



# Lesson 1

## Communication Styles



# Objectives

Define  
communication  
style

Identify the four  
communication  
styles

Analyze the  
communication  
style diagram

Determine how to  
flex to different  
communication  
styles



Your **communication style** is the preferred way you share information with others.



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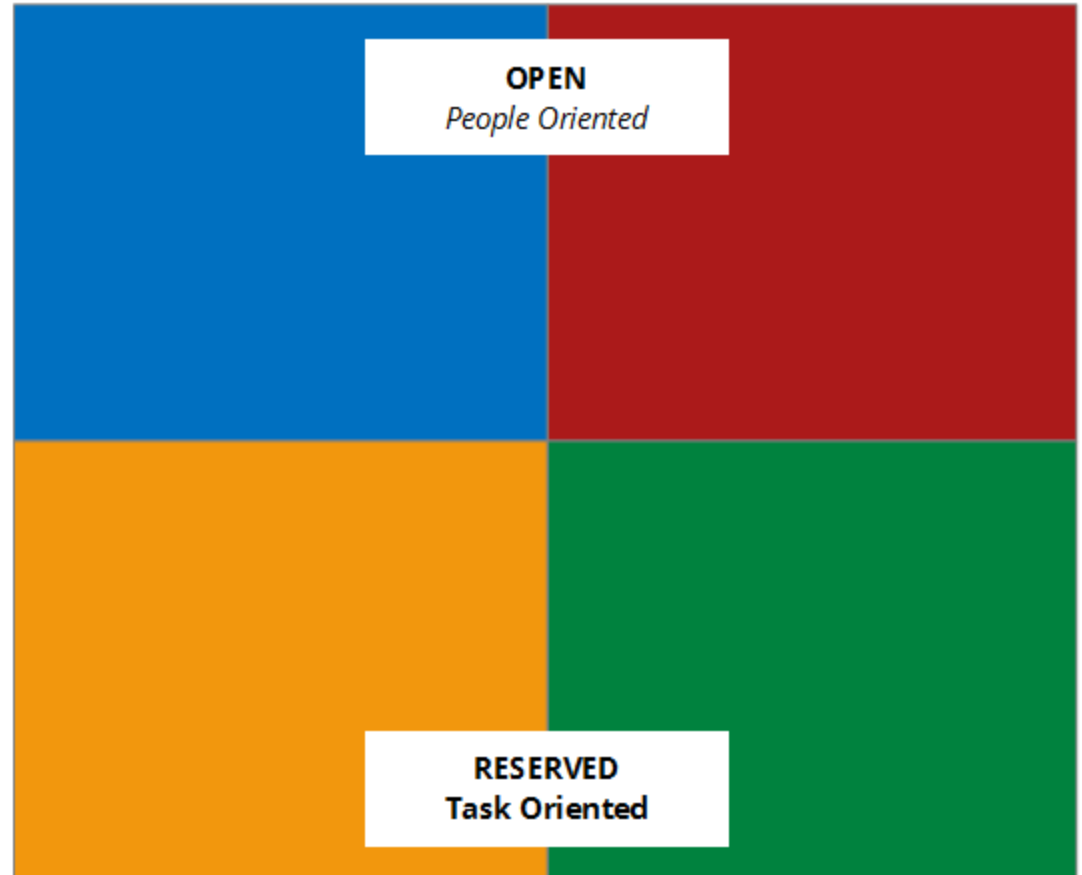
### **Why do I need to understand communication styles?**

- Knowing your own communication style will help you understand how others may perceive your words and actions.
- Understanding other communication styles and how to adapt yours to them makes you a valuable communicator.

# Open or Reserved

Understanding the difference in these four styles and the way communication works between them will be a great asset to you in your future endeavors.

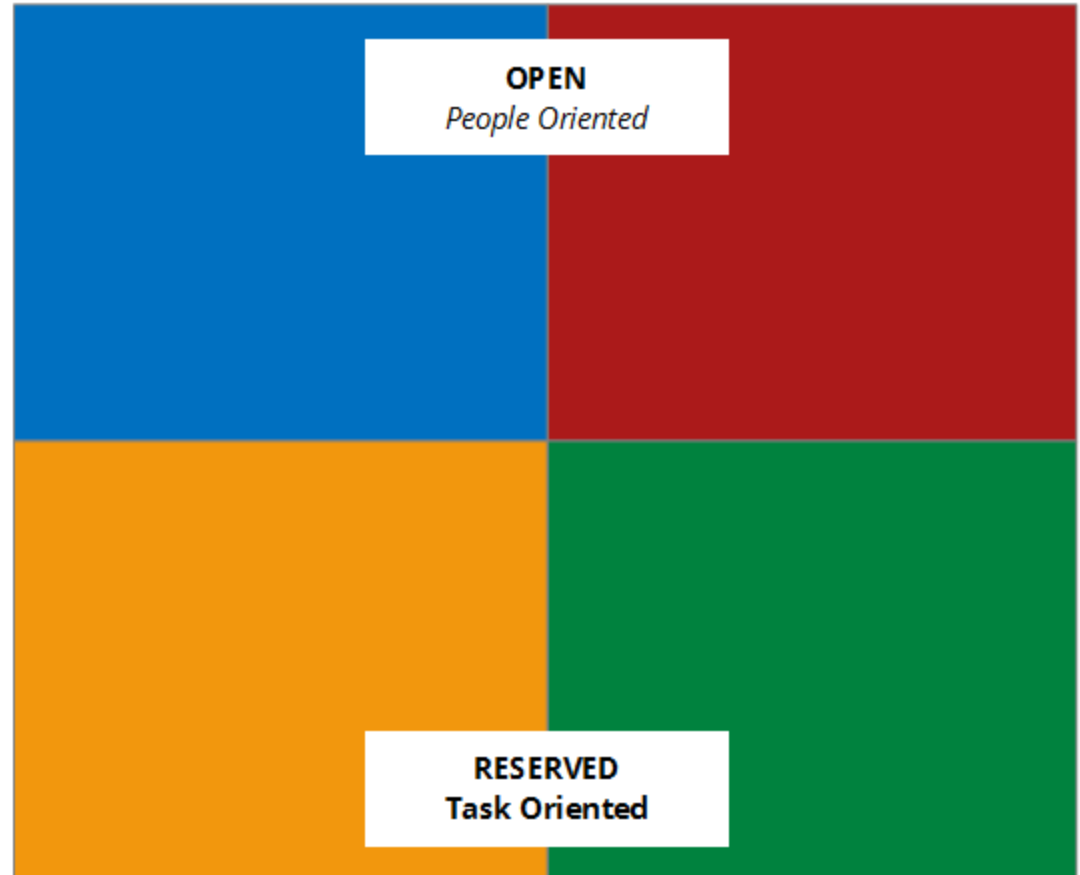
The vertical scale designates the degree to which a person's relationships are **open or reserved**.



# Open or Reserved

## Open:

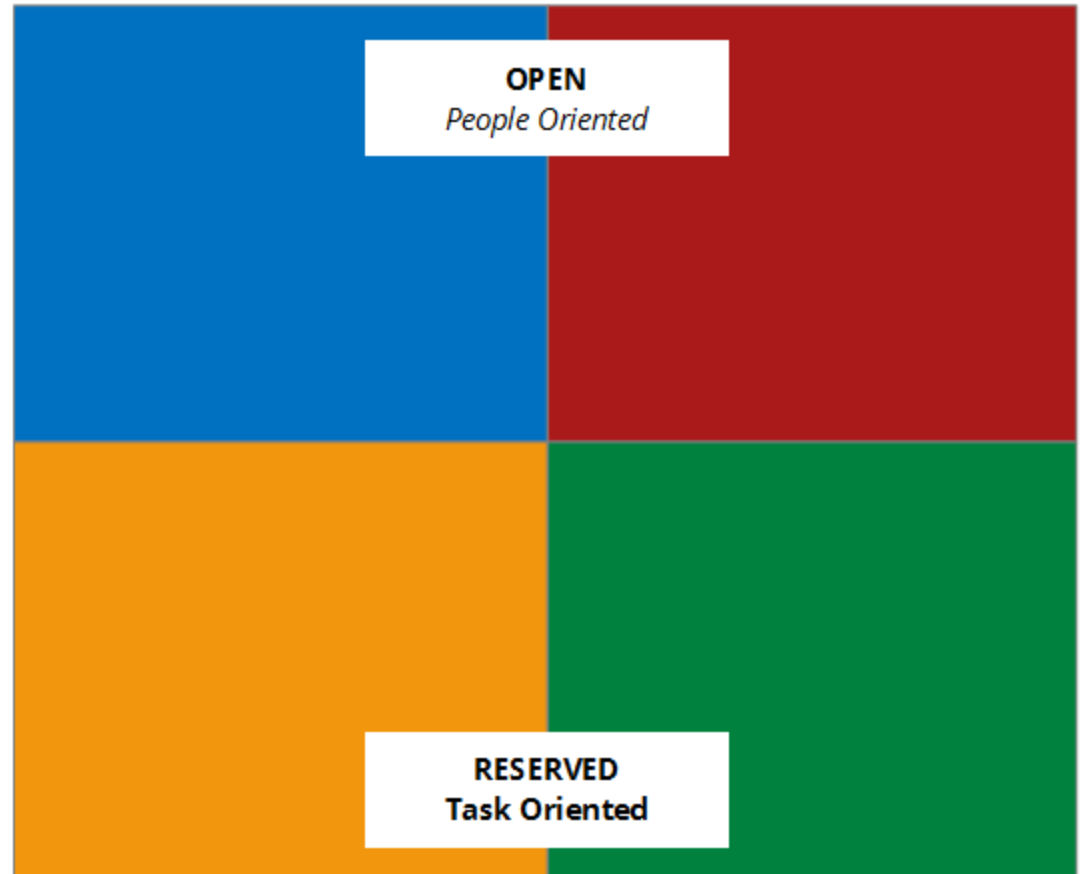
An open person is one who readily expresses emotions, thoughts, and feelings without holding back in any way. Open people want to be comfortable before getting down to business. They use a lot of eye contact and expression to communicate. Establishing good relationships is a high priority for them.



# Open or Reserved

## Reserved:

A reserved person takes a while to get to know. These individuals tend to hold back on giving away too much information that may reveal their inner nature.



# Direct or Indirect

The horizontal scale indicates a person's level of directness: **direct or indirect.**



# Direct or Indirect

## Indirect:

The indirect end of the scale indicates those people who are slow-paced and security conscious. Indirect people are very deliberate. They provide very accurate, carefully thought-out results. They typically do not like to rock the boat.





# Direct or Indirect

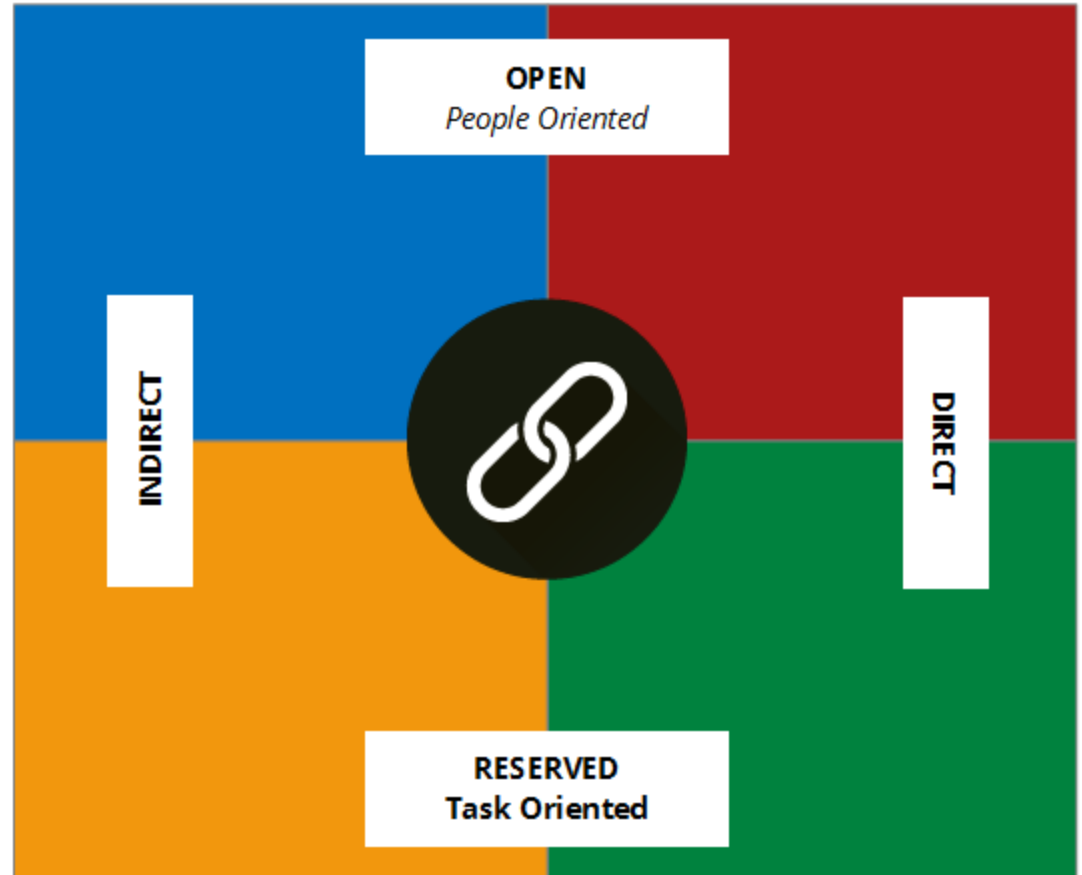
## Direct:

The person at the direct end of the horizontal scale is fast-paced and assertive. Indirect people sometimes see them as competitive and controlling. They may be a bit louder and speak with passion about a topic. They can be argumentative and will maintain their position on a point until the end.



# Communication Style

The two sides of the diagram actually work together to help you determine a person's **communication style**.



# Communication Style

If a person is both Direct and Open, what is their communication style?

**Socializer**

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If a person is both Direct and Reserved, what is their communication style?

**Director**

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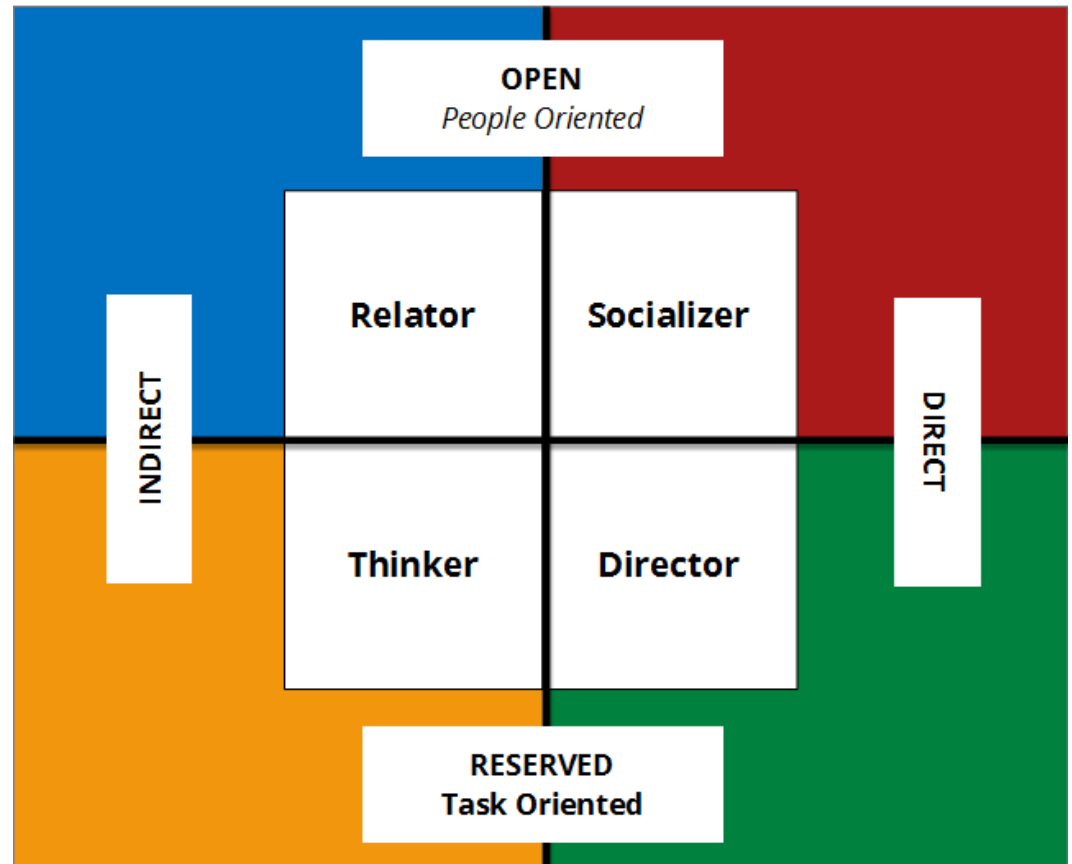
If a person is both Reserved and Indirect, what is their communication style?

**Thinker**

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If a person is both Indirect and Open, what is their communication style?

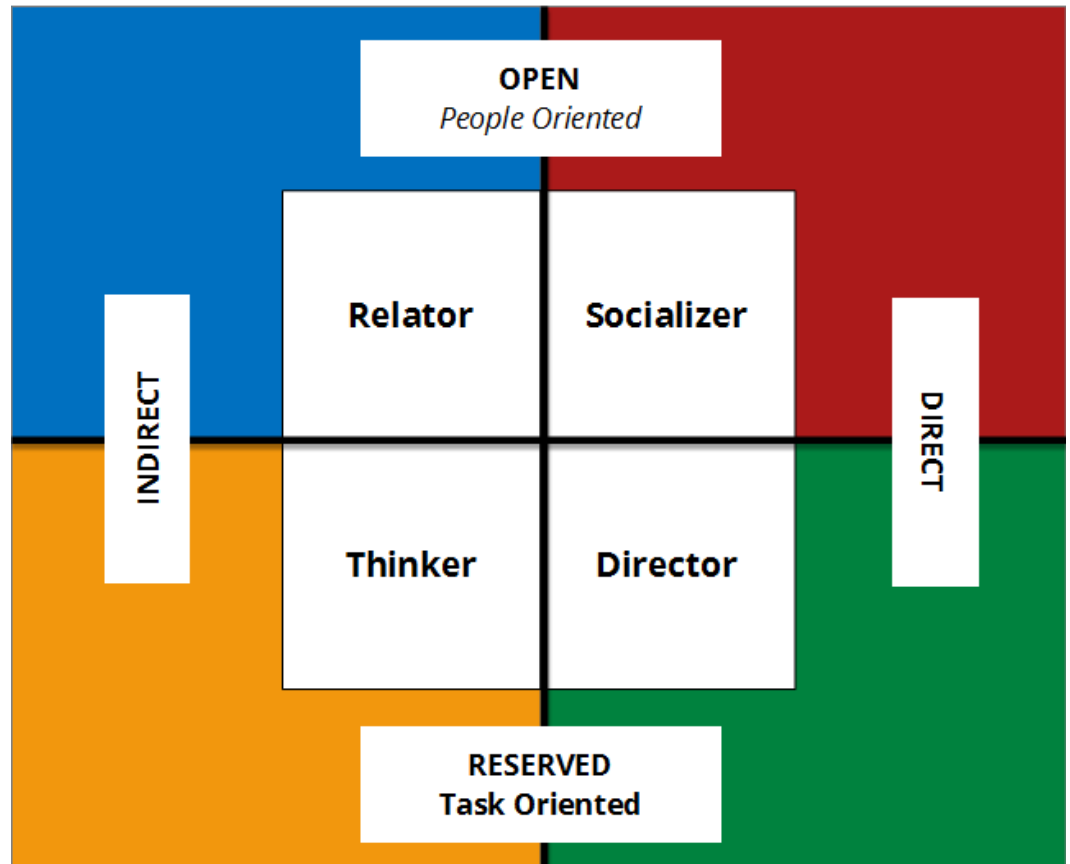
**Relator**



# Communication Style

## Relator

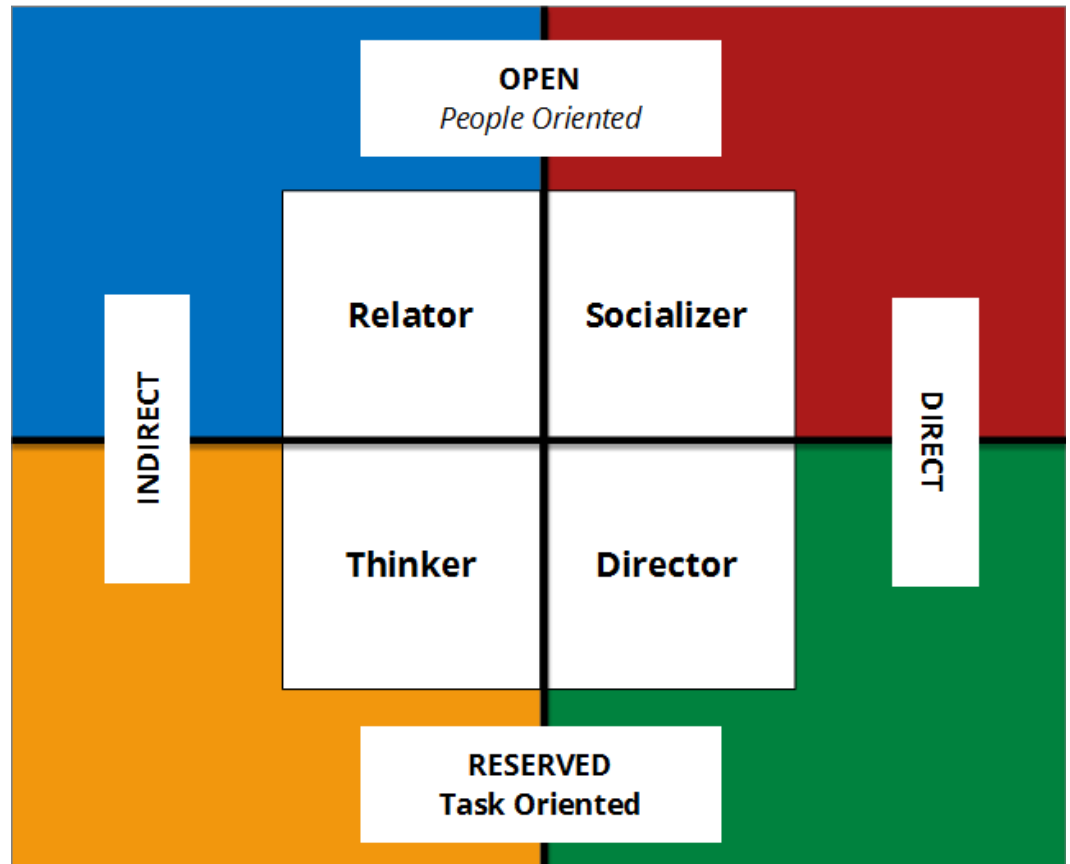
Relators fall into the Indirect and Open quadrant. The relator employee or manager is very easy to work with and is quite good at cooperating with others. Relators usually strive to create an informal atmosphere at work.



# Communication Style

## Socializer

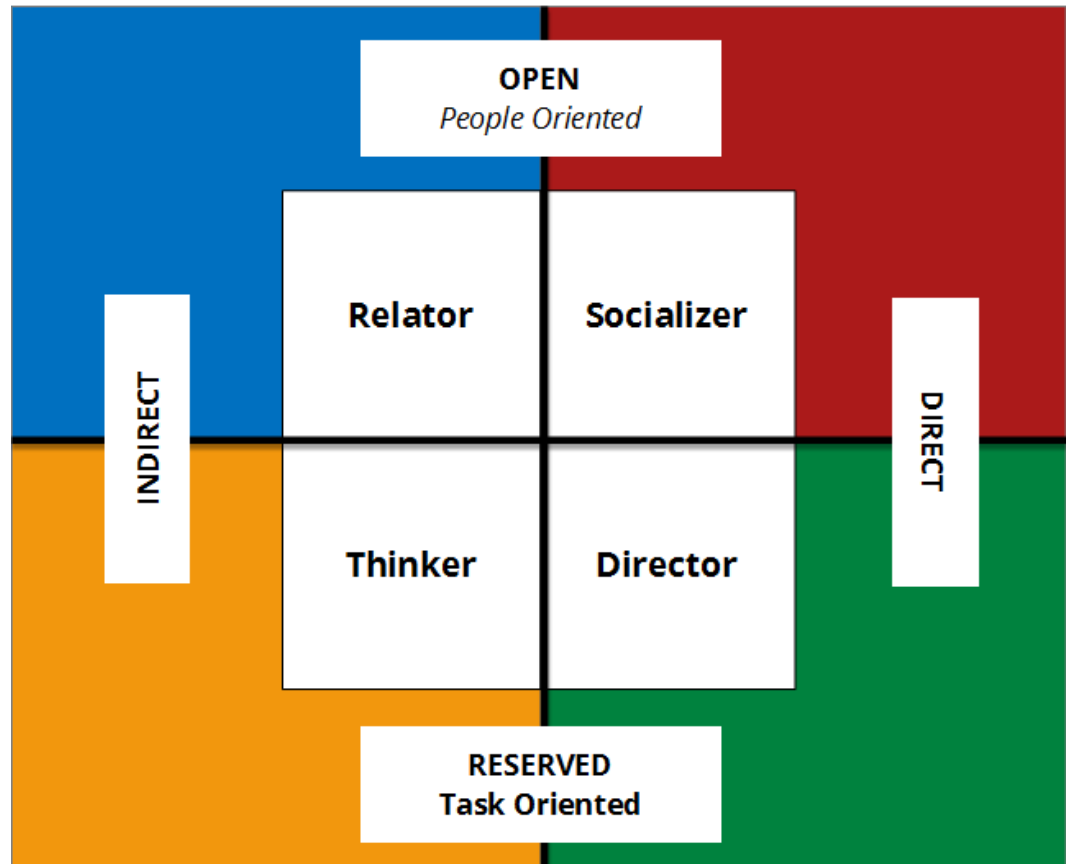
Socializers fall into the Direct and Open quadrant. This indicates that Socializers have a desire to build relationships and have a fast-paced, aggressive approach. Socializers are typically fun and a bit playful. They enjoy working with others more than being alone.



# Communication Style

## Thinker

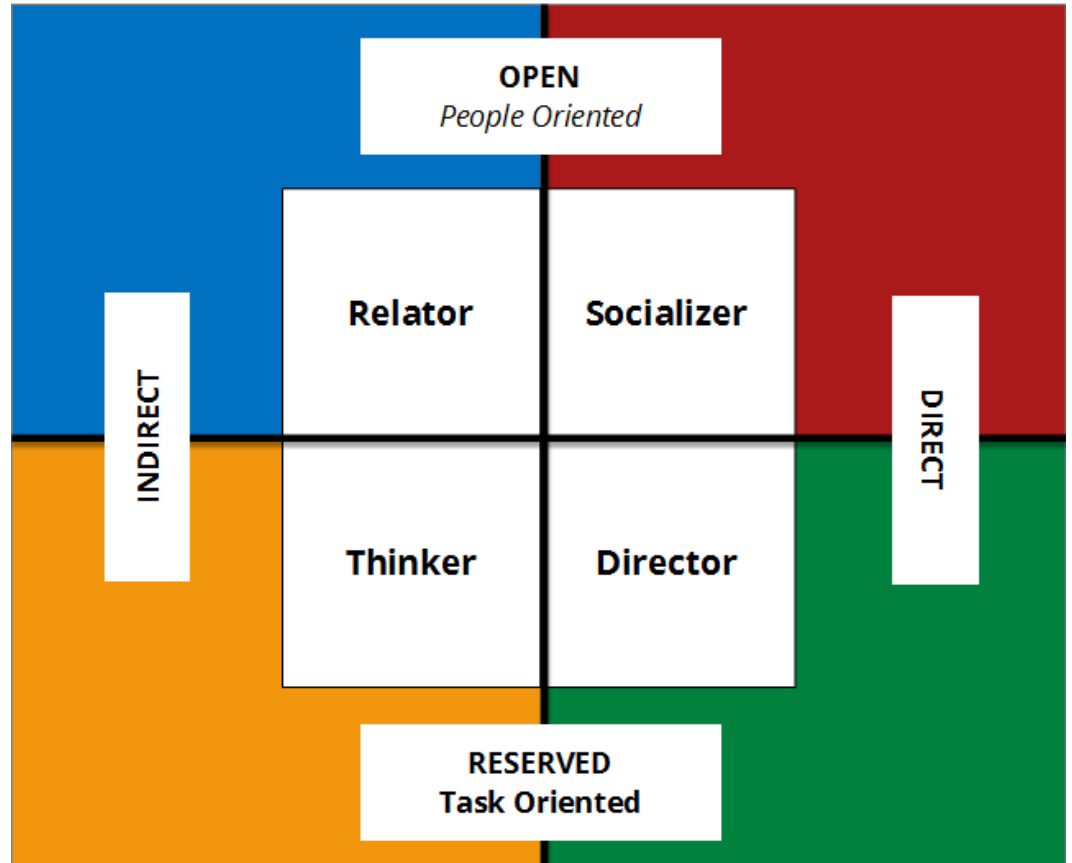
The Thinker falls into the Indirect and Reserved quadrant. Thinkers believe themselves to be efficient and are highly focused on thoroughness and precision. Thinkers approach work analytically and solve problems at a slow, cautious pace.



# Communication Style

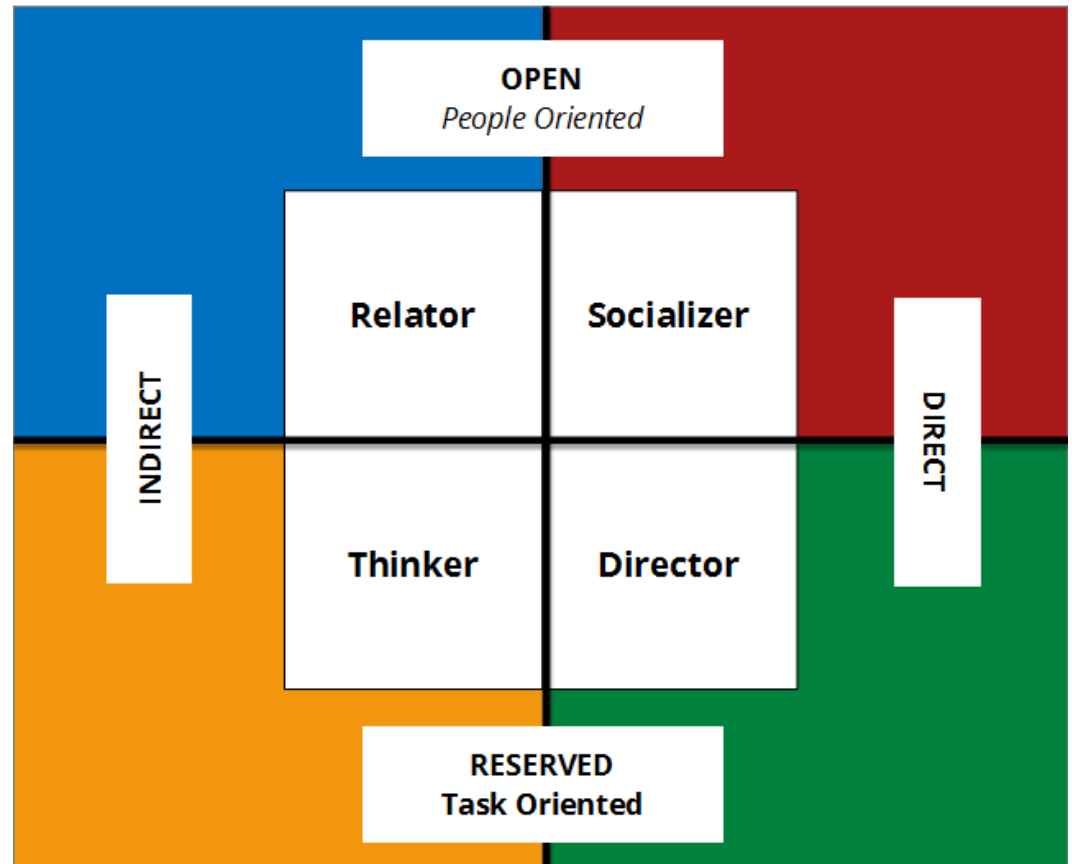
## Director

The Director falls into the Direct and Reserved quadrant. Directors are often best known for their aggressive, competitive natures. The Director can be depended on to get results; however, people may not respond well to their approach, and they may seem to be indifferent to people's feelings.



# Flex your Communication Style

A good way to reduce poor communication is to learn to **flex** your communication style to meet the needs of other communication styles.

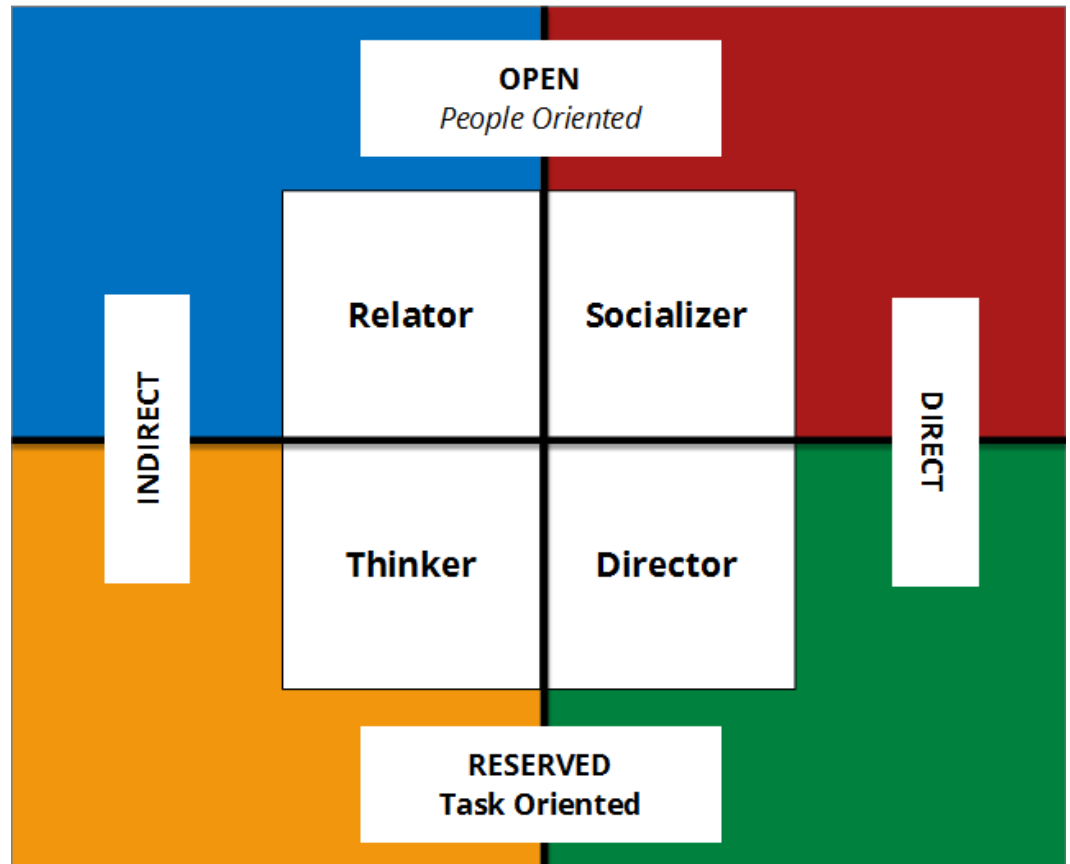




# Flex your Communication Style

## When communicating with a Relator:

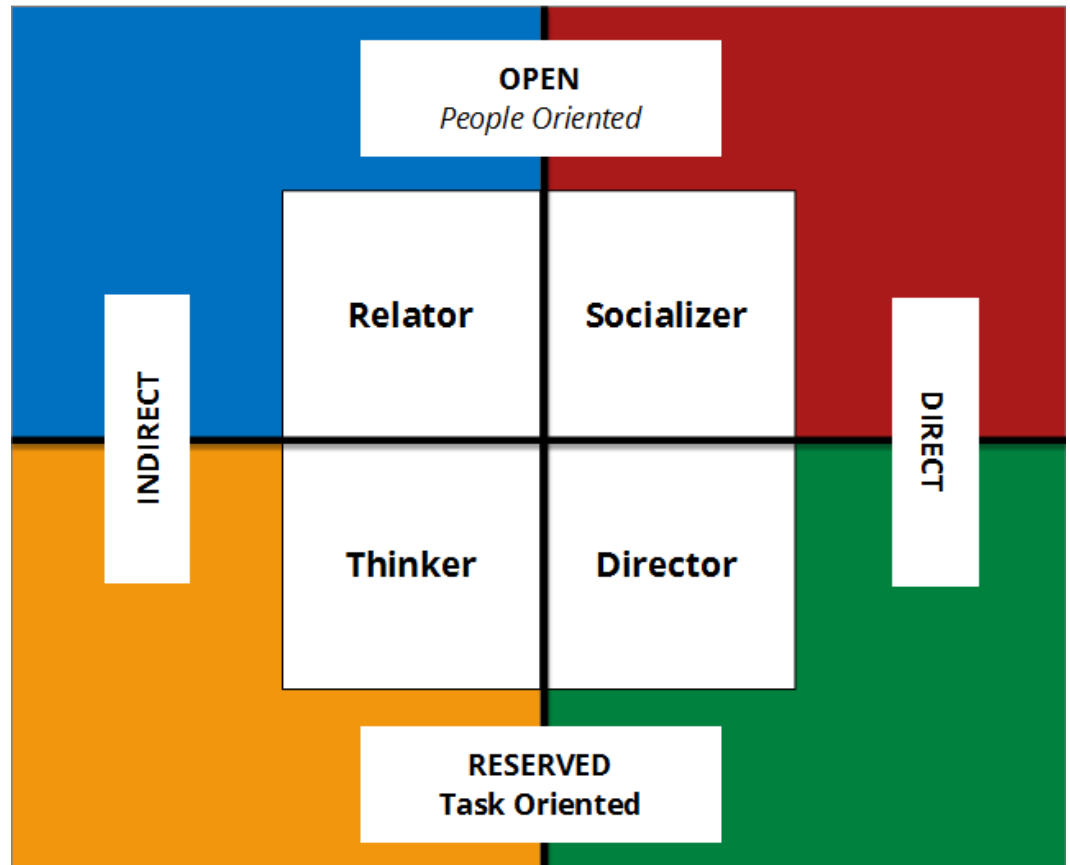
- Remember to use less intense eye contact
- Speak at a moderate pace with a softer voice and moderate tone
- Seek their opinions and ideas, then listen
- Try not to counter their ideas with logical arguments
- Allow time for them to make decisions to reduce pressure
- Encourage them to express their concerns without getting upset with them
- Aim for mutual agreement on work goals and completion dates



# Flex your Communication Style

## When communicating with a Socializer:

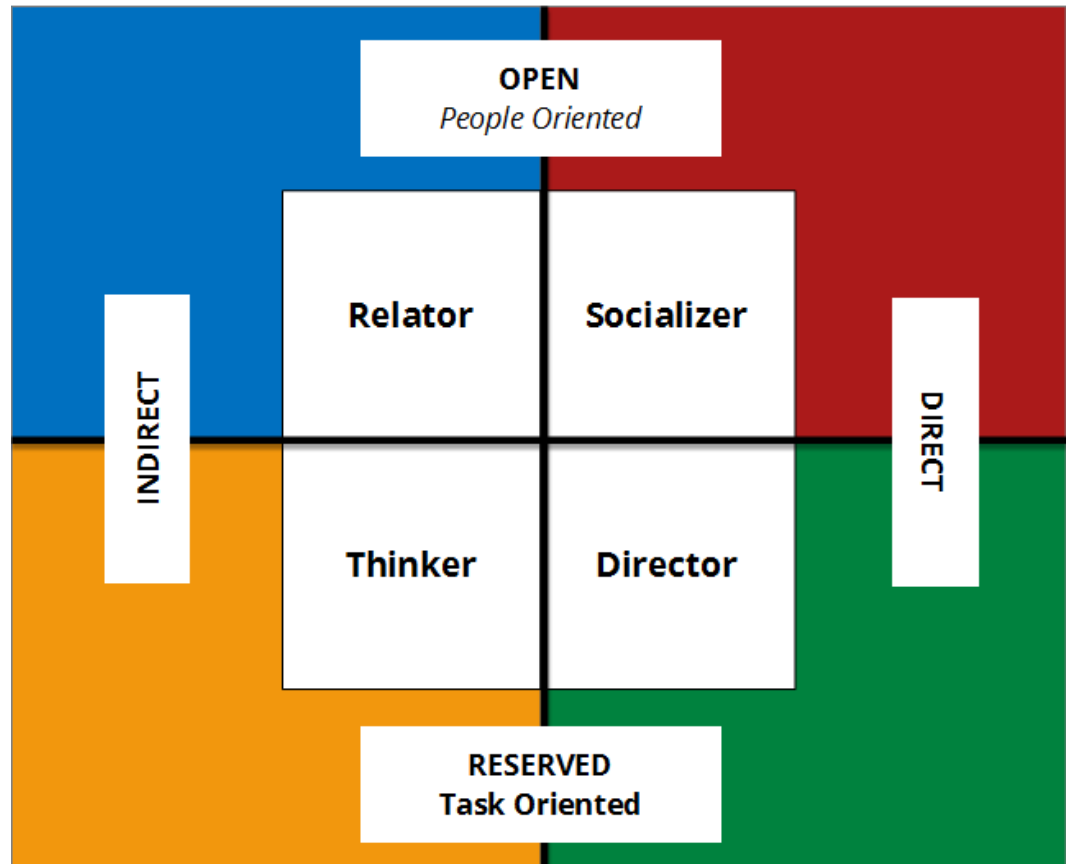
- Make direct eye contact
- Speak in an energetic and fast-paced manner
- Support your ideas with the opinions of people they respect
- Confirm any agreements made and follow up with a brief to list
- Allow some socializing time in meetings
- Maintain balance between fun and achieving results



# Flex your Communication Style

## When communicating with a Thinker:

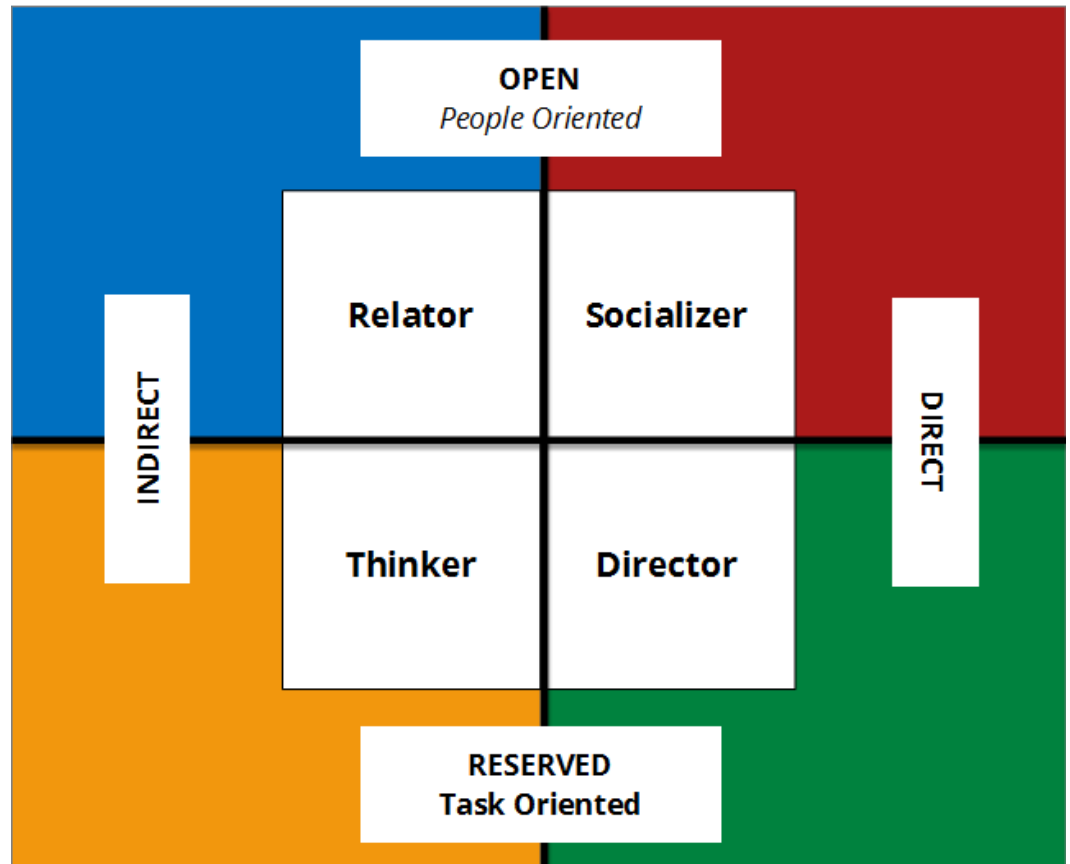
- Be more formal in your speech and manner
- Don't speak in a loud or fast-paced voice
- Present the pros and cons of an idea, along with options
- Follow up in writing
- Be punctual
- Present information in an organized, planned, and comprehensive manner
- Accept that options requiring risk-taking options are generally not welcome



# Flex your Communication Style

## When communicating with a Director:

- Get to the point quickly in a clear and concise manner
- Speak at a fast pace
- Be specific and don't over-explain or repeat yourself
- Make direct eye contact
- Minimize small talk
- Be organized and well prepared
- Focus on results to be achieved
- Be punctual and stick to guidelines



# Summary

Defined communication style

Identified the four communication styles

Analyzed the communication style diagram

Determined how to flex to different communication styles

