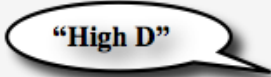
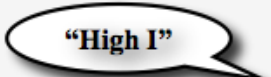
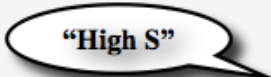
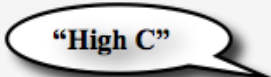


CHECKLIST FOR COMMUNICATING

Making the Most of Behavioral Talents

When talking to a...	Quick Guide	<i>For more effective two-way communication</i> DO	<i>(Unless you want to create tension or dissatisfaction)</i> DON'T
 “High D” ...a Dominant person. One who is ambitious, forceful, decisive, strong-willed, independent and goal oriented when it comes to their approach to Problems:	DOMINANCE (of Problems) Task oriented / Fast paced Goals: results and control. Fears: losing control of their environment and being taken advantage of.	<input checked="" type="checkbox"/> Tell them “WHAT” is in it for them. <input checked="" type="checkbox"/> Be clear, specific, brief and to the point. <input checked="" type="checkbox"/> Stick to business. <input checked="" type="checkbox"/> Come prepared with support material in a well-organized “package”.	<input checked="" type="checkbox"/> Talk about things that are not relevant to the issues. <input checked="" type="checkbox"/> Leave loopholes or cloudy issues. <input checked="" type="checkbox"/> Appear disorganized.
 “High I” ...an Influencing person. One who is magnetic, enthusiastic, friendly, demonstrative, and prefers working with People:	INFLUENCE (of People) People oriented / Fast paced Goals: people involvement and recognition. Fears: rejection and loss of social approval.	<input checked="" type="checkbox"/> Tell them “WHO” else is involved. <input checked="" type="checkbox"/> Provide a warm and friendly environment. <input checked="" type="checkbox"/> Don’t deal with a lot of details. (Put them in writing). <input checked="" type="checkbox"/> Ask “feeling” questions to draw their opinions or comments.	<input checked="" type="checkbox"/> Be curt, cold or tight-lipped. <input checked="" type="checkbox"/> Control the conversation. <input checked="" type="checkbox"/> Focus on facts and figures, alternatives or abstractions.
 “High S” ...a Steadiness person who is patient, predictable, reliable, steady, relaxed, modest, and loves to steady the Pace:	STEADINESS (of Pace) People oriented / Slow paced Goals: stability and security. Fears: sudden change and losing security.	<input checked="" type="checkbox"/> Tell them “HOW” stability will be added. <input checked="" type="checkbox"/> Begin with a personal comment – break the ice. <input checked="" type="checkbox"/> Present your case softly and non-threateningly. <input checked="" type="checkbox"/> Ask “how” questions to draw their opinions.	<input checked="" type="checkbox"/> Rush headlong into business. <input checked="" type="checkbox"/> Be domineering or demanding. <input checked="" type="checkbox"/> Force them to respond quickly to your objectives.
 “High C” ...a Compliant person. One who is cautious, neat, careful, conservative, perfectionistic, and Procedures to follow:	COMPLIANCE (to Procedures) Task oriented / Slow paced Goals: accuracy, quality and stats. Fears: criticism of performance and lack of standards.	<input checked="" type="checkbox"/> Tell them “WHY” – explain logically. <input checked="" type="checkbox"/> Prepare your “case” in advance. <input checked="" type="checkbox"/> Stick to business. <input checked="" type="checkbox"/> Be accurate and realistic.	<input checked="" type="checkbox"/> Be giddy, casual, informal or loud <input checked="" type="checkbox"/> Push too hard or be unrealistic with deadlines <input checked="" type="checkbox"/> Be disorganized or messy.