

Please be sure to identify where you and/or the person you want to communicate with better sits on the graph. Many times, they will be at the opposite side of the graph from you. D and S styles are opposite. C and I styles are opposite. Once you understand where they are coming from, it is easier to learn to get along and communicate more effectively.

#### THE SCORING LEGEND

= Natural Behavioral Style

= Adapted Behavioral Style

- D = Dominance: How you deal with Problems
- I = Influence/Extroversion: How you deal with Other People
- S = Steadiness/Patience: How you deal with your Activity Level
- C = Conscientious/Compliance/Structure: How you deal with the "Organization's Rules" as well as the focus on details, accuracy and precision

Efficient, Analytical, Organized, Factual, Aware of the Consequences of their Actions, Practical and Innovative. Data, Fact & Analysis Assertive, Results Focused, Based. Precise & Accurate Rapid Decisions, Will Seek Trusts in the Value of **ANALYTICAL & ASSERTIVE** Challenges, Can be Aggressive Structure, Standards & and Impatient, Desires to Lead. Order. Sees the value of "Rules". SUPPORTIVE & ANALYTICAL ASSERTIVE & PERSUASIVE Balances & Values Data **Both Assertive and** & Diplomacy, Mindful of Persuasive, Likely to the "Rules". Will be Goal embrace New Concepts, 63 65 Focused, Dislikes Often a Mover and a Confusion and Shaker, Can be very Ambiguity. outgoing with High Energy and Engaging Effort. WERY PERSUASIVE Very Patient & Favors Very Outgoing & Persuasive, Stability and Structure. Not a Very People Oriented, Quite Risk Taker, Likes to operate Optimistic Outlook, Strong SUPPORTIVE & PERSUASIVE at a Steady, Even Pace. Communication Skills, Likes to have Variety in their day. Supportive & Persuasive, Good



Team Player, Creates Good Will &

provides Good Customer Service



## Communication Plan with the **DOMINANT** Style

CHARACTERISTICS:	SO YOU
Concerned with being #1	Show them how to win, new opportunities
Think logically	Display reasoning
Want facts and highlights	Provide concise data
Strive for results	Agree on goal and boundaries, the support or get out of their way
Like personal choices	Allow them to "do their thing," within limits
Like changes	Vary routine
Prefer to delegate	Look for opportunities to modify their workload focus
Want others to notice accomplishments	Compliment them on what they've done
Need to be in charge	Let them take the lead, when appropriate, but give them
	parameters
Tendency towards conflict	If necessary, argue with conviction on points of disagreement, backed up with facts; don't argue on a "personality" basis

# Communication Plan with the INFLUENCING Style

CHARACTERISTICS	SO YOU
Concerned with approval and appearances	Show them that you admire and like them
Seek enthusiastic people and situations	Behave optimistically and provide upbeat setting
Think emotionally	Support their feelings when possible
Want to know the general expectations	Avoid involved details, focus on the "big picture"
Need involvement and people contact	Interact and participate with them
Like changes and innovations	Vary the routine; avoid requiring long-term repetition by them
Want others to notice THEM	Compliment them personally and often
Often need help getting organized	Do it together
Look for action and stimulation	Keep up a fast, lively, pace
Surround themselves with optimism	Support their ideas and don't poke holes in their dreams; show
	them your positive side
Want feedback that they "look good"	Mention their accomplishments, progress and your other genuine
	appreciation





## **Communication Plan with the STEADY Style**

CHARACTERISTICS	SO YOU
Concerned with stability	Show how your idea minimizes risk
Think logically	Show reasoning
Want documentation and facts	Provide data and proof
Like personal involvement	Demonstrate your interest in them
Need to know step-by-step sequence	Provide outline and/or one-two-three instructions as you
	personally "walk them through"
Want others to notice their patient	Compliment them for their steady follow-through
perseverance	
Avoid risks and changes	Give them personal assurances
Dislike conflict	Act non-aggressively, focus on common interest or needed
	support
Accommodate others	Allow them to provide service or support for others
Look for calmness and peace	Provide a relaxing, friendly atmosphere
Enjoy teamwork	Provide them with a cooperative group
Want sincere feedback that they're	Acknowledge their easygoing manner and helpful efforts, when
appreciated	appropriate

## Communication Plan with the CONSCIENTIOUS Style

CHARACTERISTICS	SO YOU
Concerned with aggressive approaches	Approach them in an indirect, nonthreatening way
Think logically	Show your reasoning
Seek data	Give data to them in writing
Need to know the process	Provide explanations and rationale
Utilize caution	Allow them to think, inquire and check before they make
	decisions
Prefer to do things themselves	When delegating, let them check procedures, and other progress
	and performance before they make decisions
Want others to notice their accuracy	Compliment them on their thoroughness and correctness when
	appropriate
Gravitate toward quality control	Let them assess and be involved in the process when possible
Avoid conflict	Tactfully ask for clarification and assistance you may need
Need to be right	Allow them time to find the best or "correct" answer, within
	available limits
Like to contemplate	Tell them "why" and "how

