# TTI SUCCESS INSIGHTS™

Communicating with Style™

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

**Jeff Doe**

3-15-2004

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# INTRODUCTION

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 Jeff. 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 Jeff most frequently.*

Do:

- Provide solid, tangible, practical evidence.
- Show sincere interest in him as a person. Find areas of common involvement and be candid and open.
- Give him time to verify reliability of your actions; be accurate, realistic.
- Patiently draw out personal goals and work with him to help him achieve those goals; listen and be responsive.
- Prepare your "case" in advance.
- Provide personal assurances, clear, specific solutions with maximum guarantees.
- Watch carefully for possible areas of early disagreement or dissatisfaction.
- Look for hurt feelings or personal reasons if you disagree.
- Give him time to be thorough, when appropriate.
- Draw up a scheduled approach to implementing action with a step-by-step timetable; assure him that there won't be surprises.
- Make an organized contribution to his efforts, present specifics and do what you say you can do.
- Follow through, if you agree.

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# DON'TS ON COMMUNICATING

*This section of the report is a list of things NOT to do while communicating with Jeff. Review each statement with Jeff 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.*

Don't:

- Dillydally, or waste time.
- Use gimmicks or clever, quick manipulations.
- Rush the decision-making process.
- Be vague about what's expected of either of you; don't fail to follow through.
- Debate about facts and figures.
- Keep deciding for him, or he'll lose initiative. Don't leave him without backup support.
- Be abrupt and rapid.
- Be vague; don't offer opinions and probabilities.
- Threaten, cajole, wheedle, coax or whimper.
- Leave things to chance or luck.
- Patronize or demean him by using subtlety or incentive.

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# 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.*

"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

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# COMMUNICATION FLEXIBILITY

"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

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# COMMUNICATION FLEXIBILITY

"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

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# COMMUNICATION FLEXIBILITY

"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

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# 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.*

| PERSON | STRATEGY |
|---|---|
| Skeptical, Suspicious | Agree on minor points and expand. Be conservative in assertions. |
| Nervous, irritable, high strung | Use a quiet, tactful, soothing manner. |
| Pessimistic, grouchy, complaining | Listen patiently, ask questions to find out their real concerns. |
| Egotistical, opinionated, high hat | Flatter their ego. Concentrate on getting results. |
| Argumentative, blustering | Create response by challenging in a sincere manner. |
| Silent, secretive | Be more personal than usual to draw them out. |

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# ACTION PLAN

Name: Jeff Doe

To communicate more effectively with _____, I need to:

1.

2.

3.

To communicate more effectively with _____, I need to:

1.

2.

3.

To communicate more effectively with _____, I need to:

1.

2.

3.

The Communication skills I need to develop are:

1.

2.

3.

4.

I agree to practice the listed communication techniques for each person designated.

Signed: _____ Date: _____

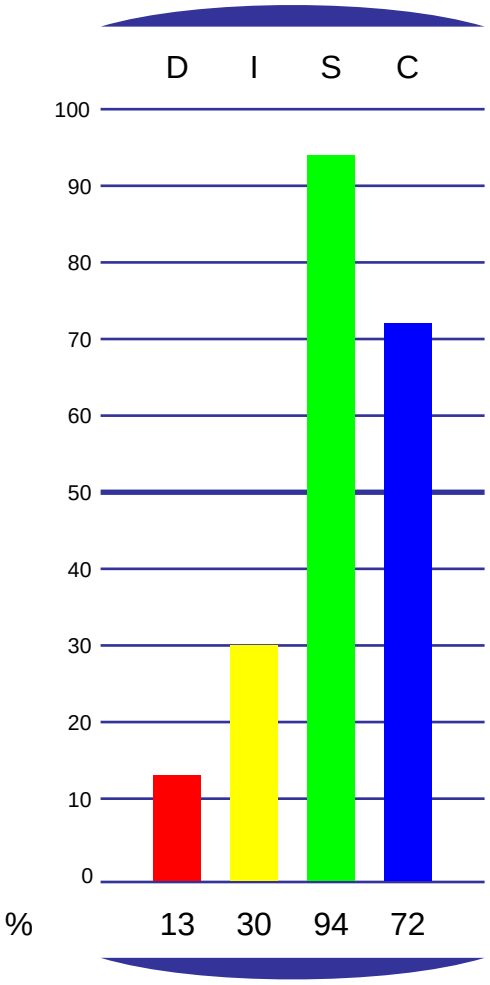
Date to Review: _____

# STYLE INSIGHTS™ GRAPHS

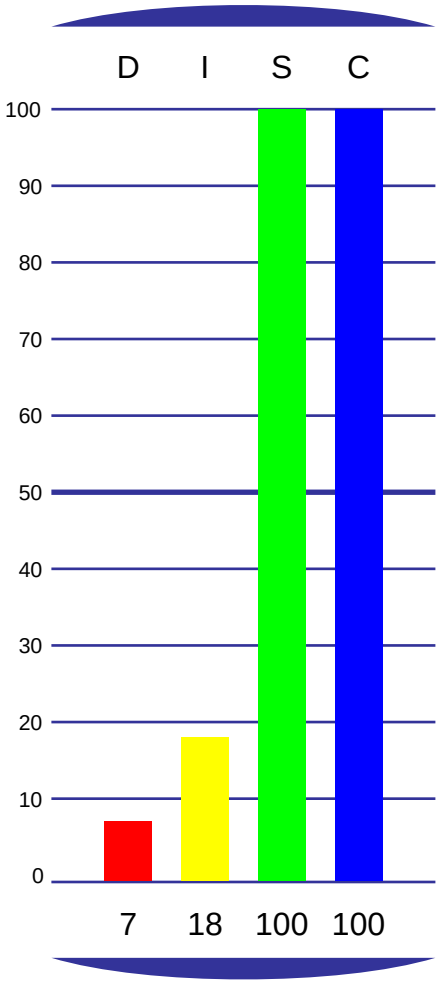
**Jeff Doe**

3-15-2004

MOST
Graph I
Adapted Style




LEAST
Graph II
Natural Style




Norm 2003

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Jeff Doe

# THE SUCCESS INSIGHTS® WHEEL

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