

# Social Styles Overview

## Systematic and Detailed

The systematic and detailed style is "ask assertive" and tends to control emotions. This style is restrained in communication. The voice is often subdued, frequently monotone. The focus is on tasks. They have great interest for, and appreciation of, facts and data. The systematic and detailed style is reserved in the pace of speech, speaking more slowly and offering fewer statements. Their body language is more controlled and reserved. They may "clam up" with those who are overly aggressive or emotional. Systematic and detailed people have a tendency towards perfectionism. They deal with facts, data, logic, details. They are sometimes slow to make decisions because they want to be sure they know what they want before taking action. As a result, they may appear overly cautious and not good risk-takers. On the other hand, the decisions and information they provide is usually accurate and thoughtful. Feelings and emotions are kept inside and not revealed to others.

## Friendly and Affable

The friendly and affable style is "ask assertive" and tends to display emotions. They speak more slowly and thoughtfully, use variety in their vocal tone, and they're very sensitive to the needs or reactions of others. The friendly and affable style is the most concerned with relationships and can become upset if there is discord in the office. They can lose sight of practicality if overwhelmed with emotional issues or relationship problems. They are the feeling people of the world. People and friendships mean the most to them. They like to get people involved in any activities and are usually good at getting others to do so, as well as doing several tasks. They are genuinely concerned with the feelings of others and go out of their way not to offend. They are just as opinionated as those on the right side of the model, but they are not as inclined to tell you what is on their mind.

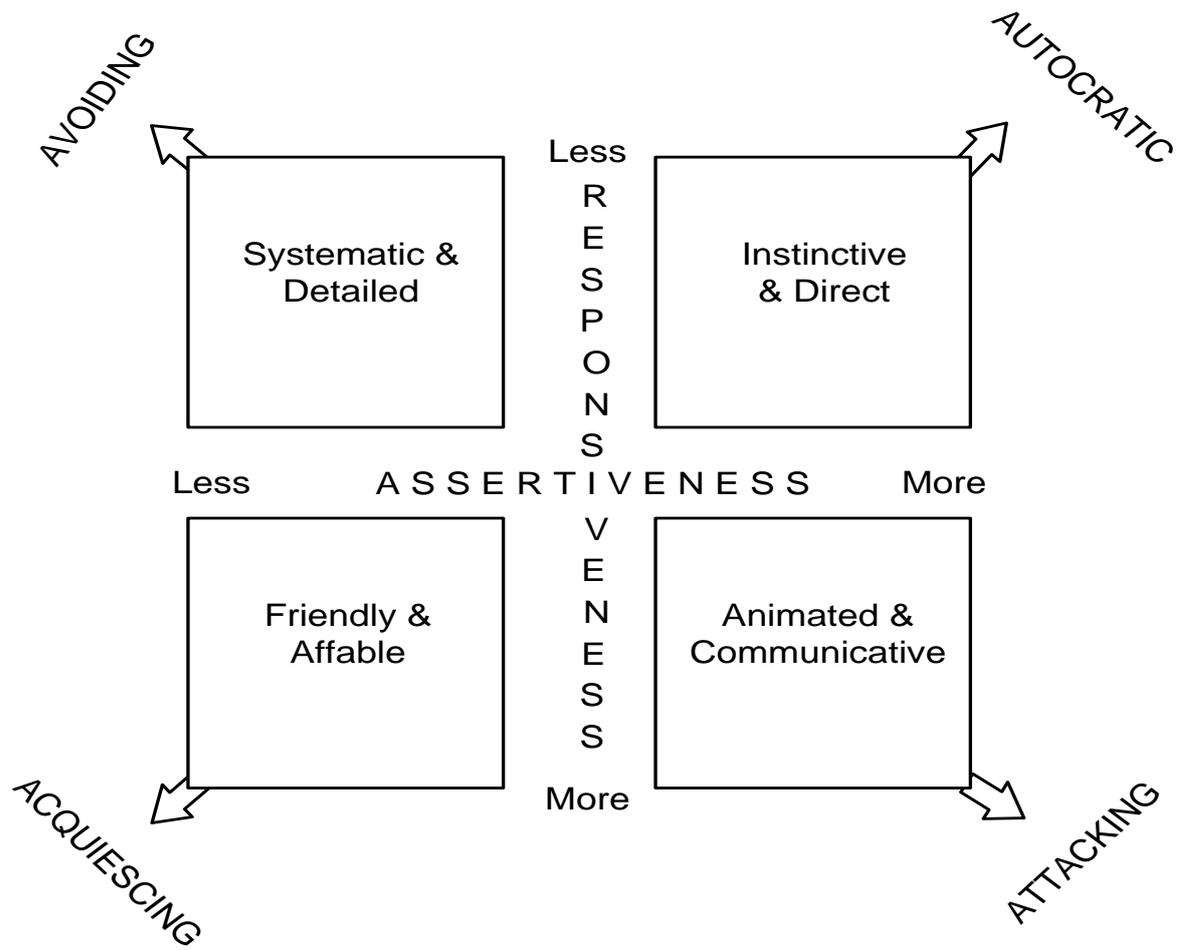
## Animated and Communicative

The *animated and communicative* style is "tell assertive" and tends to display emotions. Individuals of the expressive behavioural type tend to make more statements. They speak faster, use more variety in their vocal tone, and they're frequently very animated in conversation. The animated and communicative style tends to focus on issues with people, and they often use stories in making their points. They are often highly spontaneous and can generate high-energy and creative ideas for the practice. Follow-through, however, can be a challenge for these folks. They are the party people. They love to have a good time, are highly enthusiastic and creative, and operate primarily by intuition. They have little tolerance for those who are not like themselves and find it a great sacrifice to have to put up with them. Because they are easily bored and creative, keeping them on a routine task is difficult. They have a tendency to get excited by ideas and go off and develop them.

## Instinctive and Direct

The *instinctive and direct* style is "tell assertive" and tends to control emotions but tends to make more statements. They speak fast and are very direct. Though they don't often use a wide range of vocal tone or inflection, they often speak louder than those of other styles. The instinctive and direct style tends to focus on results and outcomes. They may become impatient with those who take too long to make decisions or those who are overly emotional. They are strong, decisive, results-oriented types. They provide strong guidance for those who need it (and, unfortunately, for those who do not). They can appear to be pushy at times, demanding of themselves and of others. Like the Systematic & Detailed, those with the Instinctive & Direct style tend to keep their emotions to themselves, are highly self-critical, and resent those who waste their time with non-business gossip.

# Social Styles When Under Pressure



# Tips for Communicating Better with Different Styles

With the INSTINCTIVE and DIRECT style, try to:

- Be brief, specific, and to the point. Use time efficiently.
- Stick to business. Don't engage in small talk.
- Come prepared with all necessary requirements, objectives and support materials in a well-organised "package"
- Plan your presentation to present the facts clearly and logically.
- Ask specific (preferably "what") questions.
- Provide alternative solutions and let them make the decision.
- If you disagree, take issue with the facts, not the person. If you agree, support the results, *and* the person.
- Persuade by referring to the objectives and results – the outcomes.
- After talking business, leave quickly – don't stay longer than necessary.

With the INSTINCTIVE and DIRECT style, try not to:

- Talk about anything which is not concerned with the conversation or will waste their time.
- Build up a personal relationship unless they initiate it.
- Be disorganised.
- Leave issues unclear or not properly thought through
- Ask unanswerable questions.
- Come with undetermined decisions. Don't make decisions for them.
- Speculate or offer unsubstantiated guarantees.
- Let your disagreement reflect on them personally.
- Reinforce your agreement with "I'm with you." They usually don't care.
- Direct them or order them around. They will oppose this.

With the ANIMATED and COMMUNICATIVE style, try to:

- Plan the interaction to support their hopes, dreams, and intentions.
- Use the time to be entertaining, stimulating, fun, and fast moving.
- Leave time for socialising.
- Talk about their goals and what they find stimulating.
- Deal with the “big picture”, not the petty details.
- Ask for their opinions and ideas.
- Provide ideas for implementing any necessary actions.
- Providing supporting examples from people they see as important.
- Offer special deals, extras, and incentives.

With the ANIMATED and COMMUNICATIVE style, try not to:

- Dictate.
- Be cold, or distant.
- Focus only on the facts and press for solutions.
- Deal with details, or put them in writing, or pin them down to actions.
- Talk to them about routine matters.
- Leave decisions unagreed or not clear, or they won't implement them.
- Dream with them if time is of the essence – or else you will lose time.
- Talk down to them.

With the SYSTEMATIC and DETAILED style, try to:

- Prepare your case in advance. Be as accurate as you can.
- Be direct, stick to business.
- Support their thoughtful approach. List pros and cons to any suggestion you make.
- Present specific information, and do what you say you can do.
- Take your time, but be persistent.
- Draw up a scheduled approach (with timetable) to any action steps.
- Follow through if you agree.
- Make an organised presentation of your position if you disagree.
- Be accurate, realistic, give them time to prove that you are reliable.
- Provide practical evidence.
- Provide guarantees over a long period of time, but give options.

With the SYSTEMATIC and DETAILED style, try not to:

- Be disorganised.
- Be casual, informal, or loud.
- Rush the decision-making process.
- Fail to follow through.
- Waste time.
- Leave things to chance.
- Provide personal incentives.
- Threaten, or coax.
- Use someone's opinion as evidence.

With the FRIENDLY and AFFABLE style try to:

- Start with some personal comment to break the ice.
- Show sincere interest in them as people, find areas of common involvement, be open.
- Listen and be responsive.
- Be non-threatening, casual and informal.
- Ask "how" questions to draw out their opinions.
- Watch out for hurt feelings and personal reasons if you disagree.
- Provide assurances and guarantees that their decision will minimise risk and harm to others.
- Provide back-up support.

With the FRIENDLY and AFFABLE style, try not to:

- Rush straight into business or the agenda.
- Stick to business constantly.
- Force them to respond quickly to your objectives.
- Be demanding, or threatening.
- Discuss facts and figures. Amiables have a tendency to get lost or stop talking.
- Be patronising.
- Be abrupt and rapid.
- Offer options. Don't be vague.
- Offer assurances you can't live up to.
- Decide for them or they will lose the initiative.