

Understanding Communication

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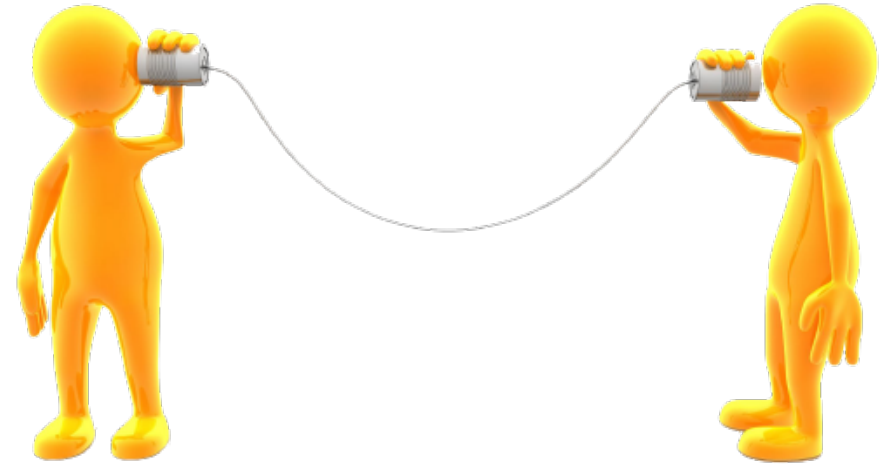
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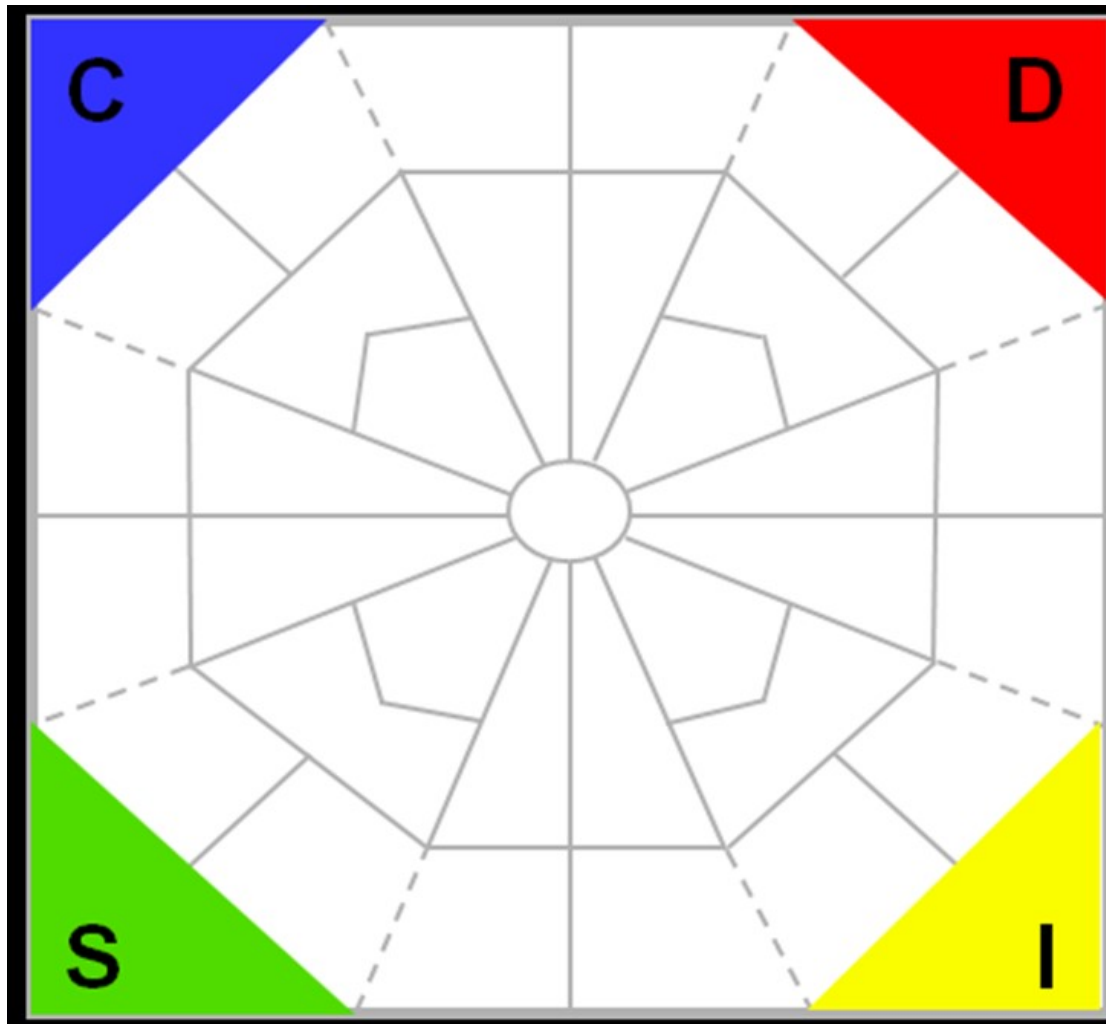
Sandler

Understanding Communication

- What is your communication style?
- How do you identify styles in others?
- How do you adjust to better communicate with people not like you?



What Is Your Communication Style?



Dominant (D)

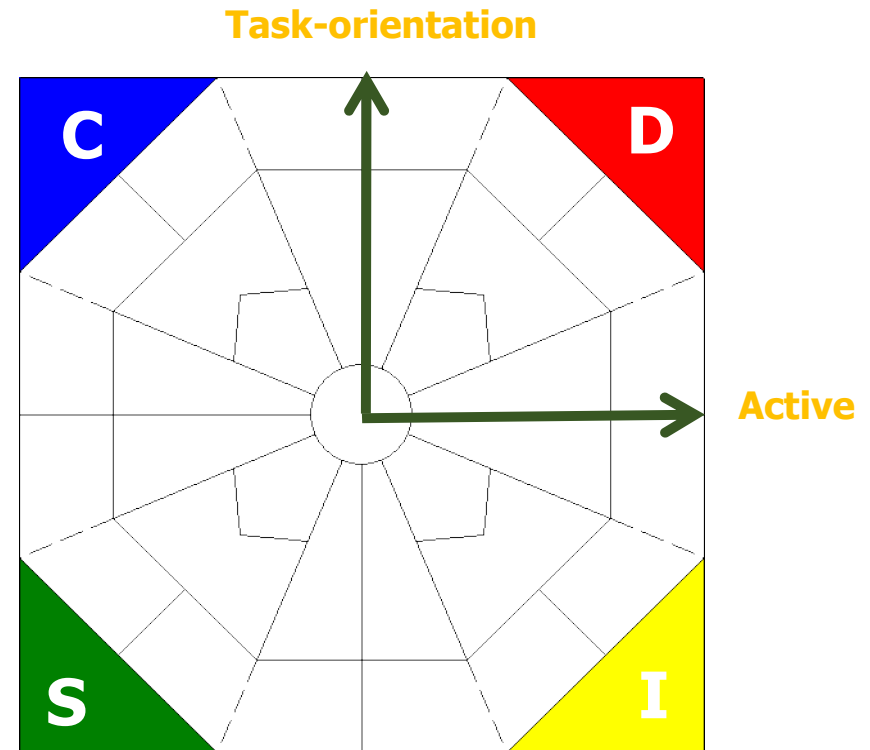
D-style = Active & Task-oriented

Talks about:

Goals, oneself, hard values, results, change

How to identify a D-style:

- Is decisive
- Is assertive
- Very impatient
- Is direct; says what thinks
- “What is the bottom line?”
- Focuses on the big picture
- States own opinions as facts
- “How does this benefit ME?”
- Often appears to be in a hurry
- Makes decisions quickly, almost hastily
- May talk to many people at the same time
- May have difficulty understanding other’s viewpoints/feelings



Influencer (I)

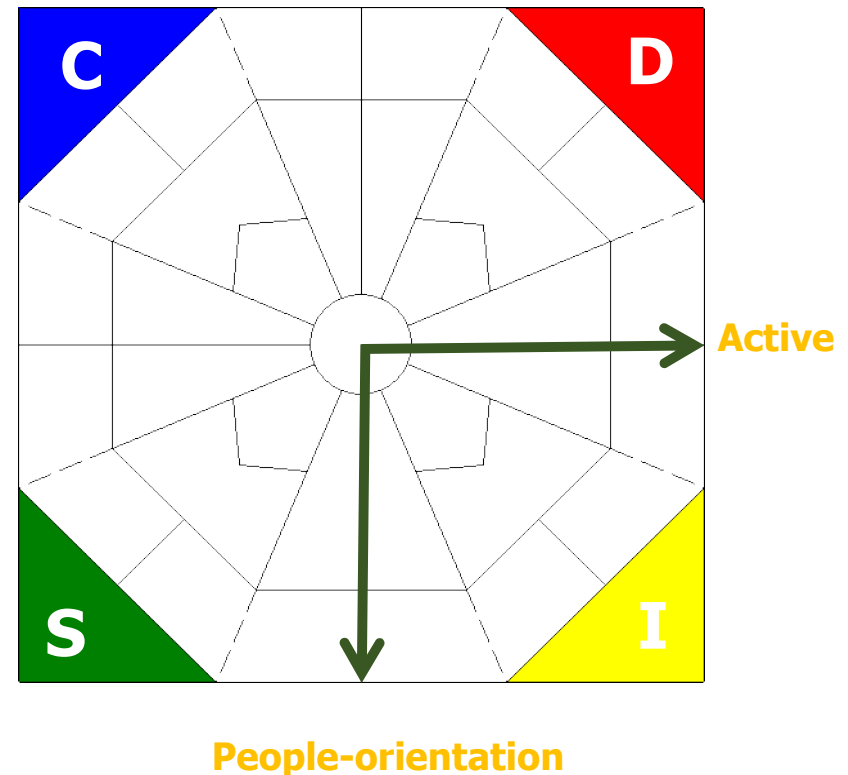
I-style = Active & People-oriented

Talks about:

People, team-spirit, good things, future, oneself

How to identify an I-style:

- Talks a lot
- Is animated
- Is open and friendly
- Appears unorganized
- Does not listen for long
- Stays away from hard facts
- Does not pay close attention
- Jumps from subject to subject
- Does not focus much on details
- Talks about people he/she knows
- May make decisions spontaneously
- May ask same question several times



Steady Relator (S)

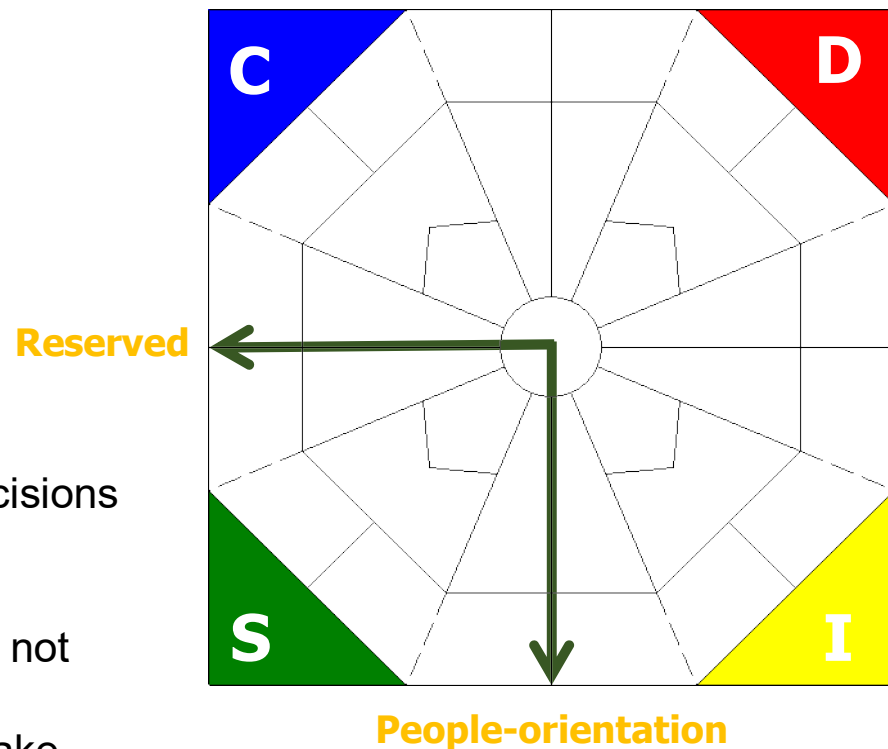
S-style = Reserved & People-oriented

Talks about:

Agreements, principles, past, proofs, one's team

How to identify an S-style:

- Is easy-going
- Appears calm
- Listens carefully
- Appears thoughtful
- Nods and goes along
- "Let me think about it."
- Likes own physical space
- Does not get easily excited
- Ponders alternatives, slow in making decisions
- Asks questions and inquires about the specifics
- Seems to have strong opinions but does not express them vocally
- Completely new ideas/things seem to make him/her uncomfortable



Cautious Thinkers (C)

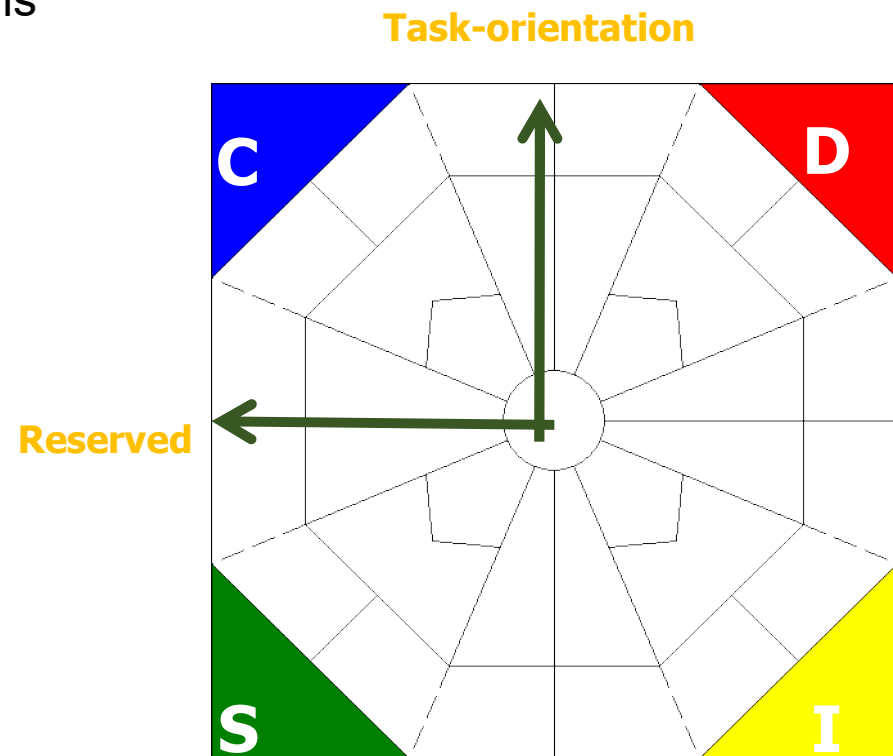
C-style = Reserved & Task-oriented

Talks about:

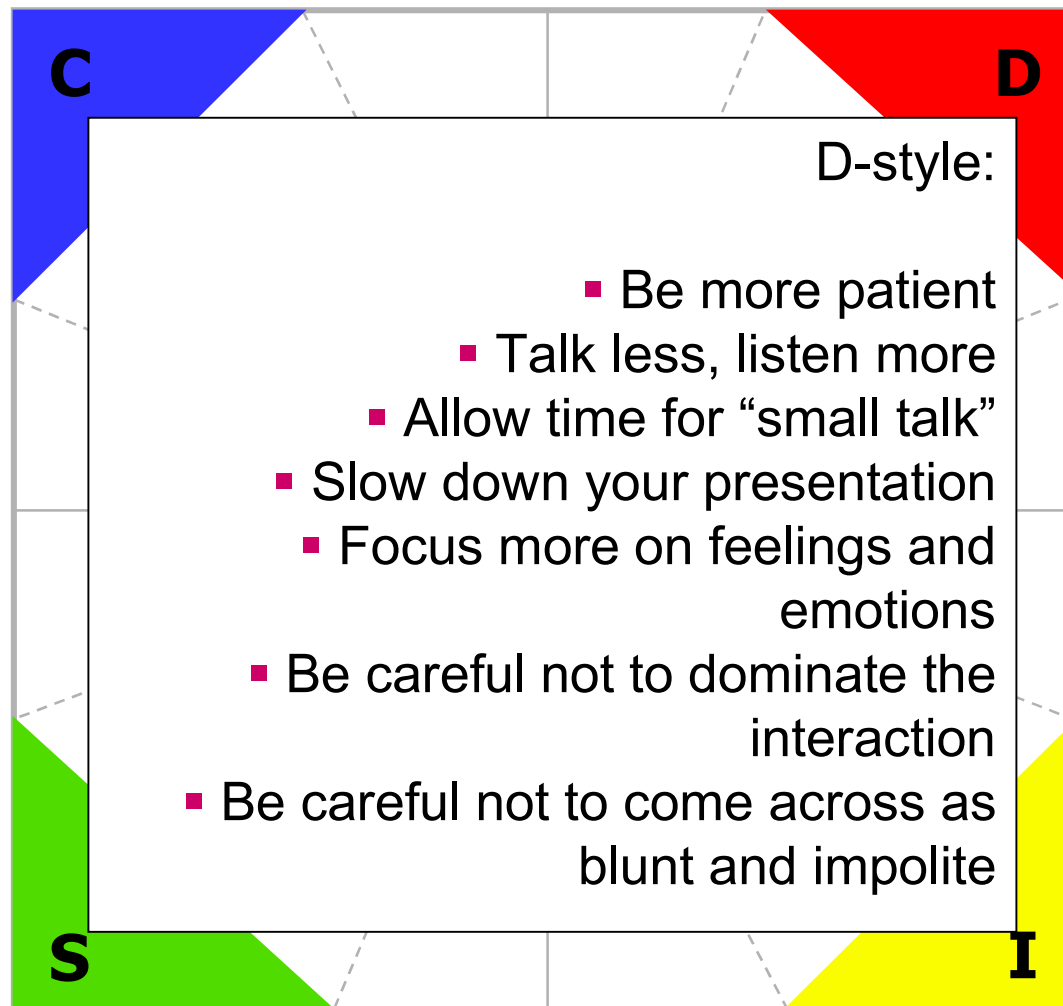
Facts, analyses, details, rules, instructions

How to identify a C-style:

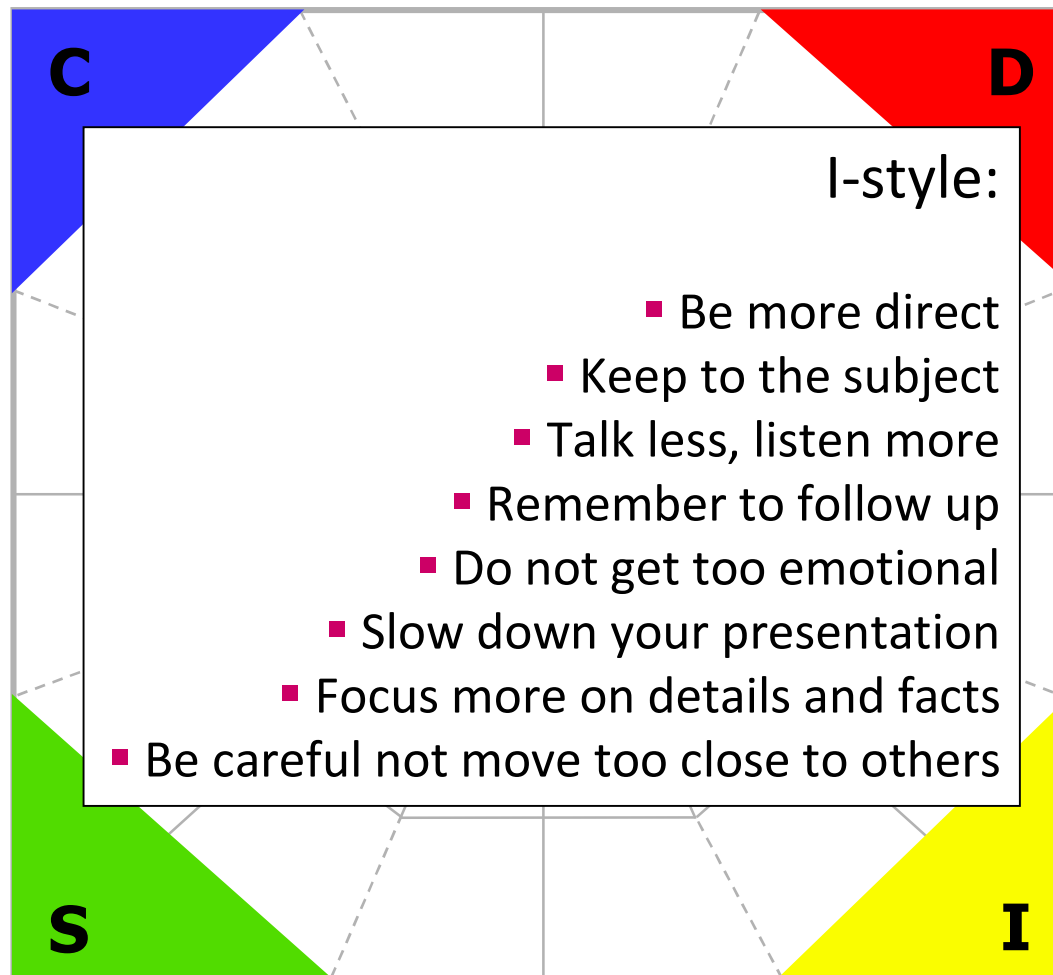
- Is quiet
- Focuses on details
- Proceeds cautiously
- Asks many questions
- Is deliberate and controlled
- Is not comfortable with physical contact
- Appears reserved and somewhat timid
- Doesn't express disagreeing views easily
- Is well-prepared; may have done homework
- Studies specifications and other information carefully
- Makes decision only after studying pertinent facts/issues
- May be very critical; criticism based on facts, not opinion



D-style: Communication Guide



I-style: Communication Guide



S-style: Communication Guide

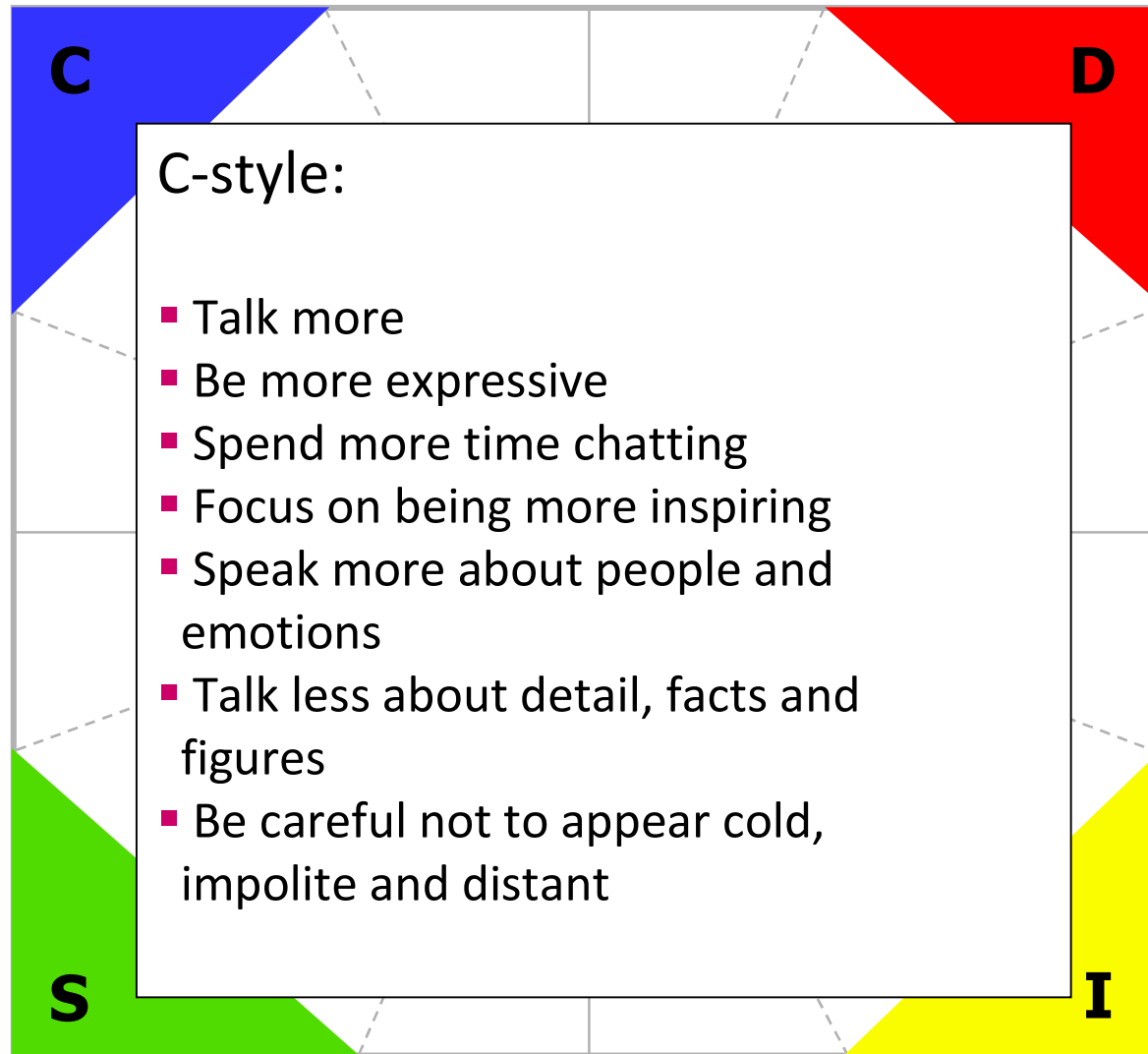
C **D**

S **I**

S-style:

- Talk more
- Focus a little less on details
- Speed up your presentation
- Keep emotions under control
- Be more expressive and animated
- Be careful not to come across as too opinionated
- Be more results-oriented in your communication

C-style: Communication Guide





Business Card Drawing

THANK YOU

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