



**TTI SUCCESS INSIGHTS™**

Communicating with Style™

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*"He who knows others is learned.  
He who knows himself is wise."  
—Lao Tse*

**Dan Demo**

Customer Service

ABC Company

10-29-2007



## INTRODUCTION

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One's ability to interact effectively with people may be the difference between success or failure in our work or personal life. Effective interaction starts with an understanding of our individual communication style.

This system was designed to provide you with information about your own communication style. This report can be readily shared with others.

Read and "star" those statements that are most important to you. Share this information with your friends both on and off the job.



## CHECKLIST FOR COMMUNICATING

*Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with Dan. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Dan most frequently.*

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Do:

- Talk about him, his goals and the opinions he finds stimulating.
- Move casually, informally.
- Provide personal assurances, clear, specific solutions with maximum guarantees.
- Define clearly (preferably in writing) individual contributions.
- Watch carefully for possible areas of early disagreement or dissatisfaction.
- Offer special, immediate and continuing incentives for his willingness to take risks.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Provide ideas for implementing action.
- Provide testimonials from people he sees as important.
- Start, however briefly, with a personal comment. Break the ice.
- Read the body language for approval or disapproval.
- Show sincere interest in him as a person. Find areas of common involvement and be candid and open.
- Present your case softly, nonthreateningly with a sincere tone of voice.



## DON'TS ON COMMUNICATING

*This section of the report is a list of things NOT to do while communicating with Dan. Review each statement with Dan and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.*

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### Don't:

- Legislate or muffle--don't overcontrol the conversation.
- Be curt, cold or tight-lipped.
- Be domineering or demanding; don't threaten with position power.
- Force him to respond quickly to your objectives. Don't say "Here's how I see it."
- Drive on to facts, figures, alternatives or abstractions.
- Talk down to him.
- Leave decisions hanging in the air.
- Keep deciding for him, or he'll lose initiative. Don't leave him without backup support.
- Patronize or demean him by using subtlety or incentive.
- Take credit for his ideas.
- Be abrupt and rapid.
- Offer assurance and guarantees you can't fulfill.



## COMMUNICATION FLEXIBILITY

*Since people are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of people and provide you with the strategies to meet their needs.*

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### "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

- Fast-paced speech
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

Factors that will improve communication with this Style:

- Be clear, specific, brief, and to the point and value their time.
- Stick to business - let them decide if they want to talk socially.
- Come prepared with all requirements, objectives, support material in well-organized "package."
- Present the facts logically and efficiently.
- Provide facts and figures about probability of success of ideas, or effectiveness of options.
- Take issue with facts, not the person, if you disagree.
- Support the results, not the person, if you agree.
- Support and maintain an environment where they can be efficient.
- Read the body language - look for impatience or disapproval.

Factors that will create tension or dissatisfaction with this Style:

- Not reacting quickly
- Speaking slowly and deliberately



# COMMUNICATION FLEXIBILITY

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## "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

- Friendly and talkative
- Impulsive
- Uses many hand gestures while speaking
- Shows much emotion
- Imprecise about the use of time

Factors that will improve communication with this Style:

- Be positive and upbeat.
- Talk about goals and opinions they find stimulating.
- Deal with details in writing, have them commit to modes of action.
- Ask for their opinions/ideas regarding people.
- Provide ideas for implementing action.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Provide testimonials from people they see as important.
- Provide a warm and friendly environment.
- Read the body language for approval or disapproval.

Factors that will create tension or dissatisfaction with this Style:

- Not sharing information freely
- Not displaying a sense of urgency



## COMMUNICATION FLEXIBILITY

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### "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

- Patient
- Easy going
- Unemotional voice
- Reserved
- Deliberate - methodical

Factors that will improve communication with this Style:

- Start, however briefly, with a personal comment. Break the ice.
- Show sincere interest in them as a person; find areas of common involvement; be candid and open.
- Patiently draw out personal goals and work with them to help them achieve those goals; listen; be responsive.
- Present your case softly, non-threateningly with a sincere tone of voice.
- Ask "how?" questions to draw their opinions or comments.
- Watch carefully for possible areas of early disagreement or dissatisfaction.
- Look for hurt feelings, personal reasons, if you disagree.
- Provide guarantees that their decision will minimize risks; give assurance that provides them with benefits.
- Provide personal assurances, clear, specific solutions with maximum guarantees.
- Provide a friendly environment.

Factors that will create tension or dissatisfaction with this Style:

- Not demonstrating personal attention
- Being possessive of information



# COMMUNICATION FLEXIBILITY

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## "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

- Speaks slowly
- Asks questions about facts and data
- Deliberates
- Uses few gestures
- Skeptical
- Suspicious

Factors that will improve communication with this Style:

- Prepare your "case" in advance.
- Approach them in a straightforward, direct way; stick to business.
- Make an organized contribution to their efforts; present specifics, and do what you say you can do.
- Take your time, but be persistent and use a sincere tone of voice.
- Draw up a scheduled approach to implementing action with step-by-step timetable; assure them that there won't be surprises.
- Follow through, if you agree.
- Make an organized presentation of your position, if you disagree.
- Give them time to verify reliability of your actions; be accurate, realistic.
- Provide solid, tangible, practical evidence.
- Minimize risk by providing guarantees over a period of time.
- Give them time to be thorough, when appropriate.

Factors that will create tension or dissatisfaction with this Style:

- Sloppy work environment
- Overselling



## SITUATIONAL STRATEGIES

*Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.*

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### PERSON

Skeptical, Suspicious

Nervous, irritable, high strung

Pessimistic, grouchy, complaining

Egotistical, opinionated, high hat

Argumentative, blustering

Silent, secretive

### STRATEGY

Agree on minor points and expand. Be conservative in assertions.

Use a quiet, tactful, soothing manner.

Listen patiently, ask questions to find out their real concerns.

Flatter their ego. Concentrate on getting results.

Create response by challenging in a sincere manner.

Be more personal than usual to draw them out.





## ACTION PLAN

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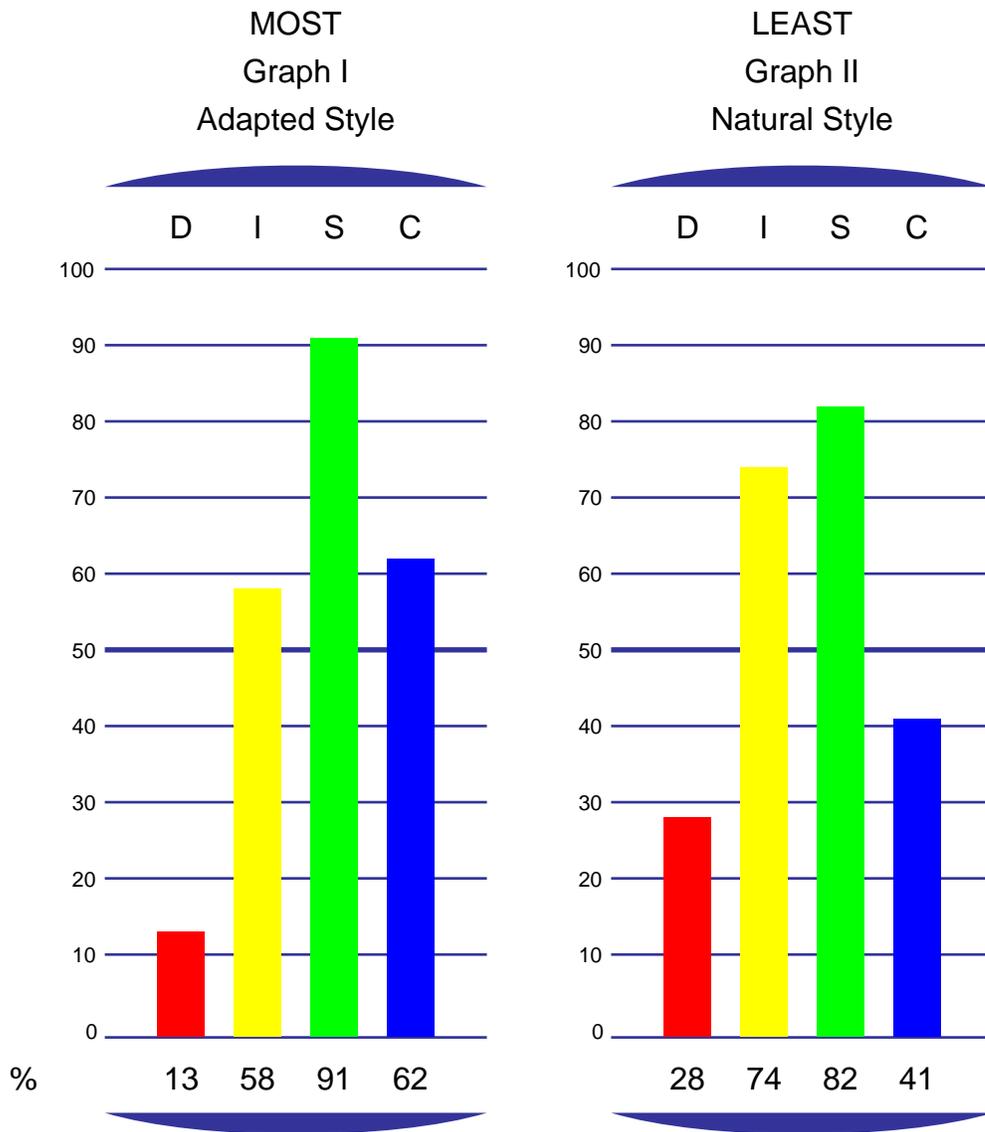
### Personal Development

1. When reviewing my report for personal development, I learned the following key behaviors contribute to reaching my goals and the quality of life I desire: (list 1-3)
  
2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)
  
3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:
  
4. I will make the following changes to my behavior, and I will implement them by \_\_\_\_\_:



# STYLE INSIGHTS™ GRAPHS

ABC Company  
10-29-2007



Norm 2003



## THE SUCCESS INSIGHTS® WHEEL

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The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

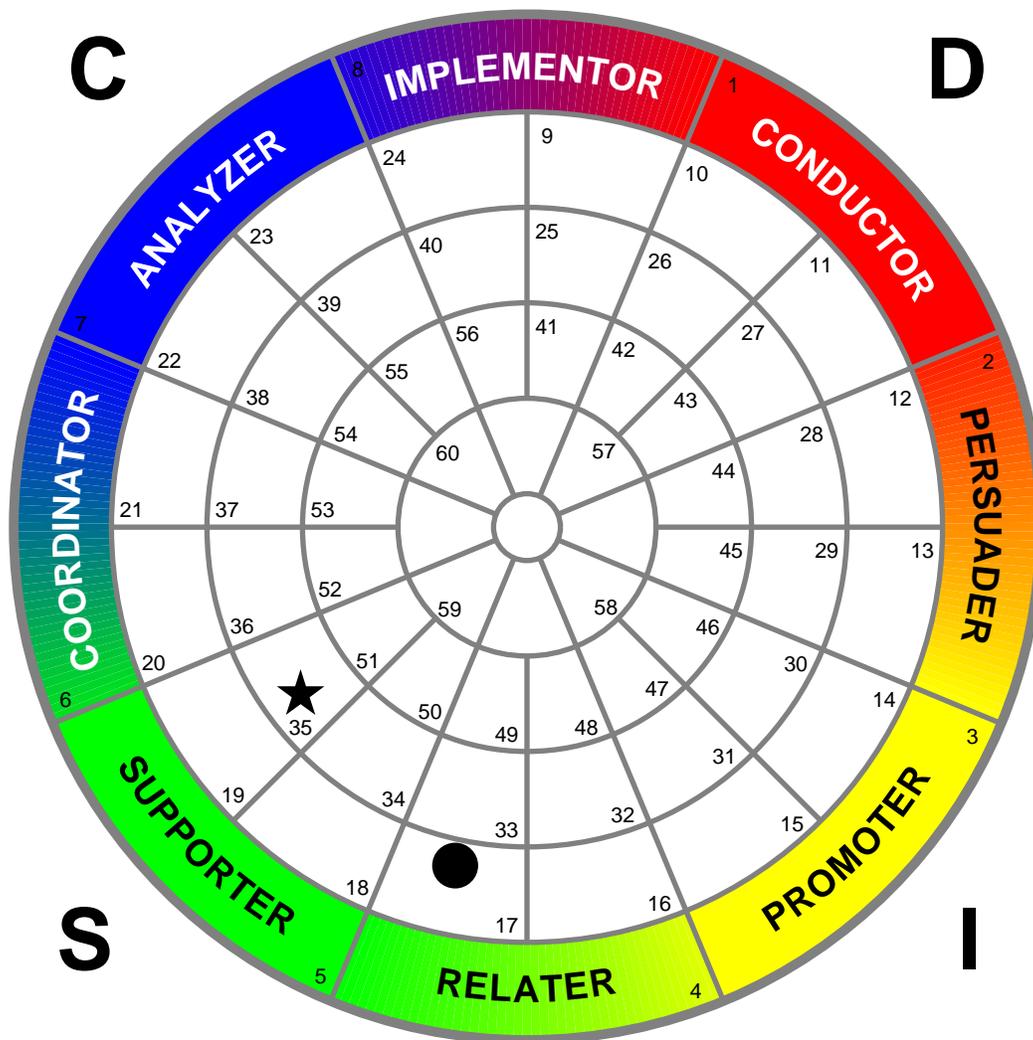
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



# THE SUCCESS INSIGHTS® WHEEL

ABC Company  
10-29-2007



Adapted: ★ (35) COORDINATING SUPPORTER (FLEXIBLE)  
Natural: ● (17) SUPPORTING RELATER  
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