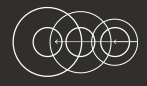
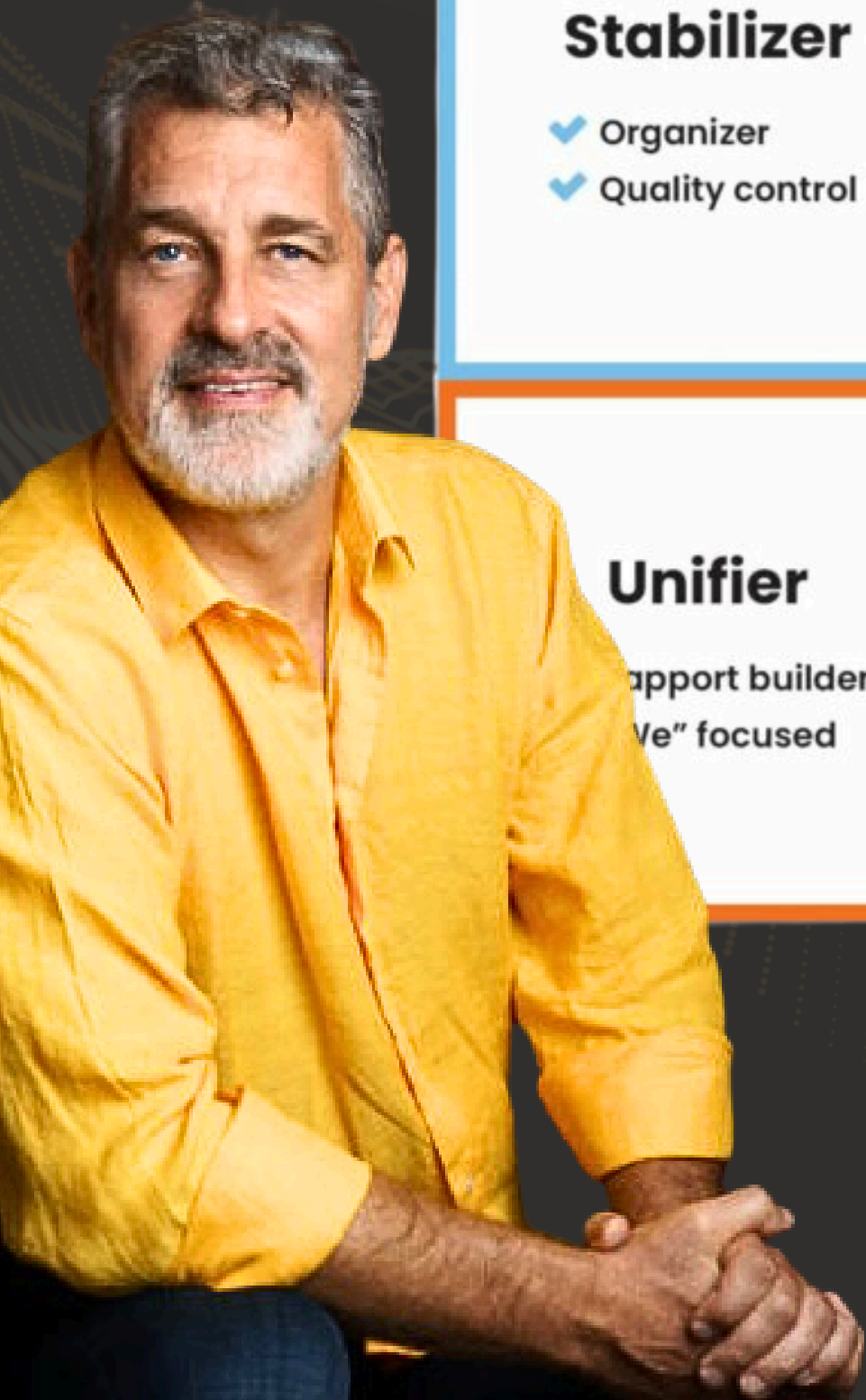


INTRODUCTION TO THE 4 STYLES OF



# MANAGEMENT

How I map structural energy inside every organization I work with



Organizational  
Physics

# 01 THE REAL CHALLENGE

You're not managing personalities. You're managing competing forces of energy.

**Most leadership breakdowns aren't personal.**

They stem from misaligned competing forces of energy.

**If you've ever asked:**

- Why are decisions bottlenecked?
- Why can't the team stay on track?
- Why does the culture feel off?

The answer usually lives here — in how your team's energy is distributed.



# 02 THE FOUR FORCES

PSIU: A map of how work gets done

- **P: Producing** — Action, speed, results
- **S: Stabilizing** — Process, control, order
- **I: Innovating** — Vision, creation, change
- **U: Unifying** — Trust, alignment, cohesion

Everyone has all four — but one or two are dominant. And when your team is out of balance, you feel it.



# 03 THE PRODUCER

The engine of execution

**Producers** thrive on moving fast and getting results.

They value output, momentum, and achievement.

- They overestimate timelines
- Under-delegate
- Default to “just do it myself”

**Under stress?** They push harder, delegate less, and can burn out the team — or themselves.



# 04 THE STABILIZER

The architect of order

**Stabilizers** bring structure, process, and control.

They value consistency, accuracy, and doing things “the right way.”

- Plans before acting
- Follows systems and standards
- Thinks long-term and in detail

**Under stress?** They retreat into over-planning and resist change — even when it’s needed.



# 05 THE INNOVATOR

The catalyst for change

**Innovators** live in the future.

They see possibilities others can't  
— and they push for what's next.

- Big-picture thinkers
- Challenge the status quo
- Thrive on uncertainty and experimentation

**Under stress?** They chase too many ideas, resist structure, and leave execution behind.



# 05 THE UNIFIER

The glue that holds it all together

**Unifiers** create harmony.

They read emotional undercurrents and build trust across the team.

- Excellent listeners and connectors
- Foster culture and morale
- Ensure people feel seen, safe, and aligned

**Under stress?** They avoid conflict, defer decisions, and prioritize consensus — even when clarity is needed.



# 06 WHY THIS MATTERS

PSIU isn't about personality.  
It's about structure.

This is a leadership lens — not a typology.

Use it to:

- ✓ Diagnose energy drains
- ✓ Restructure teams around strengths
- ✓ Hire for balance, not sameness
- ✓ Align execution to lifecycle stage

If something's not working, don't blame the person. Check the structure first.



WANT TO DISCOVER YOUR DOMINANT FORCE?

# TAKE THE FREE PSIU ASSESSMENT



5 minutes



No email required



Get a snapshot of how you lead and what your team may be missing

“Great management starts by seeing what others don’t: The hidden energies at work inside every team.” — Lex Sisney



Lex Sisney

