

COMMUNICATING WITH “STYLE”

With Patrick Donadio, MBA, CSP, MCC

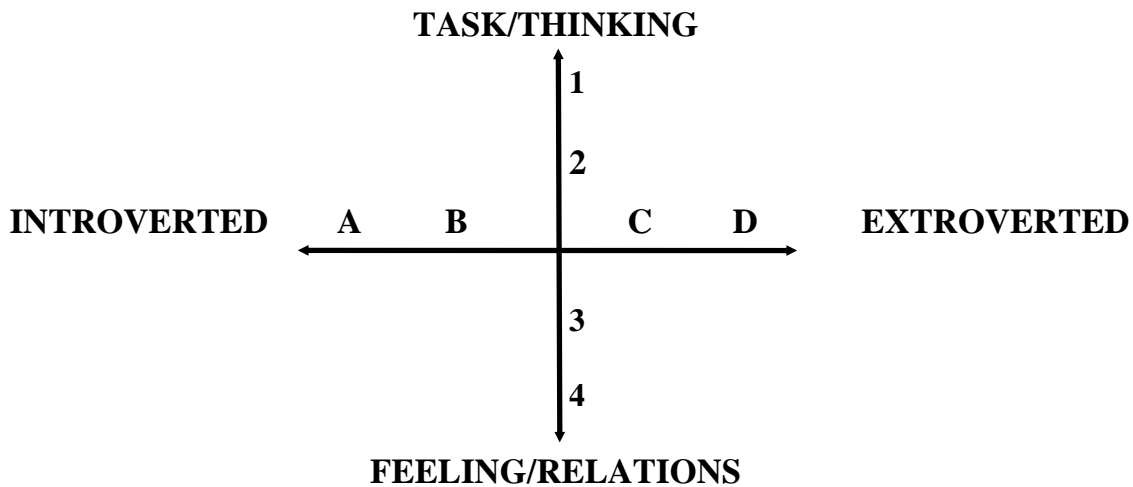
Objective: To teach you how to blend your **Communication Style** with the style of your associates for more effective communication.



Here are the three steps to communicating with “style”:

1. Know your own behavioral style.
2. Know the associate behavioral style.
3. Blend your communication style with theirs to eliminate tension in the communication process.

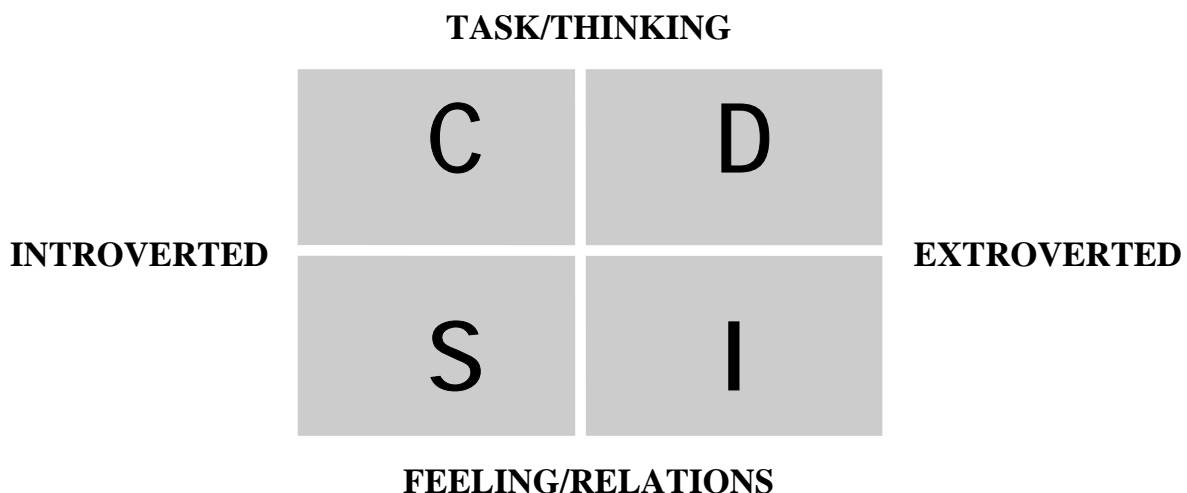
RECOGNIZE BEHAVIORAL STYLES



Two questions to ask when you are trying to “read” a person’s style:

1. Is the person introverted or extroverted? Choose a letter A B C D
2. Is the person task oriented or feeling oriented? Choose a number 1 2 3 4

Choose a letter and a number that best represents you... **Your STYLE:** Letter: _____ Number: _____



“All people exhibit all four behavioral factors in varying degrees of intensity.” –W. M. Marston

Communicating With STYLE Guide *

Description	Adapting Communication Style
<p>Impatient</p> <p><i>D</i> <i>O</i> <i>M</i> <i>I</i> <i>N</i> <i>A</i> <i>N</i> <i>T</i></p>	<p><u>DOMINANT</u> Ambitious, forceful, decisive, strong-willed, independent and goal oriented</p> <p><u>Characteristics:</u></p> <ul style="list-style-type: none"> • Fast paced speech, impatient • Gives strong first impression, acts confident • Tend to assume leadership roles • Take risks • Direct and or tries to control situation
<p><u>Adapt your style to:</u></p> <ul style="list-style-type: none"> ★ Be clear, specific, brief and to the point ★ Stick to business ★ Be prepared with supportive material in a well organized "package" <p><u>Factors that create tension:</u></p> <ul style="list-style-type: none"> ★ Talking about irrelevant things ★ Leaving loopholes ★ Appearing disorganized 	
<p>Optimism</p> <p><i>I</i> <i>N</i> <i>F</i> <i>L</i> <i>U</i> <i>E</i> <i>N</i> <i>C</i> <i>E</i> <i>R</i></p>	<p><u>INFLUENCER</u> Magnetic, enthusiastic, friendly, political, and demonstrative</p> <p><u>Characteristics:</u></p> <ul style="list-style-type: none"> • Friendly and talkative • Impulsive • Uses many hand gestures/vocal variety • Gets emotional • Imprecise about the use of time • Responds well to recognition
<p><u>Adapt your style to:</u></p> <ul style="list-style-type: none"> ★ Provide a warm friendly environment ★ Don't deal with lots of detail, put them in writing ★ Ask feeling questions to draw out opinions or comments <p><u>Factors that create tension:</u></p> <ul style="list-style-type: none"> ★ Being curt or tight lipped ★ Controlling the conversation ★ Driving on facts and figures, alternatives, abstractions 	
<p>No Emotion</p> <p><i>S</i> <i>T</i> <i>E</i> <i>A</i> <i>D</i> <i>Y</i></p>	<p><u>STEADY</u> Patient, predictable, reliable, steady, relaxed, and modest</p> <p><u>Characteristics:</u></p> <ul style="list-style-type: none"> • Patient, easy going and/or reserved • Uses an unemotional tone of voice • They avoid surprises • Deliberate - methodical • Need detailed directions
<p><u>Adapt your style to:</u></p> <ul style="list-style-type: none"> ★ Begin with a personal comment--break the ice ★ Present your case softly, non threateningly ★ Ask "how?" questions to draw opinions <p><u>Factors that create tension:</u></p> <ul style="list-style-type: none"> ★ Rushing headlong into business ★ Being domineering or demanding ★ Force them to respond quickly to your objective 	
<p>Fear</p> <p><i>C</i> <i>O</i> <i>M</i> <i>P</i> <i>L</i> <i>I</i> <i>A</i> <i>N</i> <i>T</i></p>	<p><u>COMPLIANT</u> Dependent, neat, conservative, perfectionist, careful and compliant.</p> <p><u>Characteristics:</u></p> <ul style="list-style-type: none"> • Speaks slowly, uses few gestures • Asks questions about facts and data • Deliberate in actions, dislikes chaos • Want everything to be done right • Skeptical, suspicious and/or critical
<p><u>Adapt your style to:</u></p> <ul style="list-style-type: none"> ★ Prepare your case in advance ★ Stick to business ★ Be accurate and realistic <p><u>Factors that create tension:</u></p> <ul style="list-style-type: none"> ★ Being giddy, casual, informal, loud ★ Pushing too hard or being unrealistic with deadlines ★ Being disorganized or messy 	

*Adapted from Dr. William Moulton Marston book, The Emotions of Normal People.

To determine which communication behavior pattern you most resemble contact Donadio at Patrick@PatrickDonadio.com for a complete, personalized 20-page report.

Applying the DISC System

Who do you know that fits into the 4 different styles? List their names below:

D _____

I _____

S _____

C _____

What techniques will you employ with each in order to more effectively communicate with them?

D _____

I _____

S _____

C _____

Action Plan

Insights are great but you must DO something about what you have learned about yourself. This action plan will help you turn these insights into strategies for success. **Example:**

AREA: Communicating. Learn how to communicate more effectively with my manager who is a "D".

Action Steps

- 1. When communicating with my manager I will be clear, specific, brief and to the point*
- 2. Sign up for an effective listening course to become a better listener*
- 3. Review the "Communicating Guide" page for the next 21 Days until I can effectively blend my communication style with that of my manager.*

WORKSHEET:

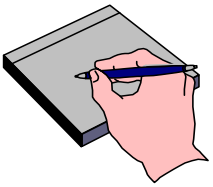
AREA: _____ - _____

Date to begin _____

Due to Review: _____

Action Steps:

1. _____
2. _____
3. _____



ACTION PLAN*

In order to become a better communicator you must begin to try new approaches and techniques. And most importantly practice! Why? Because:

"If you do what you've always done, you'll get what you've always gotten"

Mike Murdock

A. List POWER POINTS! These are items you learned today you want to implement the next time you communicate with others:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

B. List 2 areas you want to focus on during the next six months. What are you going to do differently in order to communicate more effectively?

Areas

Do Differently

1. _____
2. _____

C. Implement these Power Points and Evaluate! During the implementation, evaluate and adjust on a regular basis. Ask yourself after each encounter these two questions: *"What did I do well?"* and *"What will I do differently next time?"*

D. Try Again! Start to implement the answers to the question *"What will I do differently?"* into your next communication. Try to not to change too many things at once. *Learning is a process not an event!* Keep trying and you will see the difference!

© Patrick J. Donadio, MBA, CSP, MCC. All rights reserved. Patrick is a Certified Speaking Professional (CSP) & Master Certified Coach (MCC). Donadio shows leaders and their organizations how to increase profits, improve communications, enhance their credibility, build better relationships and boost performance — in less time. Visit <http://www.PatrickDonadio.com> for business tips and more information on his presentations/business coaching. Or call 614-488-9164 or e-mail Patrick@PatrickDonadio.com.