“Can You Hear Me Now?”
How To Get Your Message Across In Every Situation

Dave Glenn, MASCAP MLS(ASCP)CM
“In life you don’t get what you deserve, you get what you communicate.”
“Communication problems are the cause of 80% of problems in most businesses today”
Communication

Voice & Appearance = 85%

Content = 15%
Murphy’s Law

Anything that can be misunderstood will be misunderstood.
“It’s not what you tell them, it’s what they hear that’s important.”

Red Auerbach (Celtics coach)
Objectives:

1. Discover your style(s)
2. Recognize styles
3. Adapt to other styles
“What’s Important to Me”

10 Questions

4 Responses
Scoring:
Lowest score is your style
(2-3 points)
45% = Single Style
25% = Balance 2 (2-3 pts)
20% = Balance 3
10% = Balance 4 (V & D)
There are many communication styles:

4 broad groupings
Analyzer

Value: Facts, Figures, Data, Reason

Consider: Past, Present, Future (Linear)

Talk: Facts & Figures, Policies & procedures, Systems & Organization, Planning & Forecasting, Analysis & Control
Analyzer

Effective:

- Analytical
- Orderly
- Confident
- Well Organized
- Deliberative
- Rational
- Systematic
- Thorough
- Logical

Ineffective:

- Too Cautious
- Too Serious
- Mechanistic
- Unemotional
- Unimaginative
- Stubborn
- Indecisive
- Rigid
- Impersonal
## Analyzer

**Office:**
- Lots of data, charts & graphs on wall
- Reference books, tools of trade at hand
- Normally neat & organized
- May be sterile or Spartan in appearance

**Dress:**
- Conservative, color coordinated
- Careful as to details and accessories

**Memo:**
- Very orderly, lengthy, detailed data
Analyzer

Verbal Clues:
Verbose, marked moderation, slow rate, soft volume, even pitch, careful articulation, monotone

Non-Verbal Clues:
Few facial expressions, minimal body movement, long attention span, patient, can sit for hours, conservative, business-like dress
People Person

Value: Personal relationships, feelings, human interaction

Consider: Past (traditional)

Talk: Needs, motivations, teamwork, feelings, beliefs, self-development, relationships
**People Person**

**Effective:**
- Warm, Empathetic
- Assists others
- Spontaneous
- Good Listener
- Loyal, Supportive
- Stimulating
- Persuasive
- Insightful

**Ineffective:**
- Acts on feelings
- Thin-skinned
- Manipulative
- Postpone action
- Overly-sensitive
- Easily swayed
- Over-personalize
- Impulsive
- Worrisome
- Sentimental
- Emotional
- Don’t document
People Person

Office: Colorful, pictures of family & friends, plants, mementos, personal development books, candy dish, coffee pot, a gathering place

Dress: As casual as permitted (won’t overstep)

Memo: Personal, friendly, happy face
People Person

Verbal Clues:
Warm tone, variable rate & volume, oscillating energy levels corresponding to the topics discussed

Non-Verbal Clues:
Open, friendly, smiling, direct eye contact, nodding, leaning in, small personal space, lots of touching, dress casual, colorful to fit mood, prefer social settings
Dreamer

Value: Ideas, Concepts, Theories

Consider: Future

Talk: Innovation, change, new ways of doing things, creativity, possibilities, alternatives, concepts & grand designs
Dreamer

Effective:

- Imaginative
- Creative
- Visionary
- In own world
- Inventive
- Provocative
- Idealistic
- Questioning
- Innovative
- Charismatic
- Broad picture
- Deep Thinker

Ineffective:

- Aloof
- Condescending
- Avoid details
- Don’t document
- Difficult understand
- Unrealistic
- Overly intellectual
- Overly abstract
- Vague
- Ego centered
**Dreamer**

**Verbal Clues:**
Variable, when talking about their ideas, rate is rapid and energetic. During developmental phase they may be silent or speak tersely.

**Non-Verbal Clues:**
Dramatic, variety of facial expressions, movements, gestures. May avoid direct eye contact (it distracts them). May stare into space. Covet privacy & working alone. Dress haphazardly, different from others.
Dreamer

Office: Cluttered, technological toys, abstract art, books on theories & futurism

Dress: Haphazard, not important, may be out of fashion or mismatched

Memo: Confusing, rambling. Only the sender may know what was in mind.
Doer

Value:  Action & Results

Consider:  Present ("Here and now")

Talk:  Getting things done, the bottom line, efficiency & moving ahead, decisions & achievements
Doer

Effective:

Practical
Impatient
Hard Driving

Energetic, Tireless
Decisive, Direct
Confident

Objective
Assertive
Competitive

Ineffective:

Short-sighted
Crisis-oriented
Status Seeking

Drives Others
Acts Before Thinking
Rides “Rough Shod”

Too Simplistic
Opinionated
Arrogant
Doer

Verbal Clues:
High energy level, rapid rate, great intensity, frequent changes in rate and volume

Non-Verbal Clues:
Rapid movements & gestures, can’t sit still, direct eye contact, large personal space, informal but appropriate dress, short attention span, interrupt others, don’t delegate (do it better themselves), hate small talk, diplomas on wall, pictures of themselves with famous people
Doer

Office: Neat, orderly, maybe a few charts on the wall. Doer is probably not in the office.

Dress: Conforms to dress code of org.

Memo: Short, to the point, expects immediate answer or better yet immediate results
Do Not
Make Judgments!
No style is
“good” or “bad”
Under Stress:
50% Change Styles
(>5 pt. Spread)
To Make It Work:

1. Know your style
2. Recognize other’s style
3. Temporarily switch styles
How to Approach
Different Styles
To Communicate with an Analyzer

- Break down your recommendations
- Include options with pros and cons
- Don’t rush an Analyzer
- Be precise, state the facts
- Document with measurable data
- Present in a logical, linear fashion
To Approach an Analyzer

“Let me take you through this step by step.”

“Before we start, let me bring you up to date.”

“Let’s look at it in a logical, systematic way.”
To Communicate with a People Person

- Indicate concern for people
- Allow time for small talk, be informal
- Stress how your proposal is people concerned
- Show how the idea worked well in the past
- Indicate support from well-respected people
To Approach a People Person

“People on your staff will like the way...”

“Joe Smith also thinks this is a good idea.”

“Let’s get reacquainted before getting down to business.”
To Communicate with a Dreamer

- Focus on ideas or concepts
- Allow time for discussion
- Don’t get impatient with tangent
- Stress uniqueness of your idea
- Emphasize future value or input
To Approach a Dreamer

“This is an unique approach.”

“This will pay off more in the future.”

“Let me start with the key concepts.”
To Communicate with a Doer

- Be brief and focus on results
- State conclusion immediately
- Give your best recommendation (offer few alternatives)
- Emphasize practicality of the idea
- Use visual aids (picture worth...)
To Approach a Doer

“We can get on it right away”

“This will have a quick payoff”

“I’ll skip the details and hit the highlights”
What distracts you from being a good listener while you are at work?
Be a Good Listener
Remember
The one doing the least talking has the most power

Observe body language, NLP, voice....
Quiz Time
# Generational Differences

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<th>Matures</th>
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<th>Formal/Memo One-on-one</th>
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| Baby Boomers | 1946-1964 | In Person |
| Gen X        | 1965-1980 | Direct, Immediate |
| Gen Y        | 1981-1995 | Text, cell phone, voice mail, email |
Gender Differences

MEN ARE FROM MARS, WOMEN ARE FROM VENUS
A Practical Guide for Improving Communication and Getting What You Want in Your Relationships

JOHN GRAY, Ph.D.
Thank You
Remember
The one doing the least talking has the most power