# Behavioral Communication Styles

Based on the work of Tony Alessandra

## OPEN BEHAVIOR
- Shows feelings and enthusiasm freely
- Emphasize main ideas
- Conversation includes many digressions
- Animated facial expressions
- Friendly handshake
- More relaxed and warm
- Goes with the flow
- Opinion-oriented
- Easy to get to know in business
- Initiates/accepts physical contact

## GUARDED BEHAVIOR
- Keeps feelings private
- Speaks in specifics (cites facts and examples)
- Conversation stays on course
- Limited range of facial expressions
- Formal handshake
- More formal and proper
- Goes with the agenda
- Fact-oriented
- Avoids/minimizes physical contact

## INDIRECT BEHAVIOR
- Infrequent use of gestures and voice intonation to emphasize points
- Often makes qualified statements
- Infrequent contributor in groups
- Reserves expression of opinions
- More patient and cooperative
- Intermittent eye contact
- Gentle handshake
- More likely to wait for others to introduce themselves

## DIRECT BEHAVIOR
- Frequent use of gestures and voice intonation to emphasize points
- Often makes emphatic statements
- Frequent contributor in groups
- Expresses opinions readily
- Less patient; more competitive
- Sustained eye contact
- Firm handshake
- More likely to introduce self to others
Behavioral Communication Styles

The Platinum Rule of Communication
Communicate with others the way they want to be communicated with
TRAITS OF A RELATER

**Relater**

- People oriented
- Warm and nurturing
- Value interpersonal relationships above all other things

- Loyal employees
- Devoted friends
- Excellent team players

- Peacemakers by nature - avoid conflicts and confrontations
- Willing to build networks and share responsibilities
- Thorough planners and highly risk-averse
- Value reliability, balance, and sincerity

RELATER: BEHAVIOR PATTERN

- OPEN
  - RELATER Supporting Indirect
  - Socializer
- DIRECT
  - Thinker
  - Director

INDIRECT

GUARDED
HOW TO COMMUNICATE WITH A RELATER

- Be patient and show sincere interest in them as a person.
- Build a relationship and learn more about their personal lives before getting down to business.
- Reduce their fears by clearly explaining how a certain change will benefit them and those around them.
- Be predictable and follow through with your stated promises.
- Be warm and inviting. Focus on their feelings.
- Don't ever push them into a corner to get what you need.
TRAITS OF A THINKER

Thinker

Analytical
Problem solver
Methodical and detail-oriented
Deliberate
Slow decision-makers
Weigh pros and cons first

Have high expectations of themselves and others
Can be viewed as overly critical and skeptical
Prefer things in writing
The "WHY"

THINKER: BEHAVIOR PATTERN

OPEN

DIRECT

INDIRECT

GUARDED

Relater
Socializer
Controlling Indirect
Director
HOW TO COMMUNICATE WITH A THINKER

- Avoid too much small talk and socializing.
- Go slow and give them time and space to think things through.
- Be well-prepared to answer their questions thoroughly with precise data.
- Put everything down in writing.
- Make good on your promises.
**TRAITS OF A DIRECTOR**

**Director**
- Get things done
- Control
- Achieving success
- Fast-paced
- Goal-oriented
- Focus on bottom-line results
- Go-getter mentality
- Can be viewed as impatient and insensitive
- Innate leaders
- List makers

**DIRECTOR: BEHAVIOR PATTERN**
HOW TO COMMUNICATE WITH A DIRECTOR

- Be clear, brief, fast, and precise. Be well-prepared to provide solutions to their problems.
- Skip the small talk and get down to business.
- Highlight key points. Avoid going into too much detail.
- Find out their goals and provide options with clear costs and benefits.
- Supply concrete data to back up claims of progress. Show how goals have been obtained.
# Traits of a Socializer

<table>
<thead>
<tr>
<th>Socializer</th>
<th>Fun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Humor and laughter</td>
</tr>
<tr>
<td></td>
<td>Thrive on being center of attention</td>
</tr>
<tr>
<td></td>
<td>Charismatic and energetic</td>
</tr>
<tr>
<td></td>
<td>Eternal optimists</td>
</tr>
<tr>
<td></td>
<td>Influential</td>
</tr>
<tr>
<td></td>
<td>Impulsive decision-makers</td>
</tr>
<tr>
<td></td>
<td>Short attention spans</td>
</tr>
<tr>
<td></td>
<td>Don't like to be alone</td>
</tr>
<tr>
<td></td>
<td>Go by intuition</td>
</tr>
</tbody>
</table>

## Socializer: Behavior Pattern

[Diagram showing the behavior pattern of socializers]
HOW TO COMMUNICATE WITH A SOCIALIZER

- Take time to build a relationship and socialize with them.
- Create a fun, lively atmosphere with new and diverse elements.
- Help them make a list of priorities, but try to skip the unimportant details and boring material.
- After a meeting, be clear about who is going to do what and by when. Put everything down in writing.
- Be slow to criticize them. Instead, motivate them with praise.