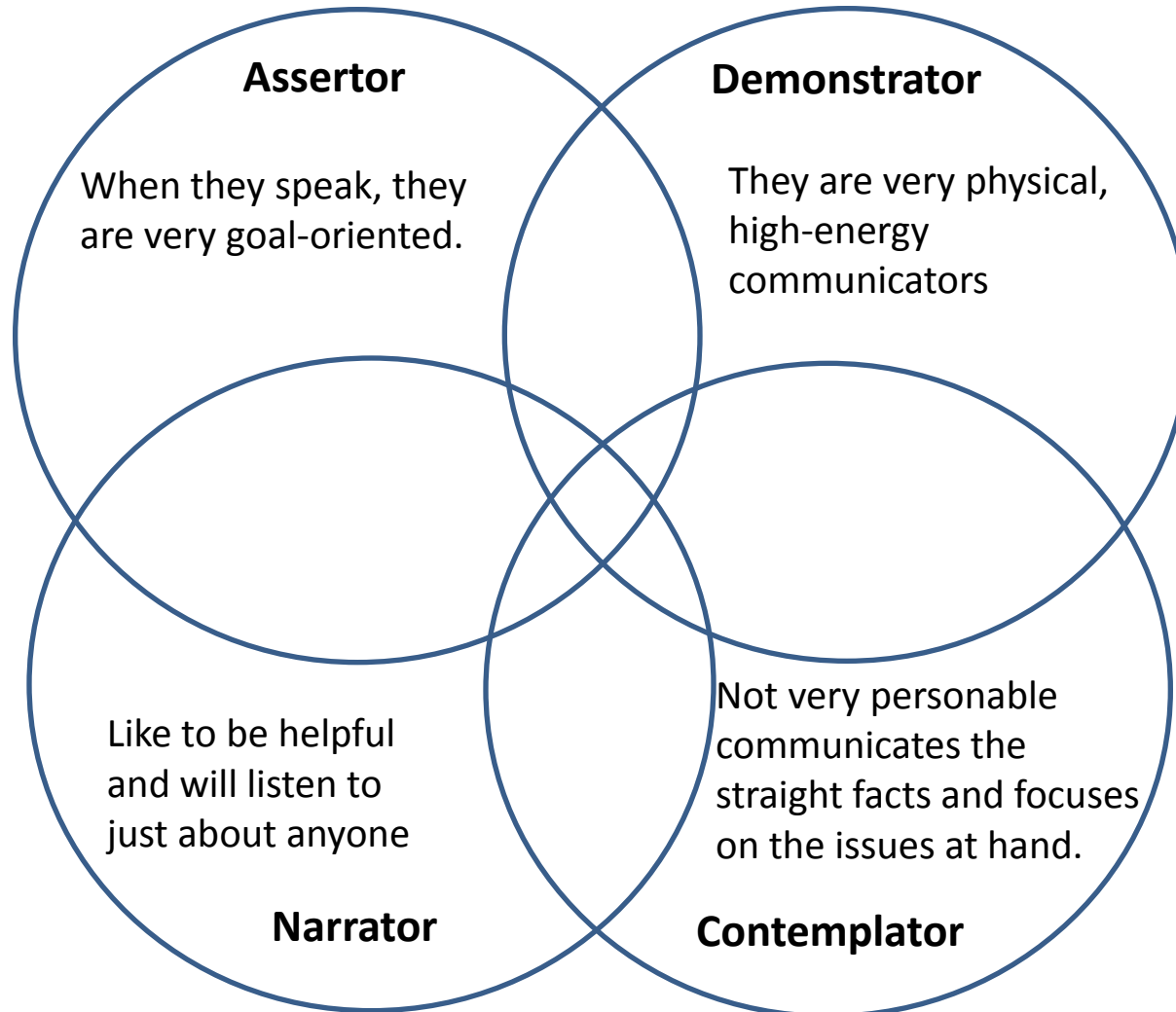


Communication Styles



| FACTORS | DEMONSTRATOR | ASSERTOR | NARRATOR | CONTEMPLATOR |
|---|--|--|--|--|
| How to Recognize: | They get excited. | They like their own way; decisive & strong viewpoints. | They like positive attention, to be helpful & to be regarded warmly. | They seek a lot of data, ask many questions, behave methodically & systematically. |
| Tends to Ask: | Who? (the personal dominant question) | What (the results oriented question.) | Why? (the personal non-goal question.) | How? (the technical analytical question.) |
| What They Dislike: | Boring explanations wasting time with too many facts. | Someone wasting their time trying to decide for them. | Rejection, treated impersonally, uncaring & unfeeling attitudes. | making an error, being unprepared, spontaneity. |
| Reacts to Pressure and Tension By: | "Selling" their ideas or argumentative. | Taking charge taking more control. | Becoming silent, withdraws, introspective. | Seeking more data & information. |
| Best way to Deal With: | Get excited with them. Show emotion. | Let them be in charge. | Be supportive; show you care. | Provide lots of data & information. |
| Likes To Be Measured By: | Applause, feedback, recognition. | Results, Goal-oriented. | Friends, close relationships. | Activity & busyness that leads to results. |
| Must Be Allowed To: | Get ahead quickly. Likes challenges. | Get into a competitive situation. Likes to win. | Relax, feel, care, know you care. | make decisions at own pace, not cornered or pressured. |
| Will Improve With: | Recognition & some structure with which to reach the goal. | A position that requires cooperation with others. | A structure of goals & methods for achieving each goal. | Interpersonal and communication skills. |
| Likes to Save: | Effort they rely heavily on hunches, intuition, feelings. | Time. They like to be efficient, get things done now. | Relationships. Friendship means a lot to them. | Face. They hate to make an error, be wrong or get caught without enough info. |
| For Best Results: | Inspire them to bigger & better accomplishments. | Allow them freedom to do things their own way. | Care & provide detail, specific plans&activities to be accomplished. | Structure a framework or "track" to follow. |