



# PATRICK DIOGENIA

Personal User Manual

*(he/him/his)*



# WHAT I BELIEVE

- Management is both an art and a science
- Marketing is too important to be left to the marketing department alone
- The customer, not the company, is the hero







*I am a graduate of UPenn (undergrad), TESU (undergrad), and Indiana University and the University of Manchester (Dual MBA).*



*I was a child performer from ages 7-20, appearing on national TV, Off-Broadway, and in print campaigns. Star Search was the American Idol of its day, and I competed in 1994.*

# FUN FACTS



*After my music career and before entering the corporate world, I founded and ran a magic supply business and then worked in city government (comms). This photo is from a magic convention in 2003.*



# WHAT GIVES ME ENERGY AT WORK



Deep Dives



1-on-1s



Well-Researched  
Arguments



# WHAT DRAINS ME AT WORK

Endless Meetings



Passive Aggression



Magical Thinking



“What if we don’t change at all ...  
and something magical just happens?”

# CONDITIONS + COMMUNICATIONS

**Most Productive Times:** Afternoons & Evenings

**Meeting Protocol:** Please ask first before scheduling

**Contacting:** Chat for rapid response; updates to project management systems and emails for less urgent items

**Context:** If I don't understand the wider purpose behind why we are doing something, I find it hard to engage with it





# A-LIST ACTIONS



Systems Thinking



Contextually  
Zooming In & Out



Combining  
Experience with  
Empirical Evidence





# ASK ME ABOUT

Marketing Strategy

Market Research

Travel

Psychology

Negotiation

Magic & Illusion





# LEARNING STYLES + PERSONALITY TYPE

We all absorb, apply information, and perceive the world differently. My dominant styles are identified below; take these assessments to identify yours:

[Learning Styles Quiz](#)

[Personality Quiz](#)



Sources: Honey & Mumford; Fisher et al.

*Detailed breakdowns on next two slides*



## Personality Type

### Director

## Characteristics

Analytical, tough-minded, direct (often blunt), exacting, skeptical, determined to win

## Examples

Margaret Thatcher, Hillary Clinton, Steve Jobs



### Negotiator

Sees the big picture, has people skills, verbal skills; imaginative, intuitive, compassionate

Mahatma Gandhi, Oprah Winfrey, Bill Clinton



### Builder

Cautious, conventional, concrete, meticulous, respectful of rules and authority

Dwight Eisenhower, Colin Powell, George W. Bush



### Explorer

Curious, creative, spontaneous, energetic, mentally flexible, daring

John F. Kennedy, Richard Branson, Teddy Roosevelt



## Learning Style

## Strengths

## Stumbling Blocks



### Reflector

- Observing individuals or groups at work
- Reviewing events and thinking about what they have learned
- Producing thorough analyses and reports without tight deadlines

- Role-playing in front of others
- Doing things with no time to prepare
- Being thrown in at the deep end
- Being rushed through work



### Theorist

- Complex situations that demand their skills and knowledge
- Structured situations with clear purpose
- Internalizing ideas or concepts even if not immediately relevant
- Questioning and probing ideas

- Situations which emphasize emotion and feelings
- Unstructured activities with no briefings
- Acting without knowing the principles or concepts involved
- Feeling out of tune with the other participants, for example people with different learning styles



### Activist

- Involved in new experiences, problems and opportunities
- Working with others in team tasks or role-playing
- Being thrown in the deep end with a difficult task
- Chairing meetings, leading discussions

- Listening to lectures or long explanations
- Reading, writing or thinking on their own
- Absorbing and understanding data
- Following precise instructions to the letter



### Pragmatist

- There is a link between the topic and job
- They have the chance to try out techniques
- They are shown techniques with obvious advantages such as saving time
- They are shown a model they can copy

- No obvious or immediate benefit they can recognize
- No practice or guidelines on how to do it
- No apparent benefit to the learning
- The event or learning is "all theory"

"Sitting at a desk all day was not only a privilege but a duty: something I owed to all those people in my life, living and dead, who'd had so much more to say than anyone ever got to hear."

- Barbara Ehrenreich



# MY GUIDING FORCE





# A FINAL WORD

**“The customer doesn’t care about your product. They care about the outcome your product provides.”**