

# Communication Styles:

How do you communicate?

# Objectives

- At the end of this presentation, the attendees will be able to:
  - Identify 4 basic communication styles
  - Identify their own communication styles in normal circumstances and under stress
  - Appreciate the communication styles of others
  - Learn to adapt personal communication styles to improve communication with others
  - Locate web-based communication skills references

# Premises

- All individuals have recognizable, consistent communication styles.
- After a relatively short exposure, you can identify an individual's communication style.

# Premises

- People communicate most effectively with individuals who have similar styles to their own, and have difficulty with people who have dissimilar styles.
- You can adapt or modify your style to “speak the language” of others.

# Assumptions

- All people have a characteristic interpersonal style
- All interpersonal styles have strengths
- Excess use of strengths may cause weakness

**Under stress, styles may change!!!**



# Interpersonal Styles

## From “I-Speak your language”

Just one of many tools to assess  
communication styles



# Time to do our questionnaire



**1= least like you**

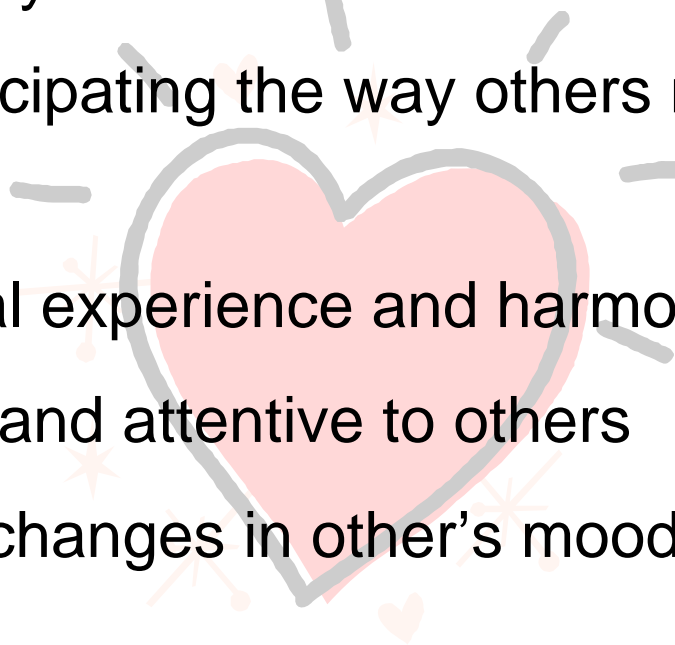
**4= most like you**

**DO NOT ADD  
SCORES JUST YET!!!!**

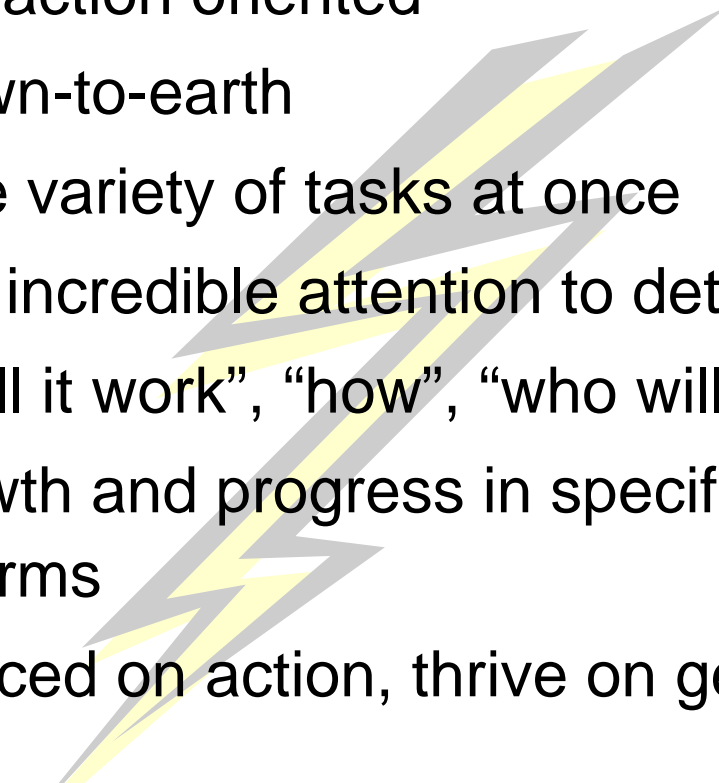


# Feelers

- Dynamic, stimulating, and “warm”
- Reads non-verbal clues extremely well
- Shows sensitivity to needs and wants of others
- Effective in anticipating the way others may respond to change
- Values personal experience and harmony
- Understanding and attentive to others
- Notices subtle changes in other's mood

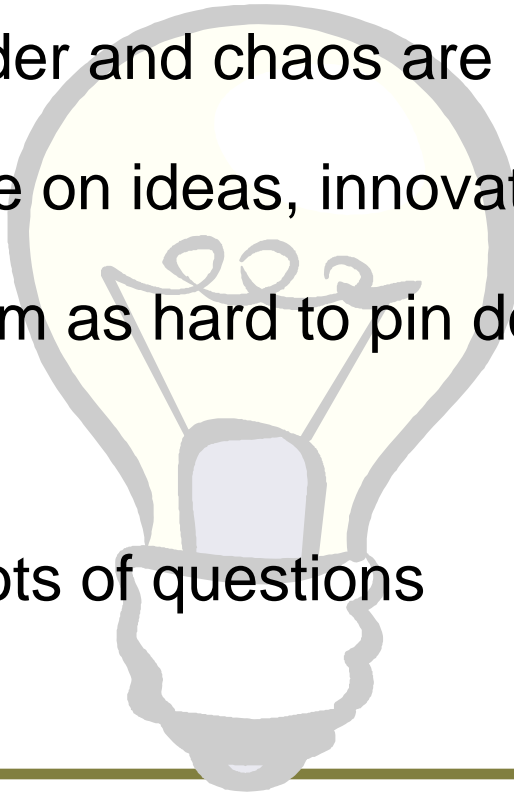


# Sensors

- Energetic and action oriented
  - Direct and down-to-earth
  - Works on wide variety of tasks at once
  - Demonstrates incredible attention to detail
  - Often asks “will it work”, “how”, “who will do what”?
  - Assesses growth and progress in specific and measurable terms
  - High value placed on action, thrive on getting things done
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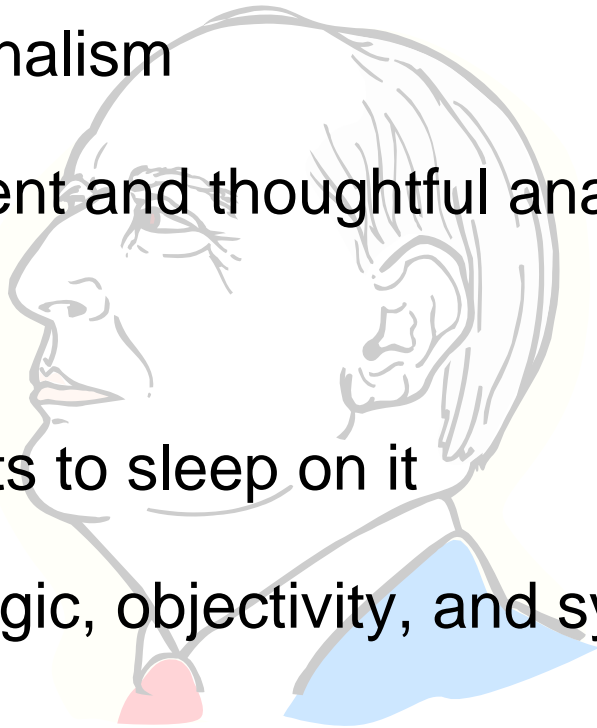
# Intuitors

- Enjoys tasks and situations that demand a long-term view
- Accepts that disorder and chaos are inevitable
- Places a high value on ideas, innovations, and concepts
- Other perceive them as hard to pin down
- Tend to challenge
- Probes and asks lots of questions



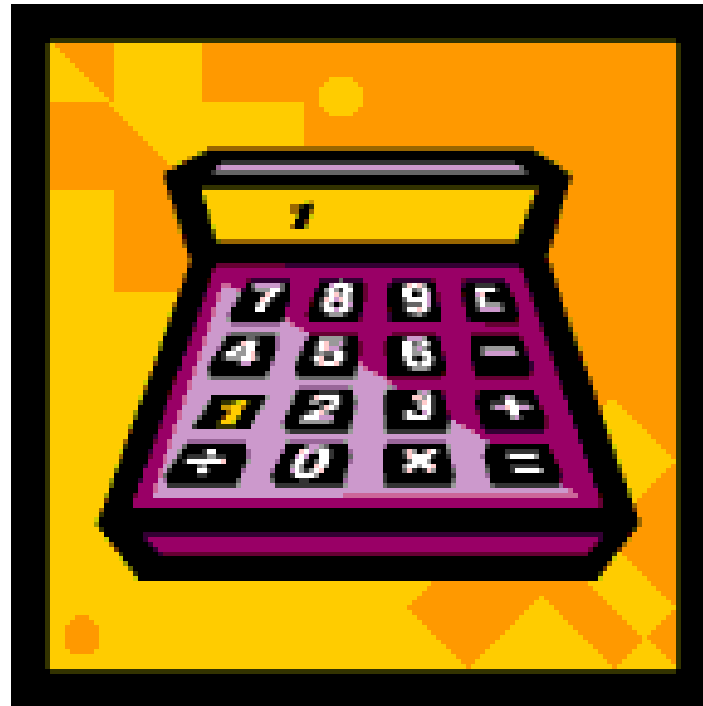
# Thinkers

- Relies on observations and rational principles, avoiding emotionalism
- Valued for prudent and thoughtful analysis
- Very objective
- Skeptical – wants to sleep on it
- High value on logic, objectivity, and systematic inquiry





# Time to add our scores...



I      T      F      S      =      A      +      B      +      C

11      ←      3      4      4

8      ←      4      3      1

6      ←      1      2      3

5      ←      2      1      2

6      ←      1      2      3

9      ←      3      4      2

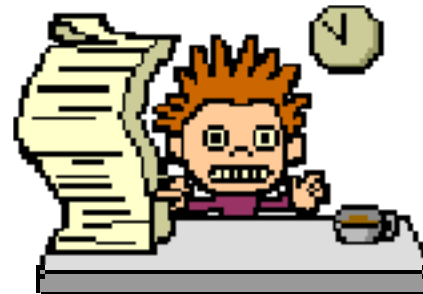
7      ←      2      1      4

8      ←      4      3      1

I = 13      T = 15      F = 14      S = 18

# What does your score mean?

- **Top ½ sheet = your style under normal circumstances**
- **Lower ½ sheet = your style under stress conditions**



# What does your score mean?

- **High score = primary style (most often used by you and the way others may describe you)**
- **Second highest score = Back-up style**  
**(influences your thoughts and actions but not as strong as primary style)**

# How to recognize Feelers

- Uses your name in the course of conversation/ letters
- Close eye contact
- Will physically touch others when making points
- Values harmony and often defends the action of others
- Keeps plants and personal pictures in office
- Under stress is thin skinned, emotional, and over reactive

# Feelers

- **Effective Application**

loyal

persuasive

empathetic

draws out feelings of others

probing

introspective

- **Ineffective Application**

impulsive

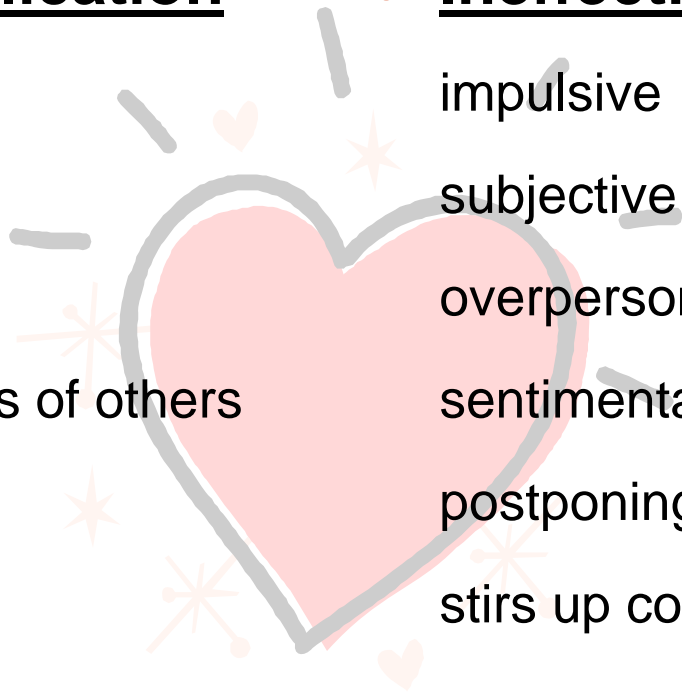
subjective

overpersonalizes

sentimental

postponing

stirs up conflict



# Commonly used phrases - Feeler

"The way I feel about it is ..."

"How will this affect the people?"

"It sounds fantastic."

"I like her style."

"I know him well."

"This idea is no better than the people behind it."

"We used to ..."

"That reminds me of an experience I once had."

# Feeler's when Stressed

- Moody
- Talks too much about the past and tells too many anecdotal stories
- Oversimplifies and forgets to cite facts
- Never gets to the point
- Avoids bringing to the surface unpleasant facts
- Uses self-pity as a crutch
- Overreacts

# How to recognize Sensors

- Dependable
- Wants to get to the point!!!!
- Prefer to call on phone rather than write
- Makes short, abrupt gestures with hands
- Eyes jump from object to object
- Constructively impatient
- Direct in dialogue
- Easily made impatient and usually running behind schedule

# Sensors

- **Effective Application**

pragmatic

assertive

results-oriented

technically skillful

well organized

objective--bases opinions on  
what he actually sees

- **Ineffective Application**

short-range focus

judging

impulsive

defensive

nit-picking

perceives loyalty as based on  
agreement

## Commonly used phrases - Senser

"Spare me the details."

"Will it work?"

"Let's get going."

"Let's get it resolved now!"

"What will it cost?"

"What's the payout?"

"The quicker the better."

# Sensor's when Stressed

- Tries to resolve things to quickly
- Does not ask enough questions
- Commands
- Not taking time to learn others objectives
- Comes on too strong, overwhelm others
- Talks to fast
- Over-competitive and being proud to a fault
- Little patience with rambling dialogue

# How to recognize Intuitors

- Asks big picture type questions (excellent imagination)
- Relates two different trends to each other
- Over generalize
- Make frequent references to future events
- Tend not to use examples
- Keep social distance
- Expects their actions to be understood
- Presents insights, concepts, and ideas first

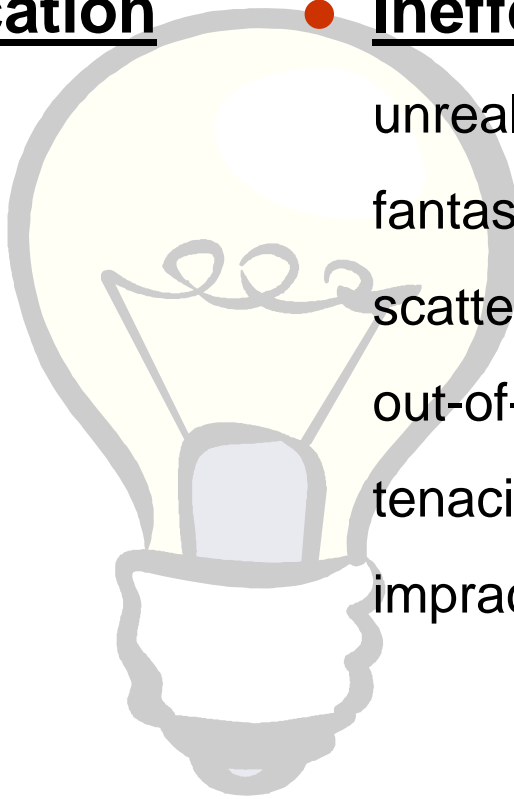
# Intuitors

- **Effective Application**

original  
imaginative  
creative  
charismatic  
idealistic  
ideological

- **Ineffective Application**

unrealistic  
fantasy-bound  
scattered  
out-of-touch  
tenacious and dogmatic  
impractical



## Commonly used phrases - Intuitor

"What's so unique about it?"

"What are the long-range implications?"

"I'm looking for a different way."

"Here's a new twist."

# Intuitors Under Stress

- Comments are scattered
- Raises too many issues
- Being too lengthy
- Appears rigid
- Appears too judgmental
- Appears condescending
- Leaves issues dangling

# How to recognize Thinkers

- Write letters in outline form
- Neat and orderly in their work habits
- Offer more detail than one may feel necessary
- Specific in their choice of words
- Consistent producer
- Results oriented



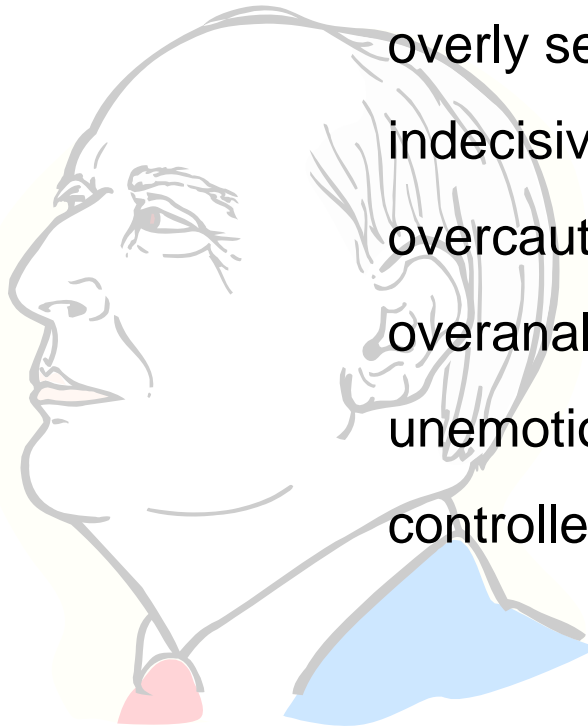
# Thinkers

- **Effective Application**

analytical  
deliberative  
rational  
weighs alternatives  
stabilizing  
objective

- **Ineffective Application**

overly serious, rigid  
indecisive  
overcautious  
overanalyzes  
unemotional  
controlled and controlling



## Commonly used phrases -Thinker

"What are the hard facts?"

"How can you support that?"

"Let's go through it, step by step."

"What are our options?"

"Another way might be ..."

"It seems logical; let's look for the holes."

"Give me a detailed breakdown."

# Thinker's Under Stress

- Over explains
- Being too noncommittal
- Use a monotone
- Does not express feelings enough
- Gets involved in asking too many questions
- Wants to organize in too rigid a fashion
- Gives people more background than they really want

**Note: Styles may change  
under stress**

**Know how you respond  
UNDER STRESS!!!**



# Summary

# Focus/Orientation

- INTUITOR – Ideas
- THINKER - Facts / Information
- FEELER - Feelings
- SENSER - Action

# Strength Traits

- INTUITOR - Future-oriented, conceptual, innovative, imaginative, idealistic, creative
- THINKER - Logical, organized, deliberative, objective, detailed, analytical, precise
- FEELER - People-oriented, spontaneous, empathetic, judgmental, informal, persuasive
- SENSER - Results-oriented, assertive, technically-skilled, practical, functional, decisive

# Overuse of Strengths

- INTUITOR - Abstract, unrealistic, "Far-out", idealistic, impractical
- THINKER - Over-cautious, rigid, indecisive, slow
- FEELER - Too casual, subjective, sentimental, "Soft"
- SENSER - Overpowering, impulsive, short-sighted, narrow

# Time Sense

- INTUITOR – Future
- THINKER - Past, Present, Future
- FEELER – Past
- SENSER - Present

# Basic Approach to Problems

- INTUITOR - Why?, What if?, Possibilities?
- THINKER - Tell me more, Alternatives?, Why?
- FEELER - How do I feel?, How will others feel?, Good or bad?
- SENSER - When?, How fast?, How much?

# Typical Occupation

- INTUITOR - Research, long-range planning, product developer, scientist, artist, writer, professor, corporate planner
- THINKER - Accountant, engineer, attorney, systems analyst, computer expert, technician, statistician
- FEELER - Sales, teaching public relations, personnel, retailing, entertainer, psychologist, nurse, secretary
- SENSER - Production manager, construction engineer, portfolio manager, physician, executive, athlete, military officer, banker, entrepreneur, wholesaler

# Conclusions

- The four basic communications styles—Sensors, feelers, intuitors, and thinkers—each have their strengths and weaknesses
- Recognizing one's own preferred style at ease and at times of stress can help communication with others
- Communication strategies can be tailored to fit various people's styles



# Thank you!!!



# KEY PRINCIPLES

**INTUITORS** place a premium on communications that are well thought out. They emphasize the central thought, principle idea or values, and do not waste time or space on details.

## KEY PRINCIPLE

**FEELERS** value communications that sound as though they came from another human being rather than from a machine. While they try to be factual and logical, they are not pedantic or fact-bound. They rely on illustrations based on real people in real situations.

## KEY PRINCIPLE

**SENSERS** appreciate a specific and pragmatic approach. They do not like introductions, historical background, or verbal spaghetti. They are action-oriented, want to know what the other person intends to do or wants them to do, why, in what way, and for what purpose. They will minimize time and space for discussion, meetings and the like and thus they are certain of specific tangible outcomes.

## KEY PRINCIPLE

**THINKERS** will place a premium on communications which are well organized, systematic and logical in content. They emphasize facts, well-documented conclusions and specifics. Wherever possible, they will omit adjectives, judgments and feelings unless they have a specific bearing on the facts themselves.