

16 COMMUNICATION STYLES

PERSONAL – Valuing “gut feel”

Personal Personal

- Makes decisions by focusing energy on turning intuitive feelings in to action
- They don't need to lean on reasoning, planning, evidence or design
- Their hunches are enough for them

Personal Practical

- Makes decisions on their intuition, but only when they have alternatives
- They plan, but only after they have decided what to do based on intuition.
- They tend to enlist the aid of others to help them create solutions to problems their hunches uncover for them.

Personal Proactive

- They will rely on an action strategy as well as intuition in order to decide.
- They build goals and plans, around what their intuition tells them is important and leave the detailed work for others
- They get things done by concentrating on individual steps

Personal Structured

- Values intuition, but this person's focus in on their personal commitment to a mission
- Mission-oriented, building a strategy for fulfilling their commitment
- Only when they feel things are "right" do they decide what to do.
- Planning is necessary, not just important

PRACTICAL – Valuing the pragmatic

Practical Personal

- Decide when they have translated feelings into workable alternatives.
- Feel strongly about a direction and decide what needs to be done by evaluating the alternative steps.
- Focus is on the immediate needs of the situation, not on some future state.

Practical Practical

- Wants to see results
- Generate and evaluate workable alternatives
- Feeling an urgency not just to act, but also to get things accomplished,
- they think planning is only important if it points to getting things done.

Practical Proactive

- Focused on logistics
- They learn from experience what will work and evaluate alternatives to obtain their objectives.
- Consider planning necessary, but they are not interested in being thorough with it
- Impatient with detail.

Practical Structured

- Interested in options for acting, but will see them in the light of goals, not just immediate results.
- Make decisions that will translate into strategies, not just tactics or logistics
- They feel planning is not only important but is necessary to create results.

STRUCTURED – Valuing rules and order

Structured Personal

- Sees goals and plans as a response to problems they identify with.
- Analyze problems, then build goals and strategies
- Think goals through before things they will activate their plan

Structured Practical

- Feels plans should focus not on personal mission but on taking action.
- Evaluate alternatives according to how they will accomplish their plans and strategies and are ready to decide and act only after they have completed their action plans.

Structured Proactive

- Plans for actions and consequences
- Focus is on successful action
- Move forward only when they are convinced that options maximize their chances for success
- Develop additional alternatives ensuring success

Structured Structured

- Interested in planning plans
- Take pre-established plans and measure alternatives for action against them.
- Planning for them is not just important but necessary and it must be done before there can be action.
- Makes sure plan is followed

UNCONVENTIONAL – Valuing the Uncommon

Unconventional Personal

- Makes decisions only when they can see an option from a unique perspective.
- They listen to their hunches and then focus on the novel and creative.
- Spontaneity and creativity are important
- Planning can be important but not when it interferes with innovation.

Unconventional Practical

- They are less apt to lean on gut feel, and more apt to generate practical alternatives
- Ideas will be ones that offer a unique, creative approach to problems.
- They concentrate on getting things done, in a creative and individualistic manner.

Unconventional Proactive

- Planning is vital but for creativity
- Basis decision making on creative plans and strategies.
- In planning how to get things done, they focus on those things that allow them to respond spontaneously and uniquely.

Unconventional Structured

- Creative plan is more important than the planned creative action.
- Focus is on creative, innovative ideas.
- They will make a decision when a plan is built for actualizing their creative ideas.
- Planning provides a means for evaluating action steps that become part of the plan.