

Communication Strategies

To influence key people

	What this style Wants to know	What approach makes them tune in	What approach makes them tune out	To communicate with an employee of this style	To communicate with a boss of this style
Conserving Holding <i>Reason</i>	<ul style="list-style-type: none"> • How does it work? • Who does what? • The trade-offs? • Can we sample? 	<ul style="list-style-type: none"> • Unemotional • Factual • Inquiring • Practical 	<ul style="list-style-type: none"> • Constant changes • Highly Emotional • Fast decisions • Unplanned action 	<ul style="list-style-type: none"> • Focus on reason • Use fact, figures • Be organized • Tie new to old 	<ul style="list-style-type: none"> • Progress slowly • Use logic • Do your "homework" • Be precise
Adapting Dealing <i>Harmony</i>	<ul style="list-style-type: none"> • People's opinion? • Is it disruptive? • Can it be changed? • Gaining acceptance? 	<ul style="list-style-type: none"> • Social • Flexible • Informal • Accepting 	<ul style="list-style-type: none"> • Unfriendly people • Critical authority • Routines and details • Strict schedules 	<ul style="list-style-type: none"> • Focus on harmony • State your position • Be friendly • Show flexibility 	<ul style="list-style-type: none"> • Be sociable, tactful • Use the light touch • Show how you fit in • Get along

Communication Strategies

To influence key people

	What this style Wants to know	What approach makes them tune in	What approach makes them tune out	To communicate with an employee of this style	To communicate with a boss of this style
Supporting Giving <i>Excellence</i>	<ul style="list-style-type: none"> • Is it fair? • Benefit all? • Is it the best? • Can I help? 	<ul style="list-style-type: none"> • Respectful • Receptive • Reassuring • Idealistic 	<ul style="list-style-type: none"> • Critical • Ridiculing • Failing • Unhelpful 	<ul style="list-style-type: none"> • Focus on excellence • Appeal to principles • Set goals together • Stress worthy causes 	<ul style="list-style-type: none"> • Demonstrate worth • Show loyalty • Think of others • Be a team member
Controlling Taking Action	<ul style="list-style-type: none"> • Opportunities? • Bottom Line? • Who's in control? • What's next? 	<ul style="list-style-type: none"> • Competitive • Enterprising • Fast-moving • Pioneering 	<ul style="list-style-type: none"> • Resources restricted • Authority undercut • Less responsibility • No challenges 	<ul style="list-style-type: none"> • Focus on action • Provide autonomy • Stress opportunity • Offer challenge 	<ul style="list-style-type: none"> • Initiate • Be responsive • Show competence • Talk bottom-line