

Communication Styles



**How Are You
Communicating
With Others?**

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Communication Styles

Are there some people you just can't get along with?

Identifying the person's **Communication Styles** can greatly increase your relationship effectiveness.

The four Communication Styles:

1. Pragmatic
2. Expressive
3. Amiable
4. Thinker



Pragmatic

What are they like – how do you recognize them?



- Impatient
- Desire change
- Business-like
- No small talk
- “Don’t waste my time”
- Bottom line
- Basic facts
- 23 words or less
- ABC
- Formal
- Fast decision makers
- Innovative
- Like options
- Results-oriented
- Control of others

Motivated by – results, in control

Backup behavior – autocratic



Expressive

What are they like – how do you recognize them?

- Optimistic
- Disorganized
- Love fun things
- Quick decision makers
- Emotional
- Tenacious
- Impractical
- “Don’t beat around the bush”
- Like contact with people
- Pictures of family in office
- Poor follow-up
- Friendly and open
- Like enthusiastic pictures
- Quick decision based on excitement

Motivated by – attention and variety

Backup behavior – attacking





Amiable

What are they like – how do you recognize them?

- Loyal
- Possessive
- Slow decision maker
- Sets up barriers
- Hates high pressure
- “Patience is a virtue”
- Thinks long term
- Slow to change
- Overloads themselves
- Difficult time saying no
- Great meeting planners
- “Is everybody ok?”

Motivated by - harmony and affirmation
Backup behavior - acquiescing



Thinker

What are they like – how do you recognize them?

- Information overload cannot happen
- Perfectionists
- Facts to the max!
- Everything must be just right
- Curious
- Slow decision makers
- Always be accurate
- Straight facts and all details
- Logical choices
- Don't like the push and shove of decision making
- Don't like overly aggressive people

Motivated by – information, quality
Backup behavior – procrastination



Hints to remember when dealing with a:

- **Pragmatic**

- Give them choices
- Never tell them what to do
- Let them control the agenda

- **Expressive**

- Help them tie up loose ends
- Remind them of their commitments
- Support their visions and dreams
- Ask them about something fun



Hints to remember when dealing with a:

- **Amiable**

- Never attack the other person or issue
- Focus on relationship 1st, business 2nd
- Help them deal with relationships

- **Thinker**

- Double check your work!
- Give them lots of backup detail
- Give them proof statements



Why know all this?

To maximize your success in relating to people, you want to try to be “LIKE” them.

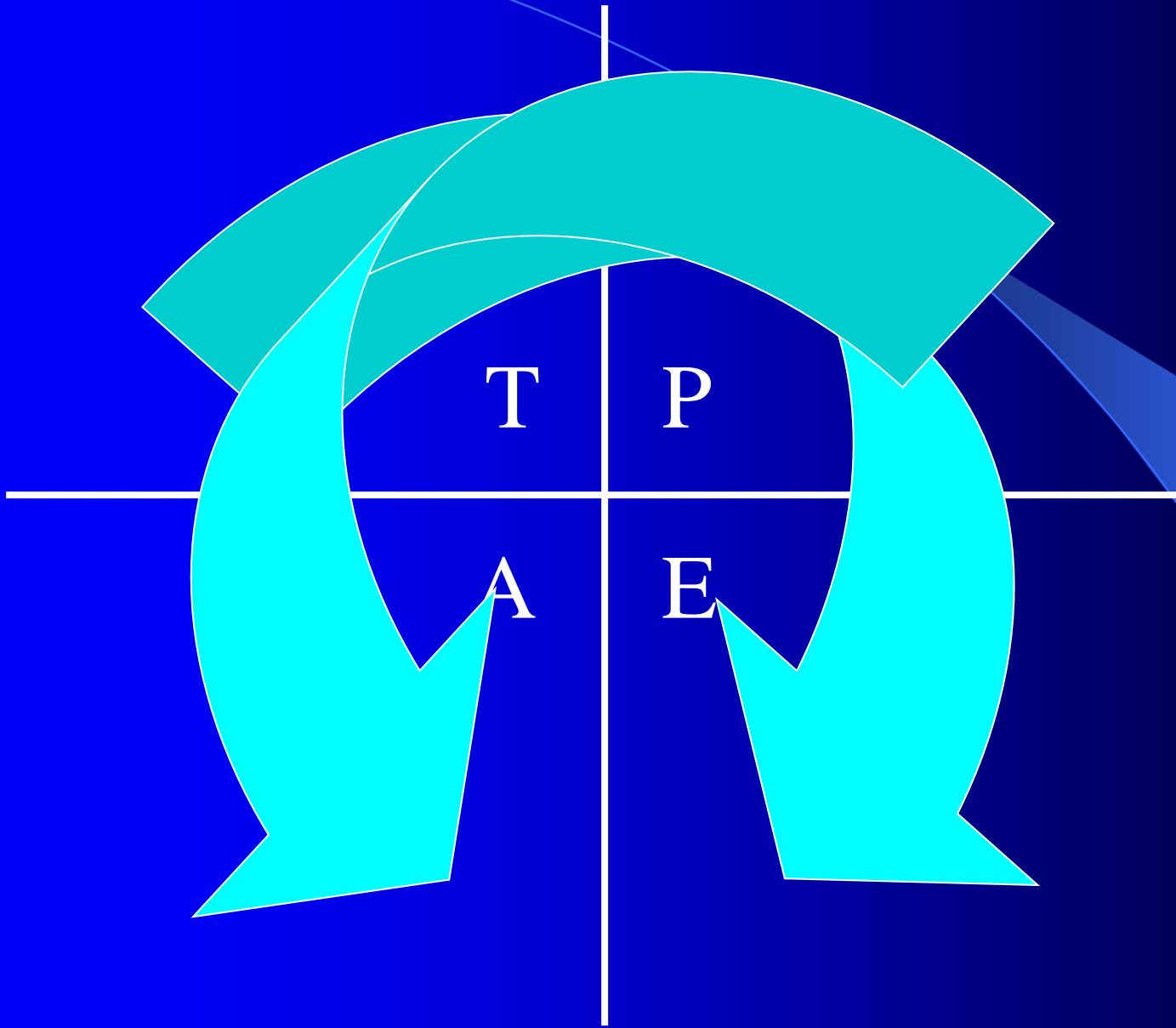
You want to recognize their communication style and do your best to FLEX to the way they like to do things.

This isn't about changing who you are!

This isn't about being phony!

What it is about is being FLEXIBLE !





Hollywood Knows This!

- TV shows **HAVE** to have *controversy*
- Look at the different styles of characters
- Reality shows vs. situation comedies vs. news shows



Name a TV show

Thinker

T

Pragmatic

P

A

Amiable

E

Expressive

