



# Woo®

## THEME DESCRIPTION

Woo stands for winning others over. You enjoy the challenge of meeting new people and getting them to like you. Strangers are rarely intimidating to you. On the contrary, strangers can be energizing. You are drawn to them. You want to learn their names, ask them questions and find some area of common interest so that you can strike up a conversation and build rapport. Some people shy away from starting up conversations because they worry about running out of things to say. You don't. Not only are you rarely at a loss for words, you actually enjoy initiating with strangers because you derive satisfaction from breaking the ice and making a connection. Once that connection is made, you are quite happy to wrap it up and move on. There are new people to meet, new rooms to work, new crowds to mingle in. In your world there are no strangers, only friends you haven't met yet — lots of them.

## POWER AND EDGE

People with strong Woo talents bring energy to social situations. They can connect with others and act as catalysts in helping people connect with one another. They have an exceptional ability to draw others out of their shells.

## WOO IN ACTION

Words that might describe a person with dominant Woo talents:

charming  
 interactive  
 socially proactive  
 influential  
 outgoing  
 gregarious  
 engaging  
 initiating  
 winsome  
 socially energetic

## ACTION ITEMS

- Deliberately build your network of acquaintances. Tend to it by checking in with each person at least once a month.
- Join local organizations, volunteer for boards, and find ways to get on the social lists of the influential people in your community.
- Learn the names of as many people as you can. Build an index of the people you know and add names as you become acquainted. Include a snippet of personal information for each contact — such as his or her birthday, favorite color, hobby or favorite sports team.
- Stay in touch with your peers in professional organizations. This will help you build your network and increase the number of experienced resources you can tap for help with any issues that arise.
- In social situations, take responsibility for helping put more reserved people at ease.
- Practice ways to charm and engage others. For example, research people before you meet them so you can find common ground.
- Find the right words to explain to people that networking is part of your style. If you don't claim this theme, others might mistake it for insincerity and wonder why you are so friendly.
- Partner with someone with a strong Relator or Empathy theme. This person can solidify the relationships that you begin.