

COMMUNICATION STYLE PERSONAL INSIGHT REPORT



COMMUNICATION STYLES 2.0™

PREPARED FOR

Sally Sample

YOUR COMMUNICATION STYLE IS THE

PROMOTER

COMMUNICATION STYLE

PEOPLE AND FUN



WELCOME TO YOUR COMMUNICATION STYLE REPORT!

Congratulations on completing your Communication Style survey. Here are your results!

This report has been created specifically for you to **give you real, actionable insight** into yourself and those around you. By taking a few minutes to read and understand this report you will be able to quickly improve your productivity at work, your relationships, and the way you work and communicate with other team members. A few minutes invested now will give you big returns later.

Just as you would study and practice in order to master a musical instrument, anyone who wants to have successful relationships at work and in life needs to understand his or her communication style and adjust his or her natural style to match the styles of those around him or her. When you understand your own style, you are able to adapt and get along easier with others. You may already be a great engineer, cook, salesperson, or designer, but effective communication makes you better at whatever you do.

By using what you learn from this report, you can expect to quickly get improved results from your communication activities. As you read it, you will recognize yourself and your common behaviors.

You will even find an action plan at the end that you can put to use right away.

Before you get into your survey results, let's take a minute and understand the basics of communication styles and how to put them to work for you.

ABOUT COMMUNICATION STYLES

Everybody (including you) has a native Communication Style which is their natural, preferred way of communicating with themselves and those around them.

When you understand your style and those of other people and combine this understanding with some practice you will quickly notice positive changes in your interactions both at work and at home.

Because there are a limited number of communication styles (everybody fits into one of twelve major types or one of the eight subtypes), it's easy to understand the styles model and put it to use very quickly. To help you get started there are some details about each of the styles a little later on in this report.

These Communication Styles are natural behaviors that usually occur without thinking. In fact, because they come from the unconscious mind, you will find that you have been doing them for most of your life without realizing it. As you read this report you are sure to see yourself in it.

YOUR RECIPE FOR SUCCESS

Here are five quick steps you can take right now to get the most out of this report.

1
TAKE
RESPONSIBILITY

While you can't control what other people are going to do or say or how they are going to act, you do have complete control over what you do and say. This is good news because it means that you are not helpless and can get better results in any situation simply by adapting yourself to the people and events around you.

Of course you have natural tendencies that you have developed over many years. Some of these serve you well and some of them prevent you from getting the most out of every interaction. Use this report to uncover and understand your natural tendencies, then commit to using this understanding to being a more effective communicator.

2
UNDERSTAND
YOUR NATURAL
TENDENCIES

The next pages describe your natural tendencies. Keep in mind that these are only tendencies – not absolutes. We have used modern psychology and software to create this report, so enjoy the results and use them to think about how you communicate in both your business and personal life.

3
TAKE ADVANTAGE
OF YOUR
STRENGTHS

While it's important to understand your weaknesses and seek to improve them, it's also important to take advantage of your natural strengths. A description of your strengths and ways to use them to your advantage begins on page 9.

4
COMPENSATE
FOR YOUR
CHALLENGES

This report ends with an easy-to-use plan that you can use to make one small improvement each week. By dedicating just a few minutes each week and concentrating on taking one action, you can get big results from a series of small changes. Your personal plan begins on page 15.

5
TAKE ACTION NOW!

Knowing isn't enough, you must take action right away. Commit to taking one action to improve your communication skills right away.

YOUR COMMUNICATION STYLE IS **PROMOTER**

As a **PROMOTER**, your primary interest when communicating is people and fun.

There are twelve primary communication styles. How they interact with each other is shown on the wheel below. The closer another style is to yours, the easier it is to get along with people who have that style and communication seems effortless. As you move farther from your style on the wheel, people become more different and communication challenges arise.

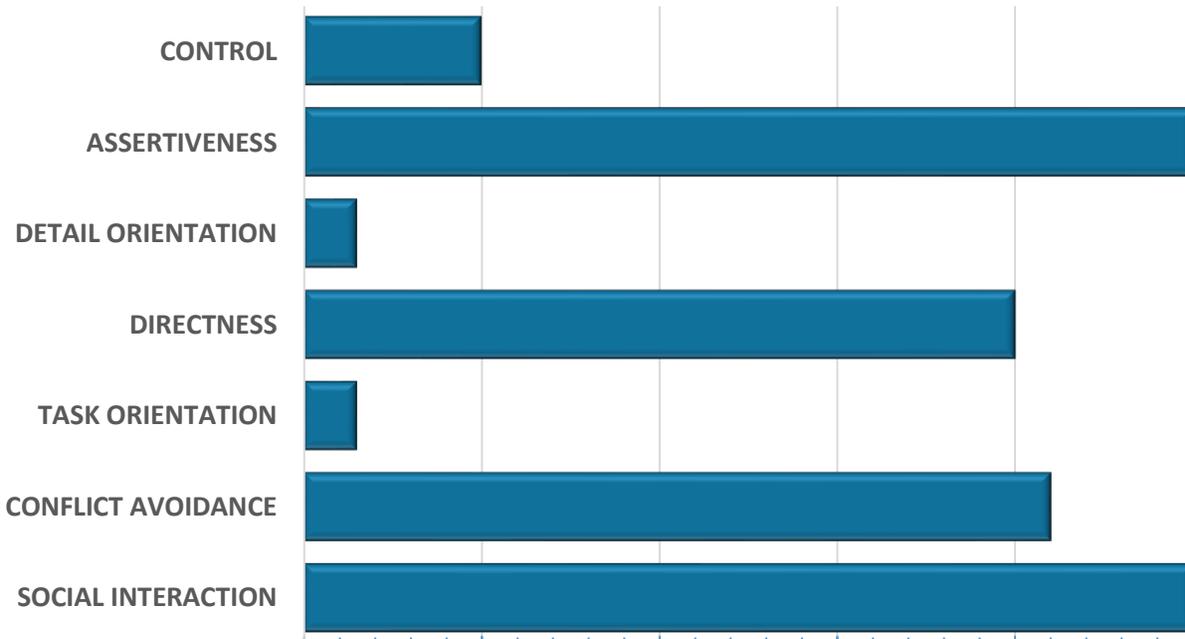
This doesn't mean that you can't communicate with them, it simply means that you will have to exert more effort to be effective with them.



The communication styles that present you with the greatest challenges are the Perfectionist, Analyzer, and Solver. This is because they have a much higher interest in details than you do.

YOUR NATURAL TENDENCIES

Here's a look at some of your tendencies and preferences when you are communicating. When your bar is farther to the right it indicates that you are more likely to exhibit a higher tendency or preference for that characteristic.



PUTTING THIS TO USE

Here are short descriptions of how you typically communicate and a quick action item that you can use to be more effective with each of them.

CONTROL

Your tendency to want to be in control of people and events

HOW YOU COMMUNICATE

You have a low need to be in control and while this makes you easy to get along with it can also allow others to take advantage of you.

HOW YOU CAN BE MORE EFFECTIVE

Identify a situation where you know that you need to exert more control and do so.

ASSERTIVENESS

Your tendency to forcefully express yourself

HOW YOU
COMMUNICATE

This helps you to get things done, but you might also push others out of the way while you are doing it. This can cause you to run over and invalidate others.

HOW YOU CAN BE
MORE EFFECTIVE

You can still get what you want, all you have to do is acknowledge how others see the situation, what they think, and how they feel. You don't have to agree, just acknowledge them.

DETAIL ORIENTATION

Your tendency to be interested in and pay attention to details

HOW YOU
COMMUNICATE

You have a low detail orientation so details tend to fall through the cracks. You may find yourself challenged when others have too many questions.

HOW YOU CAN BE
MORE EFFECTIVE

Use extra energy to make sure that details are addressed. Let people give you all of the details that they need to give and take the time to answer their questions. People will appreciate you for it.

DIRECTNESS

Your tendency to be direct and unfiltered in your communication

HOW YOU
COMMUNICATE

Your tendency is to say what you think (in a nice way) and leave it up to others to deal with it.

HOW YOU CAN BE
MORE EFFECTIVE

Take an extra second to think before you talk. How you say something is just as important as what you say.

TASK ORIENTATION

Your tendency to focus on completing tasks and getting things done

HOW YOU
COMMUNICATE

Your low task orientation means that you might make promises with the best of intentions but never complete the tasks. You see interpersonal relationships as an important part of any task.

HOW YOU CAN BE
MORE EFFECTIVE

Some people just want to "get on with it," so let them. Only engage them in conversation if it's clear that they want to.

CONFLICT AVOIDANCE

Your tendency to avoid conflict

HOW YOU
COMMUNICATE

You prefer to avoid conflict and uncomfortable situations. Therefore, you tend to gloss over or even ignore negativity.

HOW YOU CAN BE
MORE EFFECTIVE

Pay attention to real problems when they arise. Consider the consequences of ignoring the problem or postponing the solution.

SOCIAL INTERACTION

Your interest in and need for interacting with other people

HOW YOU
COMMUNICATE

You enjoy being with people and enjoy talking so you can easily dominate a conversation. Your optimism can be contagious.

HOW YOU CAN BE
MORE EFFECTIVE

Let other people have a chance to talk. Be sensitive if they don't enjoy it as much as you do and don't force them to engage.

THINGS TO THINK ABOUT

How can you put one of these insights to use immediately?

HOW YOU COMMUNICATE

- You have an open communication style that is passionate, engaging, and enthusiastic.
- You are a fast-paced and enthusiastic communicator who speaks freely and fluidly.
- You like to interact directly with people and status doesn't usually matter.
- You see every interaction as an opportunity to build new relationships or strengthen existing ones.
- You are not afraid to express emotions and you rarely feel self-conscious.
- You tend to avoid conflict and sometimes this can cause you to ignore warning signs that could prevent other problems from arising.
- Because excitement is important to you, you may embellish facts to make a story more interesting.
- When discussing routine or otherwise less exciting information, you may get bored and not communicate effectively.
- Because you enjoy talking, you must be mindful not to monopolize conversations.
- You enjoy people and like to have fun.
- You are highly energetic and can easily generate enthusiasm from others.
- You are optimistic and engaging.
- You have a strong ability to build networks and strengthen groups.
- It is natural for you to maintain contact with a variety of people and use these relationships to open up new opportunities for yourself and others.
- You are outgoing, sociable, and usually know the right thing to say in any given situation.
- You have strong verbal skills and truly enjoy interacting with others.
- You are comfortable talking to people in all levels of your organization.
- Because people and relationships are important to you, you do your best to avoid conflict.
- You are spirited and adventurous.
- As often as possible, you focus on the positive and don't understand people who spend time on negativity.
- Overall, you believe that hard work and a positive attitude are the keys to success in your personal and professional life.

YOUR STRENGTHS

There are many advantages to your communication style. For one, your natural ability to work with people makes you well liked and you have a lot of friends.

- Your motivation to work hard inspires others and motivates them to work hard.
- You have a strong ability to rally a group to reach a goal, making you a natural leader.
- You have a positive attitude and choose to look on the bright side.
- Not only do you choose to be positive, you are confused by people who are negative about ideas and possibilities.
- Your openness to new possibilities allows you to generate new ideas and theories.
- You are comfortable in the spotlight and are accepting of others. These assets help you to build and strengthen social and professional networks.
- You are not self-conscious and rarely hold back when expressing your ideas, enthusiasm, or emotions.
- You have a strong natural ability to persuade others.
- You usually have a high regard for others unless they have proven themselves unworthy of it. Even then you may overlook the negative and focus on the positive.

USING YOUR STRENGTHS

Your communication style has important strengths that can be used to further your career, help coworkers, and advance the goals of your organization. Using your strengths will give you greater satisfaction both at work and at home. The following section of this report details your strengths as well as some suggestions on how to put them to use.

PERSONALITY As a Promoter communicator one of your primary strengths is your personality. You have a naturally fun and optimistic style that draws people to you and allows you to get along with almost anyone.

You can use this ability to bring different types of people together into formal or informal groups where you will be the natural leader.

FUN You are naturally fun and adventurous and you seek out all life has to offer. You believe that life is full of many possibilities and you strive to experience as much as you can. Some of your best memories are of adventures that began with simple circumstances.

Your communication style means that you try to add fun wherever you go. Even in the midst of challenging times, you are usually able to find something positive.

Others enjoy being around you because of all the interesting times you create. Your positive energy draws people in and makes it easy to work with you.

Your sense of adventure is contagious and others try new things because of you. Use your naturally adventurous nature to inspire others and get them to try things that they might not normally be interested in. You can make tedious projects more exciting and fun. Use your communication style to help your group make the most out of routine work.

OPTIMISM Your infectious optimism attracts people to you. You will be most happy and fulfilled when you pursue projects where you are working with people and perhaps even making a difference in their lives.

You tend to find the bright side in a crisis and the positive in any problem. When challenges come you concentrate on finding the solution and not complaining about the problem. Even though being positive is natural for you, sometimes you have to make the choice to be positive on purpose.

Your optimism gives you a natural ability to influence others. As people seek you out, look for ways that you can help them grow and develop personally and

professionally. Everyone needs someone to encourage them and this is quite natural for you.

You can have a positive impact on your work environment by fueling optimism into everything that you do. When you get involved with a group of negative people your positive outlook can counteract the negative of others.

Your optimism is also a strong plus when working with vendors and customers. When they see you as the representative of the company and know that you are upbeat, positive, and full of energy, it will give them a positive impression of your company.

ENERGY Your high energy level, combined with your fun and optimistic style, makes you the perfect person to rally a team to complete a project that has bogged down. When others are stuck, use your naturally energetic communication style to infuse energy into the group and get it going again.

ENCOURAGE OTHERS Because of your communication style you tend to believe that everyone is trying hard to do the best they can and you seek to encourage them. You look for ways to impact the lives of others because you naturally seek to connect with everyone you meet.

One way to use your communication style for the benefit of others is to offer encouragement. When you encourage others, you give them hope and inspire them with confidence in times of difficulty. Many times you can encourage others to continue working toward their goals even when things seem hopeless.

Even when you are struggling to deal with a personal situation, you still try to be encouraging to others. You may not think about it much, but you have the power to impact the lives of others in positive ways.

Each day, use your kind, motivating words to give people courage to strive to do their best and achieve their own type of success.

YOUR CHALLENGES AS A PROMOTER

The disadvantages of your communication style are mostly extensions of your strengths. For example, because you are a positive person and choose to ignore negativity, you may miss potential serious problems in your plans and ideas.

- You often move forward, planning to deal with problems as they come and this can make problems worse.
- When you discover new problems they can create new work you didn't expect and you fall behind schedule.
- When you are stressed, your lack of attention to detail quickly turns into carelessness and you may miss important problems.
- You speak your mind and do not always consider the specific information that your listener needs to hear. That can lead people to be confused or to view your conversation as your own personal "stream of consciousness." If not addressed, others may not take you seriously.
- You can get bored easily, which can lead you to abandon a project.
- You are outwardly confident, but you can be very sensitive to criticism.
- Your desire to see the best in others is usually a great advantage. However, this tendency can lead you to miss red flags in others and trust those who should not be trusted.
- Your happy, personable nature may also create problems with work boundaries and time management and you may spend time interacting socially instead of working.

HOW YOU CAN BE A MORE EFFECTIVE COMMUNICATOR

A specific plan to help you become a more effective communicator begins on the next page. Here are some additional ideas to improve your communication skills.

- Take time to listen. Because of your enthusiasm and big presence, people around you may feel unheard. Allow others to express ideas, opinions, and feelings, even if you find it boring.
- Take time to determine exactly what point you want to get across when you speak. Although fun and interactive conversations are often welcome, in some situations it is important that you get to the point. You can't get there if you don't know what it is.
- Practice nonverbal communication. You like to talk and may not notice nonverbal signals such as facial expressions, eye contact, gestures, posture, tone of voice, and overall body movement. People you talk to may expect you to understand how they feel based on these nonverbal cues. Take the time to pay attention to nonverbal communication. This skill can be strengthened by observing people in all situations.

A PLAN FOR YOU TO BE A MORE EFFECTIVE COMMUNICATOR

Now that you have read all about your communication style and how to use your strengths, it's time to think about how you can become more effective with everyone you meet. This section of your report is custom designed to give you small, intentional changes in your thoughts, words, and actions that can get dramatic results very quickly.

Each of the ideas and activities on the following pages will take very little time, but will yield big results. Here's why:

- 🗨️ They're small and easy to implement. If you've ever thought about completely changing your diet or adding any other huge commitment to your life, you know how challenging it can be to overcome the enormous mental hurdles that come along with trying to make a big change all at once.
- 🗨️ Small changes slip under your radar. Our brains are hardwired to resist change. After all, whatever we've been doing has kept us alive thus far.
- 🗨️ Small changes are less likely to trigger the brain's defense mechanisms. Going outside of your comfort zone for one minute probably won't stir up any anxiety, but starting with two hours probably will.
- 🗨️ It's easy to keep getting better. We're not recommending that you do push-ups, but if you do two push-ups a day this week, you can probably do three next week and four the week after. If you kill yourself doing 100 push-ups per day this week there's no room for future growth. And you'll probably give up because it's too hard! So let's make it as easy as possible.
- 🗨️ Small changes require little time. It can be difficult to find an extra hour each day, but anyone can find five minutes here and there.
- 🗨️ The less a new action disrupts your current routine, the more likely you are to keep it up.

Small changes are effective, fun, and easy to do. You don't need to take drastic steps to move in a positive direction.

Here are some tips to make sure that you succeed:

- 🗨️ Be patient. Small actions can result in enormous changes, but it can take time to reap the rewards. One push-up per day isn't likely to do much, but it does make it easier to do two push-ups in the future. Once you're doing 10 or more, you're likely to start seeing results.
- 🗨️ Start small. You'll know you're starting small enough when you're able to complete the action without any mental resistance. Add a little each week until you're performing at a level that's effective.
- 🗨️ Only add one new thing at a time. It might be tempting to add 20 new things to your life, but that has the same disadvantage as adding a larger action. You'll probably feel overwhelmed and be unable to stick with it long enough to see any results.

- Consistency is the key. Lifting weights for a day won't build any muscle. Lifting them for even a short time every day will give you great results.
- Strive for progress rather than perfection. Extraordinary results can come from ordinary actions. The key is regular advancement. You'll enhance your results as you make small, positive changes. You don't need to be perfect!

A FEW WORDS ABOUT LEADERSHIP

Some of these activities refer to leadership and you may not think of yourself as a leader.

If that's you, here's something to think about: we all have a chance to lead whether we are the formal leader of a team or not. Even if you are not a formal leader, building your skills will help you to get others to cooperate with you and get things done. Over time, you may develop influence and lead your group on a formal basis.

“The main dangers in this life are the people who want to change everything...or nothing.” - Nancy Astor

HERE'S YOUR PLAN

You can't control what someone else will do, but you can make every interaction better by adapting yourself to the other person(s). Taking one simple step each week will add up to big results!

WEEK 1 GETTING THINGS DONE

Because you are much more interested in people than tasks, your Promoter communication style can be challenged when it comes to getting things done.

Because this is an easy place to get quick results, these first few weeks we are going to focus on developing habits that will help you to be more effective when it comes to completing projects. You will find that although it is not your natural style, completing your important tasks each day makes life easier, less stressful, is fun, and makes you feel great!

This week, make a list of the most important things that need to be done each day. You don't have to actually do them, for this week just making the list will be enough.

- Before going to bed, make a list of the things that need to be done the following day.
- Prioritize them and create a short plan for getting them done. A sentence or a phrase will be enough.
- By making your list at night, you are free to focus on other things the next day and your brain can work on solutions while you sleep.
- You may even find yourself automatically getting more things done the next day.

WEEK 2 COMPLETE A TASK

This week you will do one item from a list of things you know need to be done but have been avoiding. All you need to do is focus on getting one thing done. It's a small, easy step you can take.

Here's how:

- Make that list of the things you have been avoiding.
- Do the least pleasant thing on your list first. We all tend to put things off until we feel like doing them but, unfortunately, this almost insures that those least pleasant things won't get done. We will never feel like doing

the less pleasant things that we have to do. You have plenty of self-discipline, so use it to do what needs to be done whether or not you feel like it.

- Start with the smallest unpleasant item so that you can get done quickly. This will reinforce your tendency to get things done and build confidence. If what needs to be done is a large, unpleasant task, break it down into smaller pieces and concentrate on completing each piece.
- Finish it. Almost done does not count. Most of us will stop an unpleasant task just before completion. We'll wash all the dishes except for that big, greasy frying pan. We mow the grass, but we'll save the trimming for another day. We clean 90% of the garage, but that last 10 % gets put off until next weekend, then the next, and so on.

It will only take a few successes to get in the habit of finishing what you start and the benefits will carry over to all areas of your life.

Give yourself an inexpensive treat when you complete your first unpleasant task.

WEEK 3

AVOID DISTRACTIONS

This week we are going to focus on avoiding distractions that can keep you from getting things done.

We live in a world where multitasking is encouraged and it's easy to get caught up with trying to do more than one thing at the same time. Unfortunately, trying to do this breaks your focus and leads to poor results.

Also, the workplace can be pretty overwhelming. There are a lot of people around, it might be noisy with plenty of distracting activity. It can be difficult to hold your focus on the topic, project, or co-worker at hand.

This week the goal will be to avoid distractions so that you successfully complete one thing before moving on to another. By allowing your mind and senses to focus on only one thing, you'll be able to give it your undivided attention.

Use the techniques from last week again this week. And remember... almost done is not done!

WEEK 4

GATHERING INFORMATION

This week, you are going to gather information to help you sell an idea.

Your natural tendency is to shy away from research and rely on excitement to sell your ideas. This method can limit your effectiveness whether you are making a formal presentation or sharing your ideas with colleagues in an informal setting.

You have wonderful, enthusiastic ideas but there are people (on the Analyzer side of the wheel) who need more details and research than you usually provide.

Spend at least thirty minutes before your next meetings gathering information on one of your ideas. Research questions include:

- Have similar organizations used a similar idea?
- How can you present a case study or analysis of an organization that used a similar idea? This is much more detailed than what you would normally do.
- How much did it cost?
- Who did it benefit?
- What were the pros and cons?
- How do these results compare to what your company can expect?
- Who will benefit from doing this?
- What are the pros and cons for your company?

You will almost certainly get compliments for your preparation. Enjoy!

WEEK 5
COMMUNICATION

Sometimes your communication style sounds more like a stream of consciousness than a well-devised method of explaining ideas to others.

This week you are going to practice speaking in concise, complete sentences. Establish a main point and refer to it as necessary.

Although you may be thinking, “Of course I talk in whole sentences,” you may be surprised when you really listen to bits of your own conversation. Focus on being complete and concise when presenting your ideas or providing instructions.

If you’re not sure whether you do this, ask a trusted co-worker or use your phone to record yourself.

Extra: Your excitement sometimes means that you quickly move from one idea to another. When preparing for your next meeting, write yourself a personal agenda that lists the topics you will cover. Stick to the time you are allotted and adjust everything to fit.

WEEK 6
ORGANIZATION
AND PLANNING

This week you are going to do something that doesn’t come naturally to your communication style and will expose you to a subject that you probably avoid on purpose: process management.

Take an hour this week to study a current process in your department or company and find out what is working and what is not working. Here are some questions that you can ask:

- 🗨️ Is time or energy being wasted?
- 🗨️ Are people frustrated? Why?
- 🗨️ Is there a breakdown in communication?
- 🗨️ What can be done to fix the problem(s)?

You don’t have to share the results with anyone unless you want to. Just the experience of studying something that does not come naturally for you will make you more effective because it will give you a new perspective when communicating with others who are different from you.

WEEK 7

SUPERVISION

Your happy and easy-going nature makes people comfortable and serves you well in social settings. Sometimes in a business setting people become too comfortable and don't honor your deadlines.

People are used to you being very flexible and not assertive when it comes to schedules, so this week surprise everyone by making sure that an aggressive but realistic schedule is established for a project that you are involved with. Make sure that everyone knows what is expected and agrees to meet the schedule.

If you need help, find someone in your organization who consistently brings projects in on time and ask them how they do it. Here are some suggestions:

- Put expectations into writing.
- Set or reiterate deadlines.
- Check in before the end of the week to see how things are going. Do this in private so that no one is embarrassed in public if they are not on track toward meeting their deadlines.

WEEK 8

URGENCY

This week you are going to use your natural excitement to create urgency about a goal (whether you are the official leader or not) and inspire people to reach it more quickly.

You don't have to make a speech or even tell anyone what you are doing. Simply get excited about something and watch how others get excited and follow along.

HOW YOU CAN COMMUNICATE BEST WITH OTHERS

Each of the communication styles has its own strengths, challenges, and predictable patterns of behavior. Here is a quick outline of how you are likely to interact with persons of each of the other styles and how you can be more effective with each of them.

CHALLENGER

Challengers won't hesitate to confront you if they disagree with you.

- 🗨️ Focus on the goal and only on what it will take to get there.
- 🗨️ Talk results, plans, and financial impact.

DOER

Your challenge with Doers is that they are more focused on task completion than you are. They can frequently ignore the niceties of building a relationship that you find to be important.

- 🗨️ Skip the small talk and get to the point if you sense that they aren't interested in small talk.
- 🗨️ Let them win and think that they are in charge.

MOTIVATOR

Motivators are more like you than Doers except they still have more interest in task completion than you.

- 🗨️ Don't give them many details unless they ask for them.
- 🗨️ Show an interest in them as a person, but you don't need to build a deep relationship.

PERSUADER

You should be able to communicate well with Persuaders as they share your desire to build and maintain relationships.

- 🗨️ Invest time in building a relationship as it will help you to get things done.
- 🗨️ They will give you the best results when you give them a specific goal to focus on and follow up to make sure they are on track.

PROMOTER

When you work with other Promoters you may be challenged to get things done because you get distracted by talking and socializing.

- 🗨️ Take time to have a conversation, but stay focused.
- 🗨️ Monitor and limit how much time you spend socializing.

INFLUENCER

Relationships are also important to the Influencer.

- 🗨️ Ask them for their input into decisions.
- 🗨️ Focus more on how your plans will benefit people rather than on the vision behind the plan.
- 🗨️ Use stories about people to make things more interesting for them.

COUNSELOR

Counselors tend to focus more on the big picture than you do.

- 🗨️ Give them time to talk.
- 🗨️ Let them know exactly what is expected and make sure they understand.
- 🗨️ While being caring and polite, keep them focused on tasks and goals.

SUPPORTER

You will get along well with Supporters but you need to make sure that you work together to set and accomplish goals.

- 🗨️ Consider that you can never be sure that a decision is “right,” so set criteria for when you will make a decision and do it whether you have enough information or not.

INVESTIGATOR

Investigators want to know “how” and “why” so make sure you tell them.

- 🗨️ Communicate logically and ask what they think.
- 🗨️ Be positive and optimistic in your communications so they have assurance that things will turn out well.

PERFECTIONIST

Perfectionists want to know that things are “right,” so communicate in a way that reassures them.

- 🗨️ Make changes slowly and make sure they understand the logic behind the change.
- 🗨️ Try not to push with tight deadlines. Lay out plans that show how their work contributes to the whole.
- 🗨️ Answer all of their questions.

ANALYZER

Analyzers are driven by logic, data, and plans so communicate in ways that meet these needs.

- 💬 Be clear, direct, and concise.
- 💬 Talk facts, get straight to the point.
- 💬 Bring facts and logic in writing.
- 💬 Be patient while they evaluate everything.

SOLVER

Solvers seek to make sense of the world and solve problems in an orderly, logical manner.

- 💬 Unlike you, they will probably not show their emotions.
- 💬 Expect them to ask questions until they have all of the information they need to make a decision. Sometimes you may have to force them to decide.
- 💬 Once a decision is made, they are likely to stick with it and defend it.

DIRECTOR

Directors are fun to be around and easy for you to work with. Your style should get along well with theirs.

ADVOCATE

As the name implies, Advocates will try to influence you to see things their way. You should still be able to get along with them well but might be challenged by their detail orientation.

- 💬 They may be more interested in results than people, so make sure you pay attention to schedules when you are with them.
- 💬 Advocates pay more attention to details than you do so be sure to answer their questions and provide them with the information they need to make a decision.

CHANCELLOR

Your challenge with Chancellors is that while they have an interest in people and relationships, they are more task oriented than you are.

- 💬 Be sensitive to their task orientation and desire to get things done.
- 💬 Sense when they want to get to the point and don't force them to make small talk if they don't want to.

CONTEMPLATOR

Contemplators have a greater interest in details so this may present a challenge when you communicate with them.

- 💬 Give them the details they need.
- 💬 Be sensitive to their task orientation and desire to get things done.

BLEND

Of all the styles, the Blend is the easiest for everyone to communicate with and work with.

As the name implies, they mix the characteristics of all of the other styles and are easy for everyone to get along with.



IMPORTANT INFORMATION

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