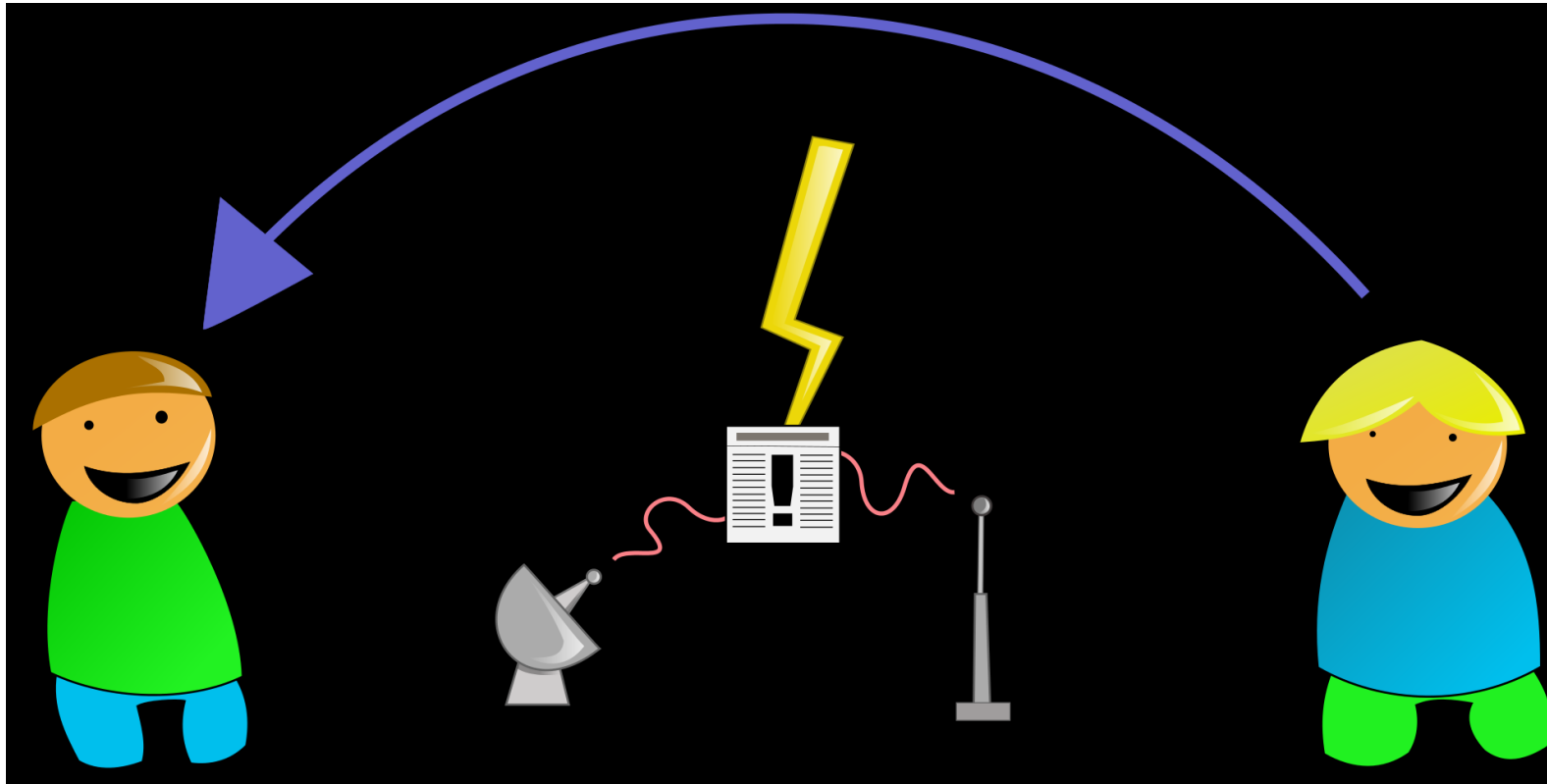




▶ Personality and ▶ Communication

Are you being heard?



Standard communication model.....

Message can be influenced by a range of factors: background noise, cultural impacts, impaired hearing and so on...

To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.

Tony Robbins

Communication is affected by personality...

- ▶ The personality of the sender impacts the way they communicate
- ▶ The personality of the receiver impacts the way they receive information and how they engage with the speaker

Each of you have your own personality and this definitely influences the way you share information.

Please stand.....

Think about yourself...

- ▶ Would you describe yourself as active and fast paced?
- ▶ Or slower-paced, cautious and methodical?

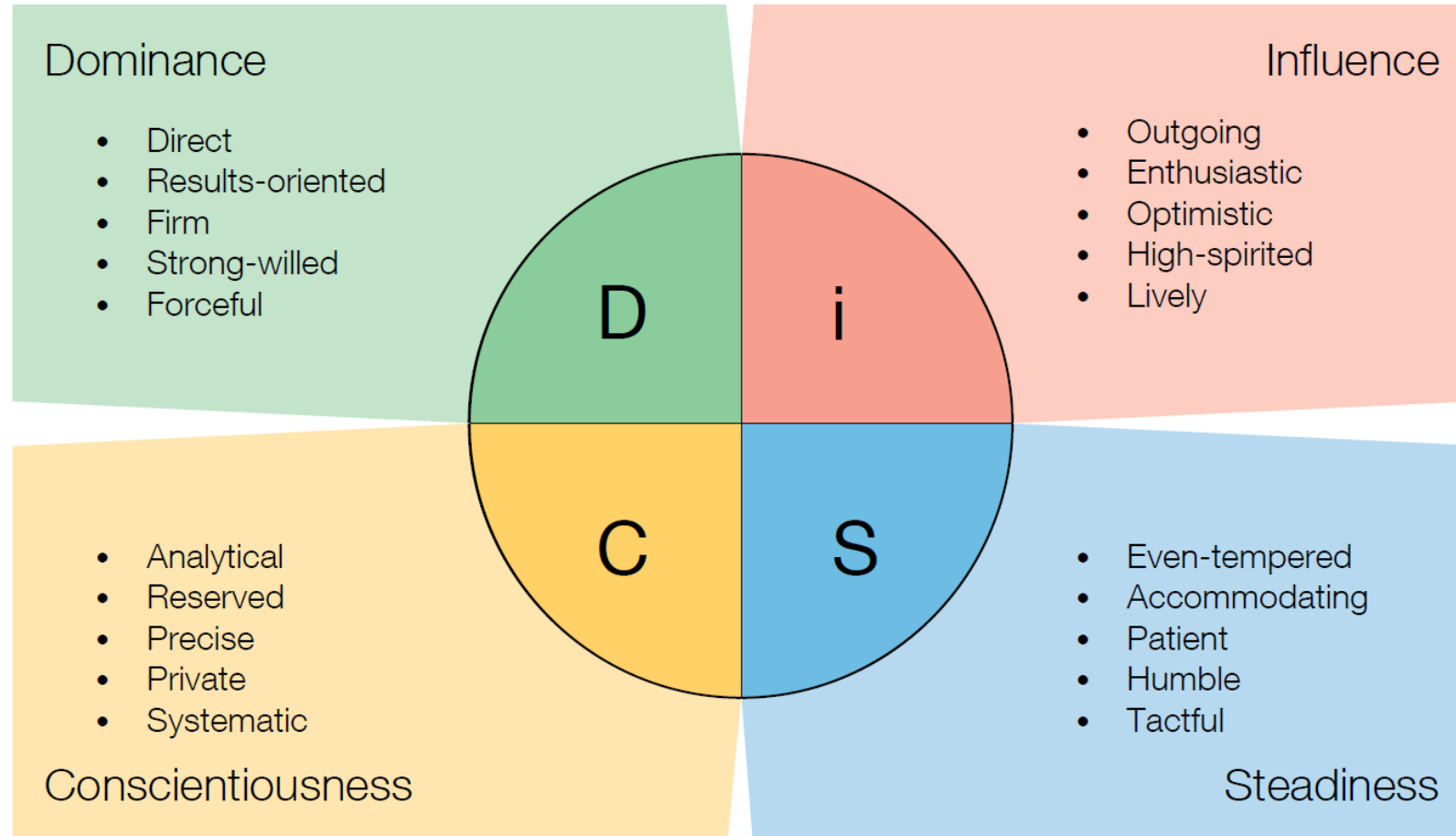
Now think about yourself in a different way...

- ▶ Would you describe yourself as warm and accepting (people focused)
- ▶ Or questioning and sceptical? (information / data / quality focused)

DiSC

- ▶ According to DiSC (one of many profiling tools using same research - Myers Briggs, McQuaig, colours, animals), all people can be separated into one of four key styles....
- ▶ Everyone is a blend of all styles and no one style is better than any other
- ▶ Everyone has a 'primary style'...
- ▶ Based on how you answered the previous questions.....
 - D - dominance
 - I - influence
 - S - steadfastness
 - C - conscientiousness

An overview of the DiSC styles....



D - Dominance

- ▶ Focused on action and results
- ▶ Can come across as direct / blunt (some people consider rude)
- ▶ Fast, action-orientated pace
- ▶ Tend to be assertive, confident and bold
- ▶ Not afraid to express their opinions
- ▶ Know what they want and make up their mind quickly
- ▶ Have a take-charge attitude that may cause them to dominate the conversation with others
- ▶ Willingness to take risks
- ▶ Impatient with small talk

D - Dominance

- ▶ If you are a D-style, as the communicator you could:
 - ▶ Tend to be too fast for some of your audience
 - ▶ Not be taking enough time to check for understanding
 - ▶ Not providing enough detail or clarity for some
 - ▶ Come across as cold or indifferent (as opposed to warm and friendly) which may alienate some people and they won't hear you
- ▶ On the other hand, if your audience is a D-style, they could:
 - ▶ Get frustrated if you're not delivering information quickly enough
 - ▶ Be annoyed by you trying to be chatty and social
 - ▶ Listen with the intention of responding, instead of really hearing what you're saying

I - Influence

- ▶ Focused on action and optimism
- ▶ Come across as extraverted and energetic, friendly and warm
- ▶ Can come across as a bit distracted
- ▶ Reliance on intuition or gut instinct
- ▶ Considerate of others people's feelings
- ▶ Can be very charismatic and use this to disarm and get their own way
- ▶ See every opportunity as one to be social and can be focused on conversation and building relationships (rather than the task at hand)
- ▶ Care about approval and recognition
- ▶ Enjoy an informal, social environment
- ▶ Eager to meet new people
- ▶ Enjoy a team environment
- ▶ Willingness to try innovative or new ideas

I - Influence

- ▶ If you are an I-style, as the communicator you could:
 - ▶ Tend to be too fast for some of your audience
 - ▶ Not provide enough detail or clarity for some
 - ▶ Come across as too over-friendly and familiar for some people
 - ▶ Tend to be touchy-feely which may alienate some
 - ▶ Have a tendency to make it about 'you' rather than the audience / receiver
 - ▶ Get distracted by the social / friendly stuff and not stay focused on the mission
- ▶ On the other hand, if your audience is an I-style, they could:
 - ▶ Get frustrated if you're not delivering information quickly enough
 - ▶ Disconnect and disengage if they don't feel you are warm and friendly
 - ▶ Become bored if they're not actively involved in the discussion or activity (being talked 'at')
 - ▶ Block you out or become defensive if they think you don't like them

S - Steadiness

- ▶ Focused on ensuring everyone is comfortable and included
- ▶ Can come across as indecisive
- ▶ Agreeable and welcoming manner
- ▶ Moderate, methodical pace
- ▶ Tend to be accommodating, soft spoken and humble
- ▶ Friendly and agreeable, calm and gentle demeanor
- ▶ Careful
- ▶ Reluctant decision makers
- ▶ Need to feel absolutely sure before they commit
- ▶ Avoid change and hesitant to take on new ways of doing things / new things in general
- ▶ Even-tempered

S - Steadiness

- ▶ If you are an S-style, as the communicator you could:
 - ▶ Tend to be too slow for some of your audience
 - ▶ Taking too much time checking in on everyone
 - ▶ Come across as uncertain or unsure
 - ▶ Frustrate some of your audience if you seem uncommitted or indecisive
- ▶ On the other hand, if your audience is an S-style, they could:
 - ▶ Be uncertain and reluctant, especially if you try to push them
 - ▶ Be sceptical of your information but not show this
 - ▶ Come across as agreeable even if they don't mean it (they want you to feel okay)
 - ▶ Want reassurance that what you're telling them or asking them to do, is 100% okay

C - Conscientiousness

- ▶ Focused on accuracy and quality - they are 'facts' people
- ▶ Slow, methodical pace
- ▶ Desire to have things 'exact'
- ▶ Come across as private, reserved, analytical and systematic
- ▶ Unlikely to display great enthusiasm or animation, even if they like what they see
- ▶ Stick to the facts - they have little use for small talk or attempts to steer a conversation into personal matters (discomfort with small talk or personal questions)
- ▶ Base their decisions on objective information rather than emotion or intuition
- ▶ Compartmentalise areas of their life
- ▶ Interested in details and research results

C - Conscientiousness

- ▶ If you are a C-style, as the communicator you could:
 - ▶ Tend to be too factual and data driven for some of your audience
 - ▶ Come across as dry and cold / unfriendly
 - ▶ Tend to be too slow for some
 - ▶ Not provide the 'personal' touch with the information that some people need
- ▶ On the other hand, if your audience is a C-style, they could:
 - ▶ Get frustrated if you're not delivering facts or try to 'sell' them using emotions and feelings
 - ▶ Disconnect and disengage if they don't think you are a subject matter expert (if you don't come across as really knowing your stuff)
 - ▶ Become unresponsive if they feel you are trying to manipulate them with emotion / charm or if you try to get too personal too quickly
 - ▶ Come across as distant / uninterested but they're actually not.....

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central area is white, providing a clean space for the text.

How do you figure out
what style someone is?

Learn to ‘people-read’

Use to understand, not judge...

How to Communicate Effectively with a D Style...

- ▶ Don't ramble on or waste their time.
- ▶ Stay on task.
- ▶ Be clear, specific and to the point.
- ▶ Don't try to build personal relationships or chitchat.
- ▶ Come prepared with all objectives and requirements in a well-organized manner.
- ▶ Be prepared and organized.
- ▶ Present the facts logically; plan your presentation efficiently.
- ▶ Provide alternatives and choices so they can make their own decisions.
- ▶ If you disagree, focus on the facts, not the D's personality.

They expect competency, quick action and forward motion.....

How to Communicate Effectively with an I Style...

- ▶ Talk and ask about their ideas and goals.
- ▶ Plan interaction supporting their goals and ideas.
- ▶ Allow time for relating and socializing.
- ▶ Don't drive to facts, figures and alternatives.
- ▶ Help them get organized and put details in writing.
- ▶ Don't leave decisions in the air.
- ▶ Provide ideas for implementing action.
- ▶ Provide testimonials from people they see as important or prominent.
- ▶ Offer incentives for their willingness to take risks.

They expect quick action, an immediate impact and friendly, trusting relationships....

How to Communicate Effectively with an S Style...

- ▶ Don't rush headlong into business or the agenda.
- ▶ Show sincere interest in them as people.
- ▶ Draw out their personal goals and objections.
- ▶ Don't force them to make a quick response.
- ▶ Present your case logically, non-threateningly and in writing.
- ▶ Break the ice with some personal comments.
- ▶ Ask specific questions. (How?)
- ▶ Don't interrupt as they speak. Listen carefully.
- ▶ Look for hurt feelings if the situation impacts them personally.

They expect a trusting relationship, dependability and support....

How to Communicate Effectively with a C Style...

- ▶ Approach them in a straightforward, direct way.
- ▶ Recognize they may be uncomfortable in large groups.
- ▶ Ask them if they see the issue the same way as you do.
- ▶ Provide them with information and the time they need to make a decision.
- ▶ Don't be informal, casual, or personal.
- ▶ Build credibility by looking at each side of the issue.
- ▶ Don't force a quick decision.
- ▶ Be clear about expectations and deadlines.
- ▶ If you disagree, prove it with data and facts or testimonials from reliable sources

They expect dependability, accountability, competency and expertise.....

Go to the corner of the style you think you are... (this can be what you decided earlier, or what you think you are now, after hearing some more info.....)

Pretend you are the receivers.....

Create a poster about your style - what things do you want people to know about your style - include some top tips on communicating with your style!

Present to the group...

Groups!

- ▶ Based on all of the information you've just heard... how do you cater to a group that has all different styles in it?????

Of course.... it can be tricky...

- Best solution - try and 'people read' each person in the group and then tailor to suit each style wherever you can....
- If that's impossible because it's too large - make sure you constantly adapt your communication to 'catch -all' and if you see someone disengaged, focus on figuring out what it is they need....

The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

Sydney J Harris

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Thank you.

Questions?