

Lab: Assess your Communication Style

Estimated duration: 15 minutes

Objectives

In this hands-on lab, you will:

- Identify your preferred communication style

Prerequisites

1. Ensure you have viewed all module videos before this hands-on lab.
2. You must have Microsoft Excel installed on your computer or a Microsoft Office 365 account online. If you want to sign up for Microsoft Office 365 online and need help with the steps, view the [Sign-up for Microsoft 365 lab](#).
3. If you are new to Microsoft Excel, view the [Fundamentals of Excel Online lab](#).

Exercise 1: Identify your Preferred Communication Style

Step 1: Keeping the CTRL key pressed, click [here](#) to download the **Communication Style Survey**.

Note: On Mac systems, keep the Command (CMD) key pressed instead of the CTRL key.

Step 2: There are five worksheets on the Communications Style Survey spreadsheet. The first four worksheets are:

- Analytical
- Structural
- Conceptual
- Social

Each worksheet contains statements about the four communication styles, as shown in the image below.

Statement	5	4	3	2	1
Accuracy of the work is critical.					
Simply communicate the bottom line to me.					
I prefer an executive summary presentation.					
I need information ahead of time to analyze.					
When it comes to communications, less is more.					
I prefer logical, data-based communications.					
I need reasonable time to digest information.					
Give me an opportunity for questions.					
Total Score	0				

Step 3: Begin with the statements in the **Analytical** worksheet. Read each statement and rate yourself on a scale of 1 to 5, with 1 being Strongly Disagree and 5 being Strongly Agree. Place an **X** in the box that best represents your score. Complete all boxes on the worksheet.

Step 4: Select the **Structural** worksheet. Rate yourself for each statement by placing an **X** in the box that best represents your score. Complete all boxes on the worksheet.

Step 5: Select the **Conceptual** worksheet. Rate yourself for each statement by placing an **X** in the box that best represents your score. Complete all boxes on the worksheet.

Step 6: Select the **Social** worksheet. Rate yourself for each statement by placing an **X** in the box that best represents your score. Complete all boxes on the worksheet.

Step 7: Select the **Results** worksheet after rating yourself for each communication style.

- Your score for each communication style and highest preferred style are displayed on the Results worksheet, as shown in the image below.
- If two scores are the same, consider both to be your highest preferred style. However, the style associated with the first top score is the highest preferred style in the document.
- Normally, a score that is 25 or higher indicates a preference. Analytical and Conceptual are preferences in the example shown.

Communication style	Scores	
Analytical	29.03	
Structural	15.05	
Conceptual	37.63	
Social	18.28	
Dominant Style	37.63	Conceptual

Step 8: The table summarizes some tips on effectively communicating with individuals with different communication styles. Review each communication style tip.

Communication Style	Tips for Effective Communication
Analytical	<ul style="list-style-type: none">• Keep your communications short—get to the point quickly.• Beware of hijacking—state your what, why, and who criteria up-front.• Avoid drama, emotion, and surprises—focus on solving the problem.

	<ul style="list-style-type: none"> • Strive for communications that are accurate, brief, and concise. • Key on value. Show the return on investment. • Expect some impatience and judgmental language—do not be intimidated. • Do not try to bluff your way through if you do not know. • Have supporting information in your back pocket—ensure you have the facts.
Structural	<ul style="list-style-type: none"> • Have an agenda—be organized—stay within the rules and guidelines. • Provide read-ahead copies before presentation. • Have details available if needed. • Key on predictability and results. • Avoid out-of-the-box what-if scenarios. • Key on how, when, and where questions—show who will be in control. • Consider a step-by-step process-oriented approach –show how to get it done. • Minimize changes and surprises whenever possible.
Conceptual	<ul style="list-style-type: none"> • Allow time for brainstorming and open-ended questions. • Be ready to discuss the possibilities—what could be. • Show the big picture—use visual depictions to your advantage. • Metaphors work—expect abstract thinking—be prepared. • Don't jump into the details unless necessary. • Have all options available to discuss. • Try to manage the tangents—the conversation will shift quickly. • Show numbers and facts graphically.
Social	<ul style="list-style-type: none"> • Show how an idea will affect others. • Share who is driving the idea and who is on the team. • Ensure you make eye contact and watch your non-verbal cues.

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| | <ul style="list-style-type: none">• Personalize information as much as possible.• Give opportunity for others to ask questions and respond—avoid interrupting.• The use of stories and parables can be effective.• Introduce yourself and your team—try to establish a relationship when possible.• Show passion and feeling for the conversation. |
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Be sure to attempt this exercise, as it will help you gain a clear understanding of the concepts covered in this module.