

FLEXING COMMUNICATION STYLES

If your communication style is not the same as the person you are relating to, flex your style to match theirs.

**Remember
This...**

THE EMOTIVE STYLE

Characteristics	Communication approaches
Enthusiastic	Be enthusiastic and responsive
Expressive & emotional	Allow time for socializing
Prefers informality	Be less formal & relax
Are persuasive	Speak generally, deemphasize details
Frequently laughs	Smile and laugh more
Outspoken	Share feelings, hopes and concerns

THE DIRECTOR STYLE

Characteristics	Communication approaches
Are frank and assertive	Display self-confidence
Use firm gestures	Use a firm handshake
Have a serious, no-nonsense attitude	Maintain good eye contact
Prefer formality	Be friendly, but firm
Hard to admit being wrong	Be diplomatic
Dominate the conversation	Be a good listener, but be prepared to discuss your views openly & frankly

THE SUPPORTIVE STYLE

Characteristics	Communication approaches
Polite communication is important	Do small talk first
Use persuasion, not power	Be cordial & patient
Easy to say yes, hard to say no	Do a reality check & follow-up
Are other oriented	Use testimonials
Listen attentively	Check for understanding
Are cooperative	Be appreciative

THE REFLECTIVE STYLE

Characteristics	Communication approaches
Prefer orderliness	Be organized
Think before they speak	Slow your rate of speech
Prefer formal communications	Avoid using dramatic gestures
Prefer to be alone	Be more reserved
Want the details	Provide details
Have good emotional control	Do not display emotion