Help People In The Office Lighten Up

Flip Flippen, a psychotherapist and business coach in College Station, Texas, argues that success comes from something else — eliminating negative behavior.

“Whatever you are or whatever you want to be, ignoring your behavioral constraints is a blueprint for failure,” he said. He discusses this in his book, “The Flip Side.”

Flippen’s first book and the one associated with his coaching practice, “The Flip Side,” has sold more than 100,000 copies in the last three years.

Flippen has worked with Fortune 500 companies, such as construction firm Trinity Industries, defense contractor ITT and IMG, the world’s largest sports management company. He shares his tips.

“I did research on leadership styles,” Flippen said. “I got a 100 different leadership styles that came out of this research. I realized that the bulldozer is one of the most common leadership styles I came across.”

Bulldozers are people who: 
- Have very strong opinions about what they believe is right
- Have a “do what I say” attitude
- Are “very aggressive and dominate every meeting. They don’t listen to others, so people around them shut down, and then it’s a one-man show.”

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Flippen has a type of personality. He started by looking at his own faults: showing up late, leaving meetings early.

“Among people who admire you, don’t argue with them,” he said. “Rather, ask for clarification. You could say, ‘My tendency is to want to disagree, but I would appreciate your clarification.’ Thank them for their thoughts, and don’t say, ‘Yes, but.’”

Flippen points out that bulldozer clients are often bossy. He suggests that bulldozer clients try to gain the trust of a bulldozer client by forming a relationship on a personal or business level.

Flippen says bulldozers should try to improve because if forced to compete against another team that works well together, a bulldozer’s team often loses.

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