strengthening member engagement, or refining your leadership approach, **this focused conversation will provide practical insight tailored to your unique behavioral profile and leadership context.**

## 2) WPO x PI 90 Minute Session for your Chapter (Part 1)

In this dynamic 90-minute session, members complete their PI and gain powerful insights into their natural leadership drives, communication styles, and decision-making tendencies. The experience **deepens trust, accelerates understanding, and enhances how members collaborate** within the chapter.

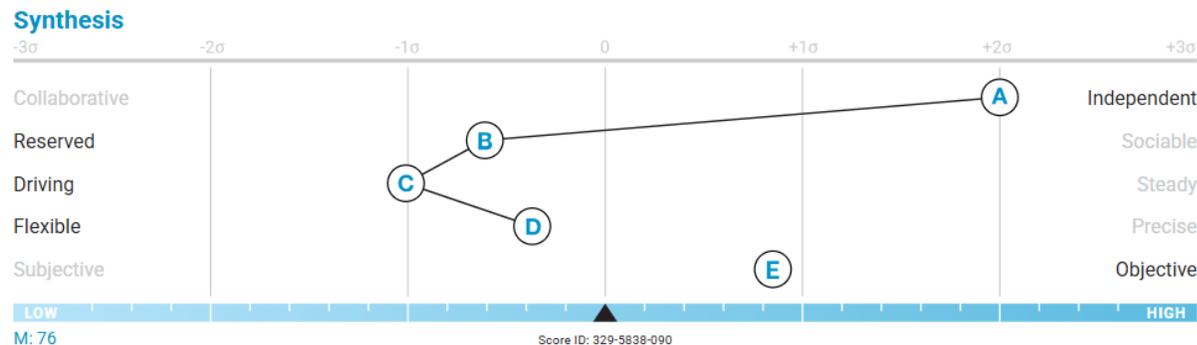
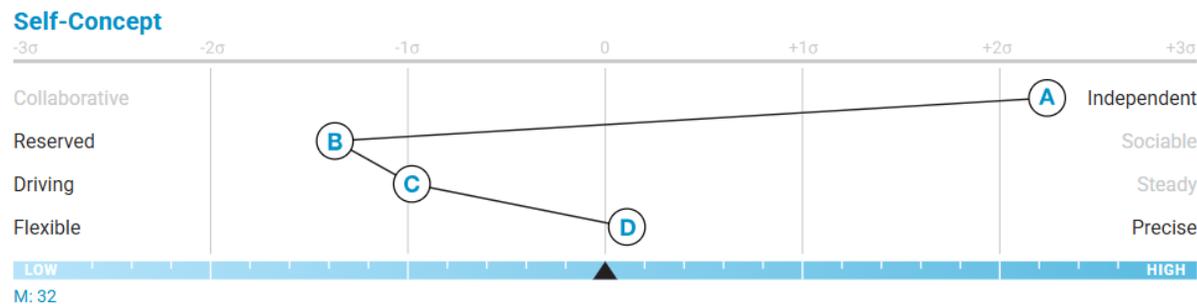
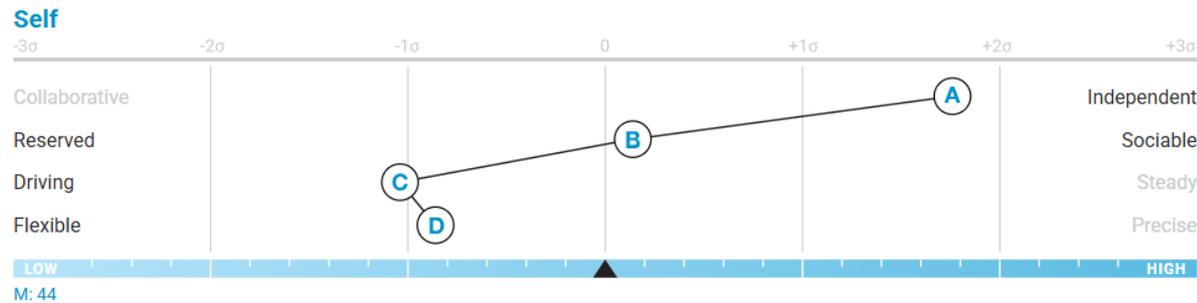
## 3) WPO x PI SWOT of the Leader Insight Expansion (Part 2)

For chapters that have already completed the PI 90-minute session, this advanced experience takes insight to the next level. In the SWOT of the Leader session, we translate individual behavioral data into a practical leadership framework – **identifying each member's strategic Strengths, Watch-outs, Opportunities, and Tension points.**

WPO Chapter Chair Session  
Request Form



# Schedule your 1:1 to deep-dive your PI Report



WPO Chapter Chair Session  
Request Form



# Session 1: Understanding your Chapter

Teamwork & Employee Experience

Innovation & Agility



Process & Precision

Results & Discipline

- 90-min virtual Chapter Session
- Members get to complete the PI Behavioral Assessment
- Readbacks + Session

WPO Chapter Chair Session Request Form



## Chapter Strengths

**Variety** – With a wide variety of personalities on your team, someone will be best suited for each business initiative.

**Ability to Morph** – You tend to have the flexibility to morph into the team you need to be to get the work done.

**Flexibility** – You may have the flexibility necessary to take concrete action to define organizational culture and equip your teams for change.

# Session 1: Quotes from previous sessions:

**By the end of this session, WPO Members will be able to:**

- Discover insights about yourself through your Predictive Index Behavioral report.
- Learn how your behavioral patterns affect your approach in the workplace.
- Gain insights into workplace dynamics by analyzing the assessment results of other WPO members.
- Improve interactions with WPO Chapter Members, understanding the diverse drives, needs, and behaviors.

**“THANK YOU SO MUCH FOR TODAY!!! You scored a 10 with my Harrisburg Chapter.”**  
- Roz Alford

**Thank you for following up with me. I can't stop thinking about PI. I think I have everyone pegged in my office and I'm eager to find out if I'm right! 😊**  
- Kerry Brabant, Managing Partner & CEO

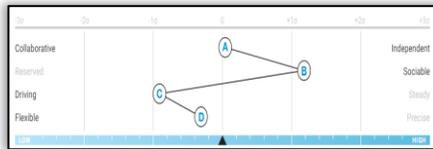
**“I just wanted to say thank you for providing this service to WPO. I think this could be such a game changer for businesses (and clearly is) in a way that other programs aren't. It doesn't take an integrator personality to really put this to use.”**  
- Shelby Taylor, Founder & CEO,

**“Thank you so much for your session with my WPO Vancouver Chapter 1 group on Wednesday. It was so informative and interesting! Being a science nerd myself, I love the data behind the results.”**  
-Dr. Danielle Woo, DMD

**“Wanted to drop you a note to let you know the Chapter's really enjoyed your presentation. I'm going to think of ways to incorporate the results as well as use for future additional discussion.”**  
- Sandra L. Wear

**“Thank you for a great session at the Platinum III meeting today!”**  
- Kerrie Heslin, Esq. | Partner

# Session 2: 90 min SWOT OF A LEADER WORKSHOP



**Vivian**

MODERATELY A		VERY	EXTREMELY	MODERATELY B		VERY	EXTREMELY	EXTREMELY C		VERY	MODERATELY	EXTREMELY D		VERY	MODERATELY								
<b>STRENGTHS</b>				<b>CAUTIONS</b>				<b>STRENGTHS</b>				<b>CAUTIONS</b>											
<ul style="list-style-type: none"> <li>Drives change and challenges status quo</li> <li>Seeks to lead and have an impact</li> <li>Innovative, self-motivated</li> <li>Able to think "big picture"</li> </ul>				<ul style="list-style-type: none"> <li>May be seen as overly aggressive</li> <li>May intimidate rather than motivate</li> <li>May have difficulty delegating authority</li> <li>May appear to be tough-minded and directive</li> </ul>				<ul style="list-style-type: none"> <li>Motivating, stimulating communicator</li> <li>People-oriented, sociable</li> <li>Builds team cohesion and collaboration</li> <li>Thoughtful delegator</li> </ul>				<ul style="list-style-type: none"> <li>May be too optimistic or overly trusting</li> <li>May prioritize being liked or being the focus of attention</li> <li>May appear overly talkative and superficial</li> </ul>				<ul style="list-style-type: none"> <li>Proactive and results-oriented</li> <li>Able to deal with time pressure</li> <li>Able to deal with variety and change</li> <li>Multitasker, able to juggle priorities</li> </ul>				<ul style="list-style-type: none"> <li>May appear to be terse; "out to the chase"</li> <li>May tend to be intolerant of delays especially when impacting results</li> <li>May become frustrated in stagnant environments</li> </ul>			
<b>SELF-COACHING TIPS</b>				<b>SELF-COACHING TIPS</b>				<b>SELF-COACHING TIPS</b>				<b>SELF-COACHING TIPS</b>											
<ul style="list-style-type: none"> <li>Actively seek input from multiple sources</li> <li>Practice active listening and allow people to express their opinions or ideas</li> <li>Think before y</li> </ul>				<ul style="list-style-type: none"> <li>Allow others the opportunity to contribute and influence outcomes</li> <li>Consider how much detail or tangible information is needed when communicating</li> </ul>				<ul style="list-style-type: none"> <li>Reflect on situational urgency - does everything need to be done right now?</li> <li>Recognize that people have different paces and manage expectations</li> </ul>				<ul style="list-style-type: none"> <li>Seek data to support your decisions</li> <li>Evaluate decisions from multiple perspectives or partner with someone who can provide a balanced view</li> <li>Respect questions others have about "how" things will be done</li> </ul>											

predictive success

### CHEAT SHEET

**STRENGTHS**

- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_

**WARNINGS**

- \_\_\_\_\_
- \_\_\_\_\_
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predictive success

### WARNINGS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

WPO Chapter Chair Session Request Form

# Your Chapter doesn't form by accident.

- It's intentional
- Rooted in self-awareness on every level
  - ❑ **Aware and engaged with strategic direction**
  - ❑ **Self aware as an individual, leader and Chapter Chair**
  - ❑ **Aware of WPO Members and their needs**
  - ❑ **Understand how you function as a Chapter**
  - ❑ **Understand how the Chapter functions in relation to your goals.**



# Thank you

**Sign up for your 30 min Chapter  
Leadership Deep Dive**

**Jennifer Lahey McGill, MSc  
[Jlahey@predictivesuccess.com](mailto:Jlahey@predictivesuccess.com)**