



LET'S COMMUNICATE

	A	B	C	D
Moto:				
Like work that is:				
Contribute by:				
Look for:				
Have as a goal:				
Ask questions such as:				
Experience conflict when:				
Want teams to focus on:				

	A(ST)	B(SF)	C(NF)	D(NT)
Moto:	“Let’s be accurate and responsible.”	“Let’s be practical and service-oriented.”	“Let’s be insightful and inspiring.”	“Let’s be theoretical and entrepreneurial.”
Like work that is:	efficient and data-oriented.	social and service-oriented.	creative and growth-oriented.	effective and competition-oriented.
Contribute by:	developing policies and procedures.	delivering ‘customer’ service.	describing ideals worth striving for.	designing theoretical concepts.
Look for:	stability, accountability, and control.	affiliation, personal interaction and support.	personal meaning, self-expression, and growth.	rationality, opportunity, and long-range vision.
Have as a goal:	Efficiency	Helping others	Empowerment	Mastery
Ask questions such as:	“How will it be done and how much does it cost?”	“Who will it affect? Who will do it and how?”	“How will it be communicated and who will it impact?”	“What is the latest and most relevant theory or strategy?”
Experience conflict when:	work is NOT done correctly	disharmony	values are ignored or crossed	principals are incorrect or faulty
Want teams to focus on:	the essential point	offering support	giving encouragement	systems

A, B, C and D have
their own languages

A's enjoy communication that is:	A's are turned off by:
<ul style="list-style-type: none"> • short, crisp, businesslike • impersonal • factual and credible • sequential • non-biased • relevant 	<ul style="list-style-type: none"> • vague statements • errors of fact • untried methods • brainstorming with no practical outcome
<p>Keys for connecting with A's:</p> <ul style="list-style-type: none"> • be brief • be sequential • be responsible 	

B's enjoy communication that is:	B's are turned off by:
<ul style="list-style-type: none"> • personalized • sequential • empathetic with their position • practical and results-oriented • complete with examples • centered on building the relationship 	<ul style="list-style-type: none"> • theoretical possibilities • criticism of others • a 'cookie-cutter' mentality • logic without soul • future projections
<p>Keys for connecting with B's:</p> <ul style="list-style-type: none"> • be friendly • allow for hands-on experience • value their input 	

C's enjoy communication that is:	C's are turned off by:
<ul style="list-style-type: none"> • full of new insights and perspective • enjoyable and fun • big picture-oriented • associative, not sequential • concerned with harmony • fuel for brainstorming 	<ul style="list-style-type: none"> • playing politics • put-downs • pushiness • documentation, paperwork • insensitivity
<p>Keys for connecting with C's:</p> <ul style="list-style-type: none"> • be idealistic • focus on enabling growth in others • find the fun 	

D's enjoy communication that is:	D's are turned off by:
<ul style="list-style-type: none"> • organised • straightforward • big picture-oriented, consider future implications • complete with underlying theory, research • full of options • balanced, with pros and cons 	<ul style="list-style-type: none"> • being told all the answers • hype • administrative detail • repetition • short-term outlook
<p>Keys for connecting with D's:</p> <ul style="list-style-type: none"> • be prepared to be challenged • let them draw their own conclusions • establish credibility quickly 	

Other people are not
just incompetent
version of ourselves!

If we want people to
understand us we
must speak in their
language.

If we want to
understand others we
must learn their
language.

LOVE