

Influences on Communication: Behavior Style - Personalities

Presented by



Working With Different Types

Influences on Communication

Task – Oriented
Guarded & Cool/Controlled
Low Emotion
Less concern for pleasing people

Reactive
Low
Assertiveness
Prefers to listen
(Intraverted)

ANALYTICAL	DRIVER
NURTURER	EXPRESSIVE

Proactive
High
Assertiveness
Prefers to talk
(Extraverted)

High Emotion
Open & Warm
People Pleaser
People – Oriented

Personality Styles

A **driver/director** is happy as long as everything remains under control.

An **amiable/nurturer**, however, would give up control in order to avoid conflict.

The **analytical/scientist** is obsessed with details--the more details and precision, the better.

However, the **expressive/entertainer** is disinterested in details as long as he or she is having fun.

Director/ Driver

- Maintain control
- Goal-Oriented, Results-Oriented
- Focus on task-completion
 - rather than on planning details
 - Less consideration for people's feelings and reactions
- Wants pertinent details only
- Direct, to-the-point
- Expects to succeed
- Fast paced
- Competitive
- Decisive, Quick decisions

Reading the **Director/Driver**

- Runs late
- Direct, straight-forward, to-the-point
- May interrupt
- May show impatience
- Good communicator – listening and talking
- Good eye contact
- Firm handshake
- May talk loud
- Confident, self-assured
- Well-groomed
- High energy
- Works quickly
- Assertive
- Quick decisions

Providing Value for the **Director/Driver**

- Have in-depth knowledge of goals & objectives
- Communicate a plan for reaching those goals
- Help them maintain feeling of control
 - Keep them informed
 - Give them options
- Not a lot of extra chit-chat
- Get to the facts
- Don't give too much detail
 - ...Pertinent details
- Usually prefer verbal communication rather than written

- Team player
- Dislikes conflict & confrontation
- Peacemaker
- Nurturing, supportive
- Flexible
- Values being liked
- Works within set parameters, by the book
- Prefers conservative approach (afraid to make mistakes)
- Difficulty making decisions

Nurturer/ Amiable

- Very dependable, loyal, reliable
- Very nice
- Often holds in thoughts & feelings
- Values being liked
- Hard worker
- Steady
- Fears change

Reading the **Nurturer/Amiable**

- Usually on time
- Good listener/prefers listening
- More relaxed posture
- Conservative, understated dress
- Patient
- Reserved
- Cautious
- Pleasant demeanor
- Accommodating
- Flexible
- More likely to give-in to pressure
- Slower to make decisions

Providing Value for the **Nurturer/Amiable**

- Explain how your services/skills will be used to reduce conflict & confrontation
- Talk about win/win
- Give warranties or pledge of performance
- Follow-up, follow through
- Be dependable, on time
- Pleasant, relaxed demeanor
- No high pressure
- Allow time for decisions
- Help them commit
- Help them feel assured

- Number-cruncher
- Very structured
- Precise...All I's are dotted, T's crossed
- Relies solely on details and facts
- Reads documents carefully
- Goes by the rules
- Will not "settle" for less than expected results

Analytical

- Realistic, logical, practical
- Systemized...thoroughly prepared
- Expects information to be correct and tasks done correctly
- Less concern for pleasing people
- Numbs self to conflict

Reading the **Analytical/Scientist**

- Reserved, serious
- List maker
- Thinks before speaking
- Walks & speaks slowly
- Likes data and details
- Reads documents
- Skeptical
- Very analytical
- picky
- Punctual
- Prefers listening
- Less eye contact
- Conservative dress
- Systematic, orderly, not spontaneous
- Very efficient
- May seem evasive or aloof
- Less “touchy-feely”... values personal space

Providing Value for the **Analytical/Scientist**

- Explanation of services and tools in place to minimize mistakes and increase quality
- Provide facts & details in writing
- graphs, charts, statistics, numbers
- Make sure your info is accurate and correct

Providing Value for the **Analytical/Scientist**

- Outline the issues, provide supportive documentation leading to a proper conclusion
- Provide pros & cons regarding decisions
- Punctual & organized
- Give personal space

Expressive

- Likes to have fun & excitement
- Doesn't like details/facts
- Usually creative, "idea" person, a visionary
- Lots of projects going at once
- Think as they speak
- Spontaneous, impulsive
- Intuitive, relies on "gut"
- Flexible
- Spontaneous
- Disorganized
- Wants others' approval
- Sociable
- Energetic
- Convincing, persuasive

Reading the **Expressive/Entertainer**

- Outgoing
- Enjoys talking
- Animated
- Skips from topic to topic
- May like to tell jokes
- Creative, “idea” person
- Influential, convincing
- Optimistic
- Enthusiastic, energetic
- Runs late
- Flexible
- Flashier dresser
- Disorganized

Providing Value for the **Expressive/Entertainer**

- Show them how the process will be pleasant, fun and exciting
- Shield them from the unnecessary details
- Avoid unnecessary paperwork and remove the boring details
- Visualize with them
- Lots of chit-chat, but allow them to dominate the conversation
- Give an open ear to their ideas
- Give sincere compliments