



COMMUNICATION STYLES



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1. Analytical
2. Assertive/Aggressive
3. Creative
4. Decisive
5. Flexible

Passive

Emotionally dishonest, indirect, inhibited, self-denying, blaming, apologetic.

“Others’ rights and needs take precedence over mine”

Passive Aggressive

Emotionally dishonest, indirect. Self-denying at first. Self-enhancing at expense of others later.

“I subtly make clear that my rights and needs prevail”

Aggressive

Inappropriately honest, direct, expressive, attacking, blaming, controlling, self-enhancing at expense of others.

“I boldly insist that my rights and needs prevail”

Assertive

Appropriately honest, direct, self-enhancing, expressive, self-confident, empathic to emotions of all involved.

I clearly express that we both have rights and needs”

1. ANALYTICAL COMMUNICATION

Process oriented; prefers to communicate about:

Facts and figures

Policies and procedures

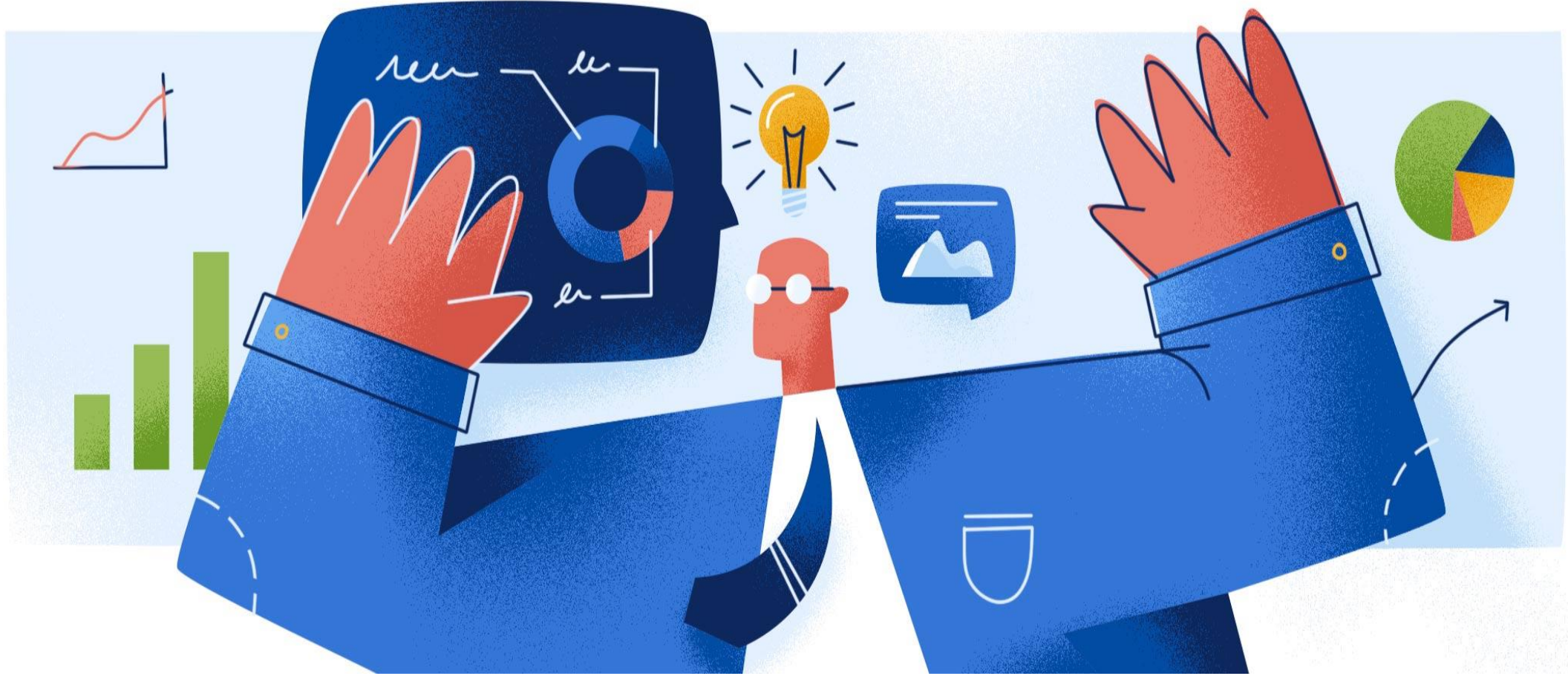
Systems and Organizations

Planning and forecasting

Analysis and control

ANALYTICAL COMMUNICATION

Those that communicate with an analytical style prefer to work from data and facts and use them to support what they say. Analytical communicators are often common in upper-management types. While it may seem less personal, analytical communication is a great way to make solid arguments for initiatives that you believe in. Analytical communicators use very precise and rehearsed language to make their points.



CORE CONCEPTS

The analytical communication style can be a very effective one in business settings. A few core concepts of the analytical style for communicating in, or with people who use the style:

Use numbers to back up your points. While other styles might want a more top-down view of the company's status, analytical communicators prefer hard facts and numbers to display the point.

Use logic instead of emotions. Analytical communicators will always prefer to use logic instead of emotions to make their points. Major business decisions with this group must always include hard facts that help to demonstrate their point of view.

A lack of small-talk. Analytical communicators aren't generally the best conversationalists on the personal level. Limit small talk to communicate effectively with analytical-style communicators.

The analytical communication style is a popular and effective one in business settings but can be seen as a bit impersonal to those that communicate using other styles.

2.

AGGRESSIVE/ASSERTIVE COMMUNICATION

There are many factors that play a role in leading groups to solutions (which can also be defined as achieving success), but how a leader communicates with his or her group is an especially pertinent one.

Two common communication styles are “aggressive” and “assertive.” Although they may appear similar at first glance, the differences in both the approach and the results of these two styles are dramatic. Here is a closer look at these two styles and how practicing assertiveness enables one’s leadership to become more natural, positive, and effective.

Aggressive	Assertive
•Denies the rights of others	•Does not use inappropriate anger or emotion
•Insults	•Does not try to hurt others •Is honest, fair, and direct
•Wins at all costs	•Allows others to save face
•Is emotionally charged	•Expresses emotion using eye contact and positive body language
•Lacks consideration and empathy for others •Damages others' self-esteem	•Practices good listening behaviors

OUTCOMES OF AGGRESSIVE COMMUNICATION

- ✓ Makes others feel disrespected
- ✓ Triggers aggression in others
- ✓ Builds walls
- ✓ Escalates situations
- ✓ Leads to negative interactions



OUTCOMES OF ASSERTIVE COMMUNICATION

Makes others feel valued and respected

Builds team players

Opens the door to collaborative solutions

Minimizes stressful situations

Improves relationships

3. CREATIVE COMMUNICATION

Creative communication is communicating creatively in a way that best connects with your target audience, and can help bring clarity to your marketing through either visual aid and/ or other forms of visual interaction with the viewer.

It involves communication through

1. Video content
2. Bookend meetings
3. Digital notice boards
4. Teaser campaigns

4. DECISIVE COMMUNICATION

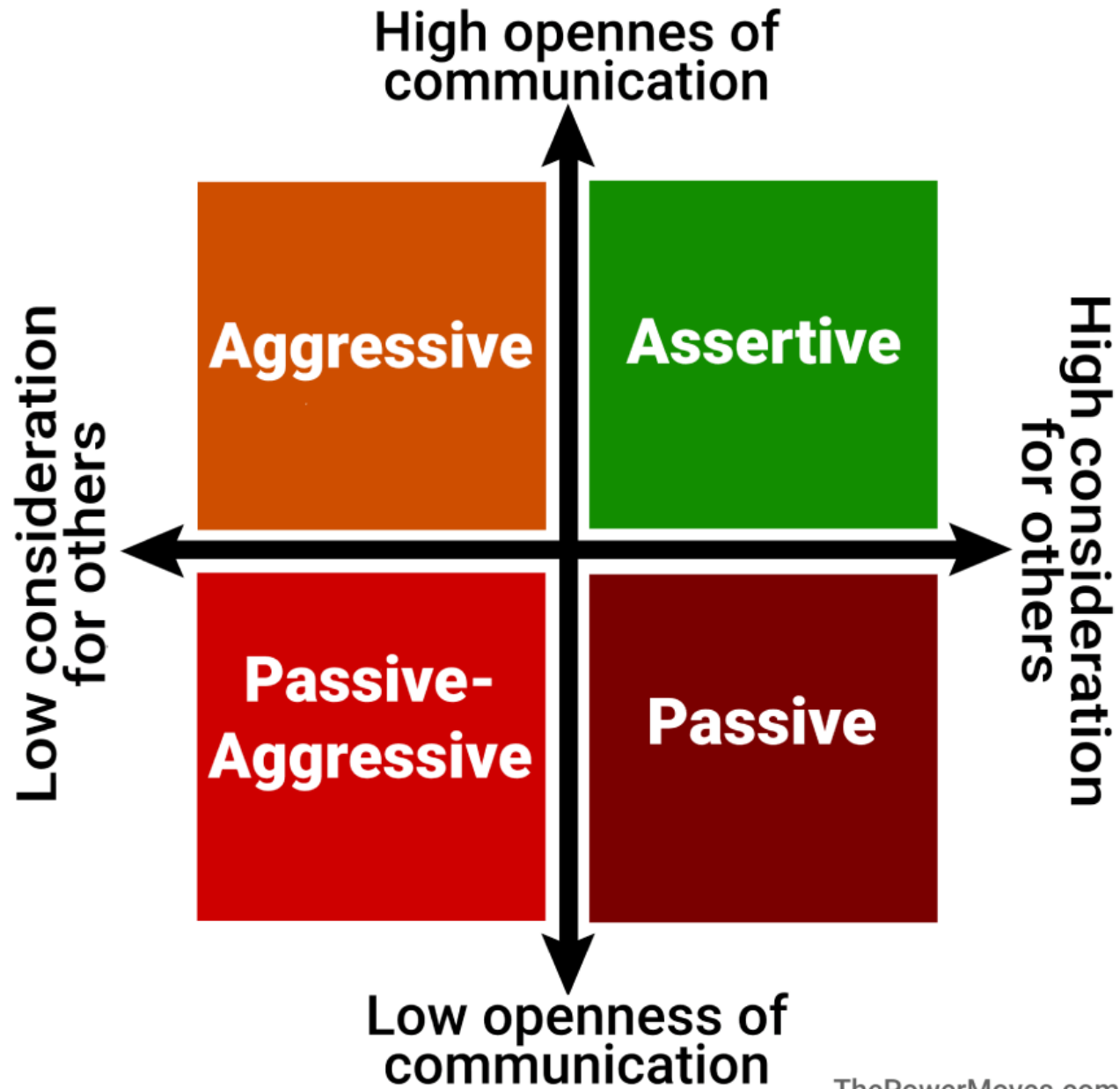
Someone who prefers directive **communication** is **decisive**, and likes to take matters into their own hands. Through the internal social network, this person will regularly post to remind people of the tasks that need to be done, and ask them about their status,.


This style is decisive, competitive, independent, and confident. Because the person with a Direct communication style is focused, results-oriented, ambitious, goal-oriented, and driven, others may perceive her as strong-willed or demanding.


5. FLEXIBLE COMMUNICATION STYLE

communication flexibility appears to be a central aspect of **communication** competence. People who are **flexible** should be more competent—effective and appropriate—in **communication** situations. They should be able to adapt to the demands of the situation and adjust.

Being flexible in your style of communication is key if you really want them to 'get it.' Doing so can increase your close rates, improve your marriage, and diminish frustration when dealing with employees.



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- ✓ The very first step is to listen and watch.
 - ✓ If you are speaking with a prospect for the very first time, encourage them to do much of the talking so you can assess their personality style and communicate accordingly.
 - ✓ A corporate executive, for instance, may be very directive. A director wants to cut to the chase and will use their words economically.
 - ✓ Approaching this personality-type in a touchy-feely, creative mode will drive a wedge between you faster than you can pass a hot potato!
 - ✓ In order to communicate effectively with this person you must get directly to the point, be concise, never make excuses, and align the outcome with their goals. All in about 5 minutes!

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- ✓ If you are meeting with someone who seems very chatty and wants to discuss their life, including the outcome of their son's soccer game, you are in the presence of a socializer. This person wants you to be excited about things with and for them. Getting down to business without a social flair will create mistrust and send him packing.
 - ✓ Read the cues and follow suit; it's no different than speaking to your baby in baby talk or taking a translation book with you to a foreign country. It's just another form of communication; not a personality transplant, nor is it manipulative. You are respecting your listener's style by adapting to it and speaking their language. You will like the results and so will they.

IMPORTANCE OF FLEXIBILITY IN COMMUNICATION

Flexibility and an open mind. Being **flexible** gives you the power to influence people around you. Being **flexible** is a **communication** skill and tool, and it means to think and behave accordingly to the situation.

PRACTICE

List down the situations and communicating styles you have when you are in different contexts.

For examples.

1. Teacher
2. Peers/Fellows
3. At home being daughter/son/brother/sister
4. At the mall while shopping

What behaviors/communication styles you chose for yourself according to situation?

3 STEPS TO IDENTIFY COMMUNICATION STYLES

When meeting someone for the first time, there are three things to do:

1. Ask Questions

2. Observe Reactions

3. Listen Actively

My goal is to size someone up within five minutes. Ask a question like: “What do you do to stay current with trends in your business?” Or: “What kind of person is successful in your field?”

REFERENCES

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