

## COMMUNICATION STYLES

### ***“Like Styles Like Each Other.”***

Everything we do – or do not do - communicates something. Our sighs, our vocal variety, our volume, our language selection, our silences, our smile or frown, our body posture – all these elements communicate messages to our clients. How do we ensure that the messages we send with our non-verbals, vocal quality and language choice, tell our clients ‘we care’ and ‘we will help’ – no matter HOW they come across?

### **The Challenge**

Most professionals have no idea HOW they come across. Our childhood framed our communication characteristics. If ones family was subtle and quiet, there is likelihood that that is the preferred communication style and environment. Likewise, if the environment one was raised in was boisterous and energetic – a noisy, energy filled work environment may be their ideal setting. Working with individuals from those extremes can be challenging.

### **The Opportunity**

To ensure we communicate effectively each time we speak we must first understand our own communication style and preferences – the *liability* and *assets* of each style elements. Every style works in some environment. Based on Carl Jung’s research, there are four general style categories. Each style has its assets and liabilities. We have put our own spin on his original research.

A communicator is most effective when there is an:

- Understanding of each style,
- Understanding of HOW to adjust ones own style when necessary.

### **The Task**

Complete the following COMMUNICATIONS SKILLS INVENTORY. It will serve as a snapshot of your communication *characteristic* preferences. If the individual your are communicating with is different than your style, a natural communication challenge may exist. To ensure rapport and communication it is best to understand HOW to mirror their communication characteristics – to the degree possible – to ensure a sense of *likeness*.

**Likeness is the platform for rapport.**

**Complete this Styles Inventory.**

### **COMMUNICATION STYLES INVENTORY**

THIS INSTRUMENT HAS BEEN DESIGNED TO IDENTIFY YOUR PRIMARY COMMUNICATION STYLES

DIRECTIONS: Fill in all the circles aside each choice that most accurately represents your approach to speaking or preference in listening. The following questions relate to your approach as a SENDER/SPEAKER.

	I	II	III	IV
1. I seek:				
- affiliation with the audience _____	0			
- acceptance by the audience _____		0		
- to accomplish a specific task _____			0	
- to exercise control over the audience _____				0
2. I tend to choose words that are:				
- general/non-technical _____		0		
- general with many personal references _____	0			
- general/"buzz" words _____				0
- specific/technical/"buzz" words _____			0	
3. I tend to speak at a volume that is best described as:				
- soft to medium _____		0		
- medium to soft _____			0	
- medium _____	0			
- medium to loud _____				0
4. I use				
- few gestures: typically rigid _____			0	
- few gestures: typically non-illustrative _____		0		
- many gestures: typically non-illustrative _____	0			
- many gestures: typically illustrative _____				0
5. I deliver information by:				
- developing the supportive information, and then draw to the main point _____	0	0		0
- presenting the main point up-front, and then support/ prove it _____			0	
6. I feel most comfortable:				
- when physically distant from the audience _____			0	
- being somewhat distant from the audience; _____ option to move closer when rapport has been established _____		0		0
- being physically close to the audience _____	0			
7. I tend to choose words that are mostly:				
- one syllable _____	0			
- one syllable and multi-syllable _____				0
- multi-syllable _____		0	0	
8. I tend to speak at a rate that is best described as:				
- slow to medium _____		0		
- medium _____	0			
- medium to slow _____			0	
- medium to fast _____				0
9. In general, I speak in:				
- many tones (using the full range), medium volume, medium rate _____	0			
- one tone, slow, soft delivery _____		0		
- one to three tones, slow, medium delivery _____			0	
- many tones (using the full range) loud, fast delivery _____				0

ADD THE NUMBER OF CIRCLES FILLED IN EACH COLUMN

SPEAKER TOTAL

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The following questions relate to your preference as a LISTENER

I II III IV

1. I am most comfortable when the speaker is:				
- initially distant, then gradually gets closer as rapport is made _____		0		0
- remains physically distant from the audience _____	0		0	
- physically close to the audience _____				
2. I am most comfortable listening to a speaker whose rate of speech is:				
- medium to slow _____			0	
- medium _____	0			
- slow to medium _____		0		
- medium to fast _____				0
3. I am most comfortable listening to a speaker who uses:				
- one syllable words _____	0			
- multi-syllable words _____		0	0	
- one syllable and multi-syllable words _____				0
4. I am most comfortable when the speaker uses:				
- many gestures _____	0			0
- few gestures _____		0	0	
5. I am most comfortable listening to a speaker who uses:				
- mostly general/ "buzz" words _____				0
- mostly general/ non-specific words _____		0		
- specific/ technical/ "buzz" words _____			0	
- many personal/ anecdotal references _____	0			
6. I prefer to listen to a speaker that uses:				
- many tones (using the full range), medium volume, medium rate _____	0			
- one tone, slow, soft delivery _____		0		
- one to three tones, slow, medium delivery _____			0	
- many tones (using the full range), loud, fast delivery _____				0
7. I am most comfortable in listening to a speaker whose volume is:				
- medium _____	0			
- medium to soft _____			0	
- soft to medium _____		0		
- medium to loud _____				0
8. I prefer to hear information that:				
- presents the main point up-front and then supports/proves it _____			0	
- presents the main point up-front and then supports/proves it at my option _____				0
- develops the supportive information, then draws to a conclusive main point _____	0	0		
9. I prefer:				
- to be actively involved in the process (i.e. I prefer listening to a speaker that encourages active audience participation _____)	0			
- to sit back and listen; do not like participatory speeches _____		0	0	
- to have the option to ask questions during the process _____				0

ADD THE NUMBER OF CIRCLES FILLED IN EACH COLUMN  
LISTENER TOTAL

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TRANSPOSE NUMBERS TO SUMMARY BELOW

KEY: I=EXPRESSIVE      II=AMIABLE      III=ANALYTICAL      IV=DRIVER

**SUMMARY**

• SENDER _____				
• LISTENER _____				
Total _____				

For more information please contact Anderson & Mitterling at 1-619-435-5706.