

Lab: Assess Your Communication Style

Estimated duration: 15 minutes

Objective

- Identify your dominant communication style

Prerequisites

You must have Microsoft Office or Microsoft 365 apps installed on your computer or have access to the free web version of Microsoft 365.

Exercise

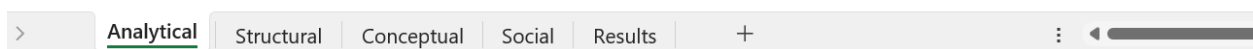
Identify your dominant communication style.

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

Note: Use the COMMAND key instead of CTRL on Mac systems.

Step 2: Open the document. There are five worksheets. The first four worksheets, Analytical, Structural, Conceptual, and Social, each contain a set of statements about the four different communication styles.

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

Statement	5	4	3	2	1
Accuracy of the work is critical.		X			
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	4				

Legend	
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Moderately Disagree
1	Strongly Disagree

Step 4: Next, click the **Structural** worksheet. Rate yourself for each statement in this worksheet. Place an **X** in the box that best represents your score.

Step 5: Next, click the **Conceptual** worksheet. Rate yourself for each statement in this worksheet. Place an **X** in the box that best represents your score.

Step 6: Next, click the **Social** worksheet. Rate yourself for each statement in this worksheet. Place an **X** in the box that best represents your score.

Step 7: After rating yourself for each communication style, click the **Results** worksheet.

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

- Notice that your score for each communication style along with your dominant style is displayed.
- If two scores are the same, consider both to be your dominant style. However, in the document, the style associated with the first top score is indicated as the dominant style.

The table summarizes some tips on how to effectively communicate with individuals with different communication styles.

Communication Style	Tips for Effective Communication
Analytical	<ul style="list-style-type: none"> • Keep your communications short—get to the point quickly.

	<ul style="list-style-type: none"> • Beware of hijacking—state your what, why, who criteria up-front. • Avoid drama, emotion, and surprises—focus on solving the problem. • 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. • If you do not know—do not try to bluff your way through. • 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 prior to presentation. • Have details available if needed. • Key on predictability and results. • Avoid out-of-the-box what-if scenarios. • Key on how, when, where questions—show who will be in control. • Consider a step-by-step process-oriented approach - show how to get it done. • Minimize change 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.

	<ul style="list-style-type: none"> • 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—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. • Personalize information as much as possible. • Give opportunity for others to ask questions and respond—avoid interrupting. • 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.

Make sure to attempt the exercise, as it will help you gain a clear understanding of the concepts covered in the module.