



## Class 3

### Professional Communications

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# GROUND RULES

Observe the following rules to ensure a supportive, inclusive, and engaging classes

- 1 Please **turn off your audio and video while on the session** unless the Instructor asks you to do so. This is to minimize disruption during the sessions.
- 2 **Feel free to ask questions by using the Chat feature.** In between the session, the Instructor will take a look at your questions and answer them.  
As such, please reserve the Chat Box as a space to ask questions and refrain from using it for idle chat and unrelated conversations.
- 3 **This is a place to learn and share our experience.** Let's open our mind to other people's stories and understand each others' perspective.
- 4 No idle browsing or chatting during class. **Hands off phones** or other devices that may distract you from giving your full attention.

# Learning Objectives

- 01.** Put communication frameworks into action through various communication channels
- 02.** Gain basic understanding of various **SOCIAL STYLES®** by Tracom and how to utilize them to communicate effectively

## A simple case of ineffective communication

*"Di rumah gak ada orang, lho!"*

(There's no one home.)



Source: <https://www.youtube.com/watch?v=KTIE-XAJev8>



## Class Exercise: Checking-in on Your Understanding of the Module

Duration: 5 minutes

### 3 Forms of Communications:

1 Explicit

2 Implicit

3 Active Listening

### Instruction:

1. Prepare your notebook or a word processor.
2. Write down what you've learned about 1 of the 3 forms of communications! **You can choose 1 Form** that interests you the most.
3. You have 5 minutes to complete the Activity.
4. Share your notes when time's up on the provided Meet's Whiteboard.

# The Four Common Communication Channels



1 Email



2 Chat Platform



3 Conference Call



4 Face to Face Meeting



## Class Discussion

Duration: 10 minutes

### Choose the appropriate communication channel for each of the following cases.

**What channel do you want to use for the following case? Why do you pick that?**

1. You missed a deadline and you need to communicate it to your boss.
2. You have an idea and you want to share it to your team.
3. You ask for help to your colleagues so they can back up your work.
4. You want to know the work progress to other division that you are not too familiar with.

Email

Chat Platform

Conference Call

Face to Face Meeting



# Class Exercise

Duration: 5 minutes

You received a **WhatsApp text from your manager**. Prepare an effective reply.

*Hi, after launching the recommendation feature, your team has made a serious error and this has had an impact to our product in live environment!!*

*This is not your team's first error, so please let me know how you intend to improve so this won't happen again in the future.*

**Your situation to help you answer:**

1. *The error is caused by the mishaps during the maintenance process*
2. *One of quick corrective actions is to revisit the SOP and process flow with the team to make sure this error will not happen again in the future*
3. *We will have virtual meeting schedule to mitigate the issue tomorrow at 8am*

**Write your answer in your notes and prepare to share.**





## Sample Answer

Chat Bubble 1: Hi Mark, firstly I apologize for this error. It seems that there is a mishap during the maintenance process when the feature was gonna be introduced

Chat Bubble 2: I have just asked my team to quickly review the process and refer to the SOP

Chat Bubble 3: Let's meet first thing in the morning tomorrow so we can resolve over this issue and the next steps, is 8 am ok with you?

## Action speaks louder than words.



**Body movement**



**Posture**



**Eye contact**



**Tone (pitch) of voice**



**Facial expressions**

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## **Class Discussion:**

Duration: 5 minutes

**Explain the most common interpretations of the following non-verbal cues**

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1. Pointing fingers to audience
2. Open palms up
3. Talking with low volume voice
4. Avoid direct eye contact
5. Crossed arms and/or legs
6. Leaning back in your chair

# Introduction to SOCIAL STYLE

Analytical, Driver, Expressive, Amiable Style  
By Tracom

Source : <https://tracom.com>

# Activities : Identify your preferred communication style

1. Go to **bit.ly/bangkit-comm** and download the documents.
2. There are 20 questions, each question will have 4 answer choices.
3. Choose 1 answer and write number 1 (one) in front of your answer.
4. Go with your most natural preference (don't think too much).
5. There are no right or wrong answers to these questions.
6. At the end of the activity, you will know your preferred style.
7. You have **10 minutes** for this activity.
8. Come back to Google Meet once time's up.

Source : Tracom's SOCIAL STYLE®, [www.tracom.com](http://www.tracom.com)

# The four SOCIAL STYLE®s

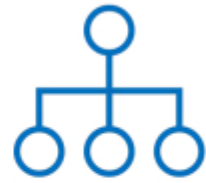


## Analytical

Serious  
Exacting  
Indecisive  
Logical

## Driving

Independent  
Formal  
Practical  
Dominating

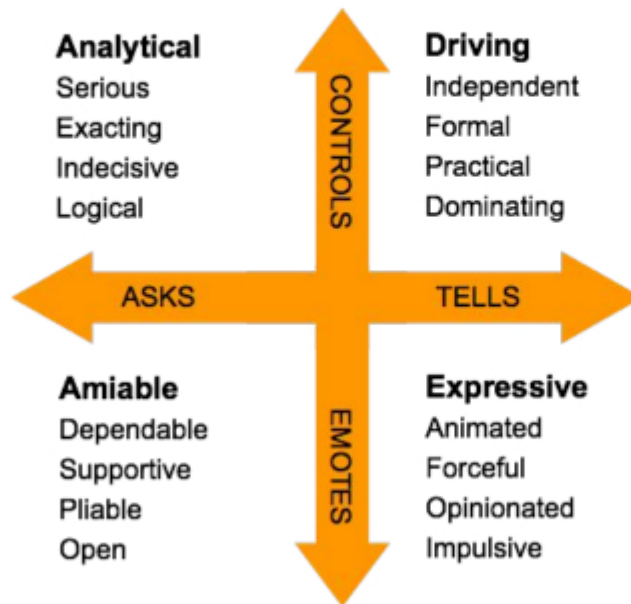


## Amiable

Dependable  
Supportive  
Pliable  
Open

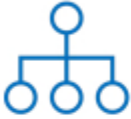
## Expressive

Animated  
Forceful  
Opinionated  
Impulsive



Source : <https://tracom.com>

# SOCIAL STYLE Groups



## **Driver - Wants to know WHAT**

Seen by others as direct, active, forceful and determined. They initiate social interaction and they focus their efforts and the efforts of others on the goals and objectives they wish to get accomplished.



## **Analytical - Wants to know HOW**

Typically described by others as quiet, logical and sometimes reserved or cautious. They tend to appear distant from others and may not communicate unless there is a specific need to do so.



## **Amiable - Want to know WHY**

Appear less demanding and generally more agreeable than others. They are interested in achieving a rapport with others who often describe them as informal, casual and easy going.



## **Expressive - Wants to know WHO**

Tend to be more willing to make their feelings known to others. They can appear to react impulsively and openly show both positive and negative feelings. They are typically described by others as personable, talkative and sometimes opinionated.

Source : Tracom's SOCIAL STYLE®,  
[www.tracom.com](http://www.tracom.com)

# Preferences $\nRightarrow$ Competences

We all need different style in different context..



# Driver

The Driving Style is Controlling,  
Decisive & Fast-paced



**Need:** Result

**Orientation:** Action

**Growth Action:**  
Listening Skills

## Strategies for Working with The Driving Style

1. Follow up on promises
2. Show your competence
3. Earn credibility
4. Respect their time
5. Stick to facts
6. Let them have some control

Source : Tracom's SOCIAL STYLE<sup>®</sup>, [www.tracom.com](http://www.tracom.com)

# Expressive



**Need:** Personal Approval

**Orientation:** Spontaneity

**Growth Action:** To Check

## Strategies for Working with The Expressive Style

1. Laugh with them
2. Listen to their opinions
3. Think big picture
4. Recognize their contributions
5. Lighten up
6. Form a friendship

Source : Tracom's SOCIAL STYLE<sup>®</sup>, [www.tracom.com](http://www.tracom.com)

# Amiable



**Need:** Personal Security

**Orientation:** Relationships

**Growth Action:** To Initiate

## **Strategies for Working with The Amiable Style**

1. Approach conflict carefully
2. Get to know them
3. Consider their perspectives
4. Draw out their opinions
5. Handle issues in private
6. Always be courteous

Source : Tracom's SOCIAL STYLE<sup>®</sup>, [www.tracom.com](http://www.tracom.com)

# Analytical



**Need:** To Be Right

**Orientation:** Thinking

**Growth Action:** To Declare

## Strategies for Working with The Analytical Style

1. Take your time
2. Communicate clearly and concisely
3. Don't pressure for answers
4. Respect their process
5. Ask directly for their feedback
6. Give them space

Source : Tracom's SOCIAL STYLE®, [www.tracom.com](http://www.tracom.com)



## Class Discussion

Duration: 10 minutes

### **Identify the challenges of communicating with people that have different preferred Styles.**

How may the communication flow between two people that have the following preferences:

- Driver and Amiable
- Expressive and Analytical

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*“Realizing that there are **people out there have different preferences** in how they like to think, how they like to receive information and how they like to communicate.*

—David Collins, President & CEO, TRACOM Group

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Source : Tracom's SOCIAL STYLE,  
[www.tracom.com](http://www.tracom.com)

## Some important points to remember:

- Understanding your communication preference with SOCIAL STYLE<sup>®</sup> can help you communicate better.
- You need to learn adjusting to other people's communication Style.
- Adjusting ≠ changing your own preference.
- Perception changes over time. The more you get to know, the better you know other people's preference.
- Social style framework measures preferences, not intelligence or motivation.



## Class Reflection

Duration: 5 minutes

Think of one person that you still find difficult to communicate with.

How will you change and adjust your communication after learning about Social Style?



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# Assignments

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# Assignment

1. To ensure your understanding of the module, please complete the following multiple choice questions and essay appropriately.
2. You will pass the assignments if you satisfy the following criteria:
  - a. Demonstrate the right application of the knowledge provided in the module in completing the assignments
  - b. Answers should be logically sound, valid, and relevant to the topics at hand
  - c. Completed on time.
3. Submit your answer by based on your classroom schedule. Late or failure to submit will affect your final result in Bangkit Program.



## Prepare an email reply for the following case

The head of Quality Assurance (QA) has sent you the following mail.  
You need to reply to this mail.

*Hi,*

*I had a look at the data sheet you sent us yesterday and I found the following:*

- The data for the month of February 2021 is missing*
- The data for December is showing incorrect calculations*

*I am concerned that missing and incorrect data has been a recurrent issue with the work result in the past two months. Currently, I am unable to accept this as final and would like to know the reason for these recurrent issues. Please send me back the explanation and correct data set immediately.*

*Andriani*



## Prepare an email reply for the following case

Your situation to help you answer:

1. *You acknowledge the missing data. You have the February's data with you now and you can send the file immediately*
2. *In the past two months, any business request was only stated verbally and there was no system in place to serve as a written reminder for you and the data team. This caused you and the team to feel overwhelmed*
3. *Your supervisor is developing an SOP between across divisions, detailing the procedures for requesting datasets. This will be launched soon*
4. *You are not sure on which part the December calculation is incorrect, you have double checked the data and it is using the same formula as other months*
5. *Your schedule is open on Monday afternoon, between 2-4 p.m.*

**Thank You**

