

# Communication Styles and Effective Strategies for the Workplace

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# Objectives

Communications is  
much more of an art  
than a science

- What is communication?
- Is all communication verbal?
- What is non-verbal communication, and what does it look like?
- What are the four different types of communication styles?
- What is your communication style?
- How can I apply my communication style to different situations?

# What is Communication?

Communication is:

- Process of sending and receiving messages
- Sharing of knowledge, attitudes and skills
- Verbal and non-verbal

Many of the conflicts and misunderstanding that occur between co-workers have to do with the differences in communication style.

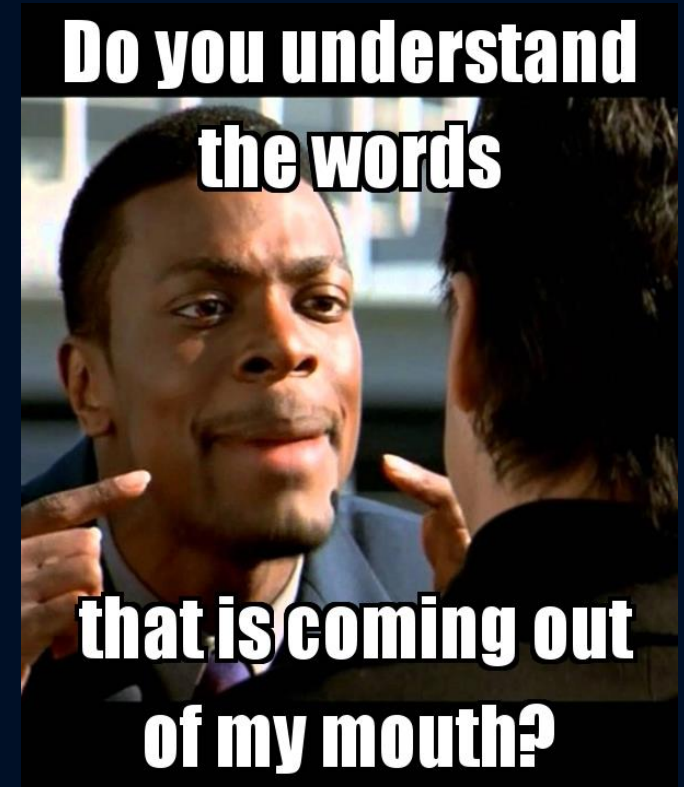


# Why Communication is an Ongoing Problem Within Organizations

- People typically are unaware of the importance of effective communication
- People do not know *what* to communicate
- People do not know *how* to communicate
- Proper channels for communications are not always available

## Examples:

- “If I know it, then everyone must know it!”
- “I told everyone... or some people...I think?  
Recalling things not necessarily heard or said
- Emotions
- Defensiveness



# Four Styles of Communication

- Controller/Director
- Promoter/Socializer
- Supporter/Relater
- Analyzer/Thinker



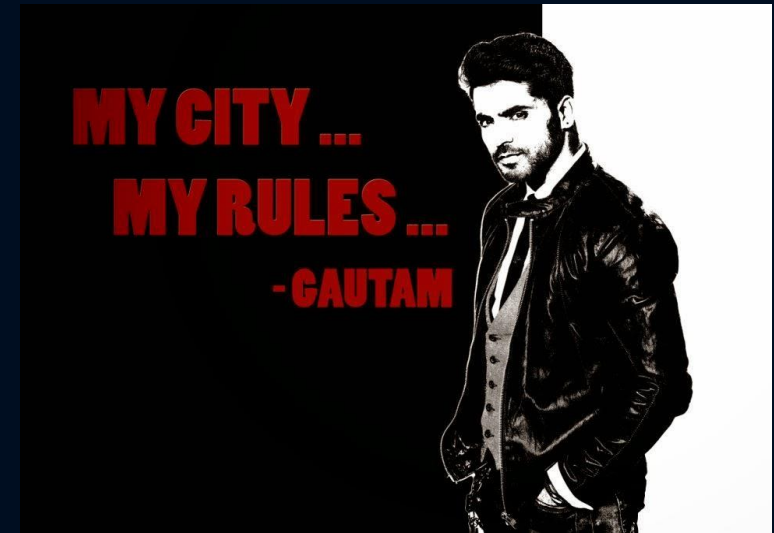
# Controller/Director

- Take charge
- Task-oriented individual/focus on the end goal
- Speak directly and prefer to be in control
- Have a sense of urgency
- Fast-paced
- Speak loudly
- Express limited or no emotion
- Make firm decisions
- Competitive
- Insensitive and controlling



# Communicating with a Controller/Director

- Be clear, brief, fast and precise
- Be well-prepared to provide solutions to problems
- Skip 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
- Provide concrete data to back up claims of progress. Show how goals have been obtained



# Promoter/Socializer

- Outgoing – fun to be around; the entertainer
- Thrive on being the center of attention
- Want work to be fun for everyone
- Talkative and open about self; asks others' opinions; love to brainstorm
- Flexible; easily bored with routine
- Optimistic; anything is possible
- Impulsive decision makers
- Intuitive, creative, spontaneous, flamboyant approach





# Communicating with a Promoter/Socializer

- Leave plenty of time for talking
- Ask them about their weekend, family, etc. Be prepared to talk about yours
- Help them make a list of priorities, but try to skip the unimportant detail and boring material. Use examples
- When a meeting is over, be clear about who is doing what and by when. Put everything down in writing
- Make them look good in front of others but slow to criticize them
- Motivate with praise



# Supporter/Relator

- The most people oriented communication style
- Value interpersonal relationships
- Harmonizer
- Builds network of friends to help do the work
- Value acceptance and stability in circumstances
- Slow with big decisions, dislikes change
- Good listener; timid about voicing contrary opinions; concerned about others feelings
- Easy going; prefer a slow steady pace
- Friendly and sensitive



# Communicating with a Supporter/Relator

- Show sincere interest in them as a person
- Be patient; build a relationship and learn more about them before getting down to business
- Be predictable and follow through on your promises
- Be warm and inviting. Do not come across too strong. Focus on their feelings
- Don't push them to get what you need
- Reduce their fears with clear explanations. Provide reassurance

# Analyzer/Thinker

- Detailed, logical thinkers who analyze others and situations
- Values accuracy in details and being right
- Plans thoroughly before deciding to act
- Prefers to work alone
- Introverted, quick to think and slow to speak; closed about personal matters
- Highly organized; even plans spontaneity!
- Cautious, logical, thrifty approach
- They have high expectations of others and themselves. This can appear critical and pessimistic



## Communicating with an Analyzer/Thinker

- Avoid too much small talk and socializing
- Go slow and give time and space to think things through
- Be well-prepared to answer questions thoroughly with precise data
- Be prepared for skepticism
- List everything in writing
- Deliver what you promise



Your communication style also determines your level of openness and directness in relationships.

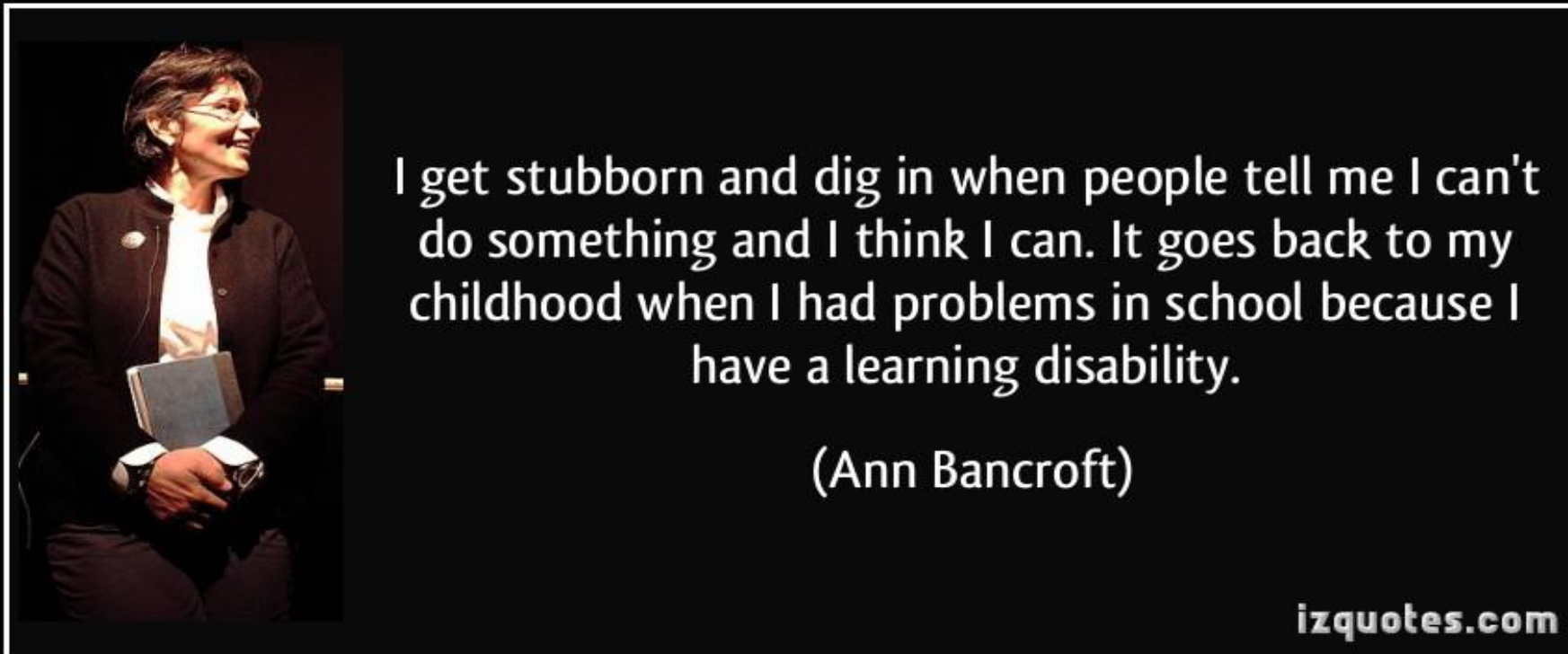
**Open person** – tends to reveal personal feelings and experiences and they value interpersonal relationships. This type of communicator makes eye contact and is not afraid to reach out and touch another person.



**Reserved person** – they are harder to get to know because they do not readily express their personal thoughts and feelings. Reserved people typically maintain a certain distance from you when speaking to you.



**Direct person** – not afraid of building new relationships, of having conversations.





**Indirect person** – reluctant to meet new people. Need to feel safe in social environments. Masking one type of act for something else



# Communications Style Inventory

What kind of communicator are you?

- Controller/Director
- Promoter/Socializer
- Supporter/Relator
- Analyzer/Thinker



# Activity



## So What's the Verdict??

If you circled the G and the D, you tend toward being a Controller/Director.

If you circled the O and D, you show many qualities of a Promoter/Socializer.

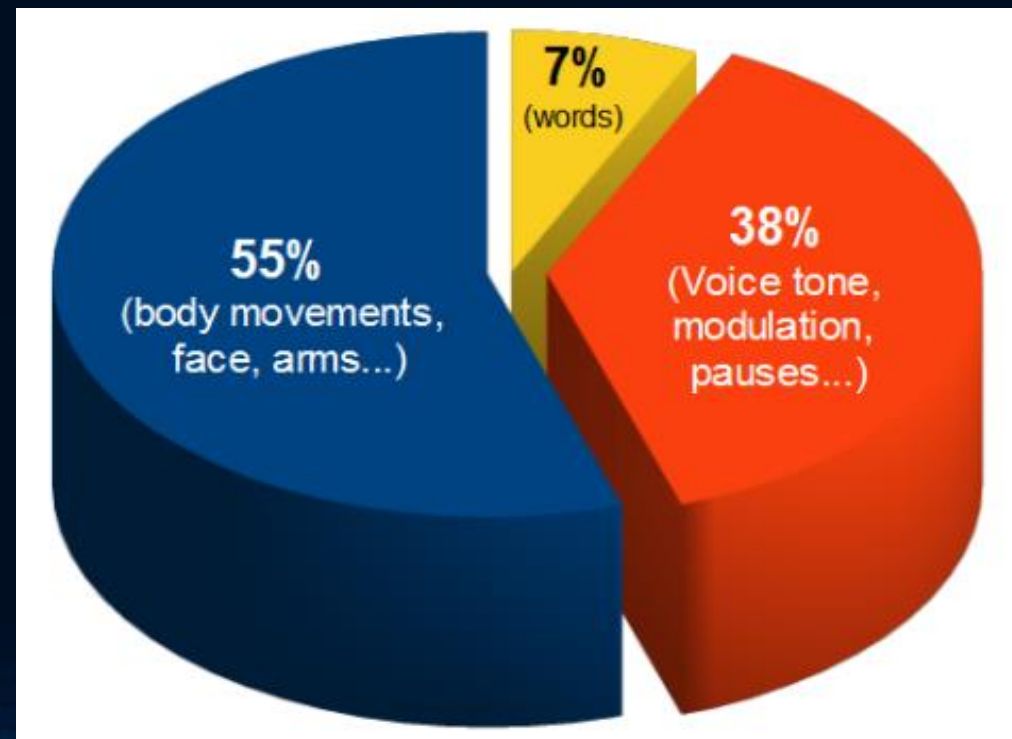
If you circled the O and I, you're predominantly a Supporter/Relater.

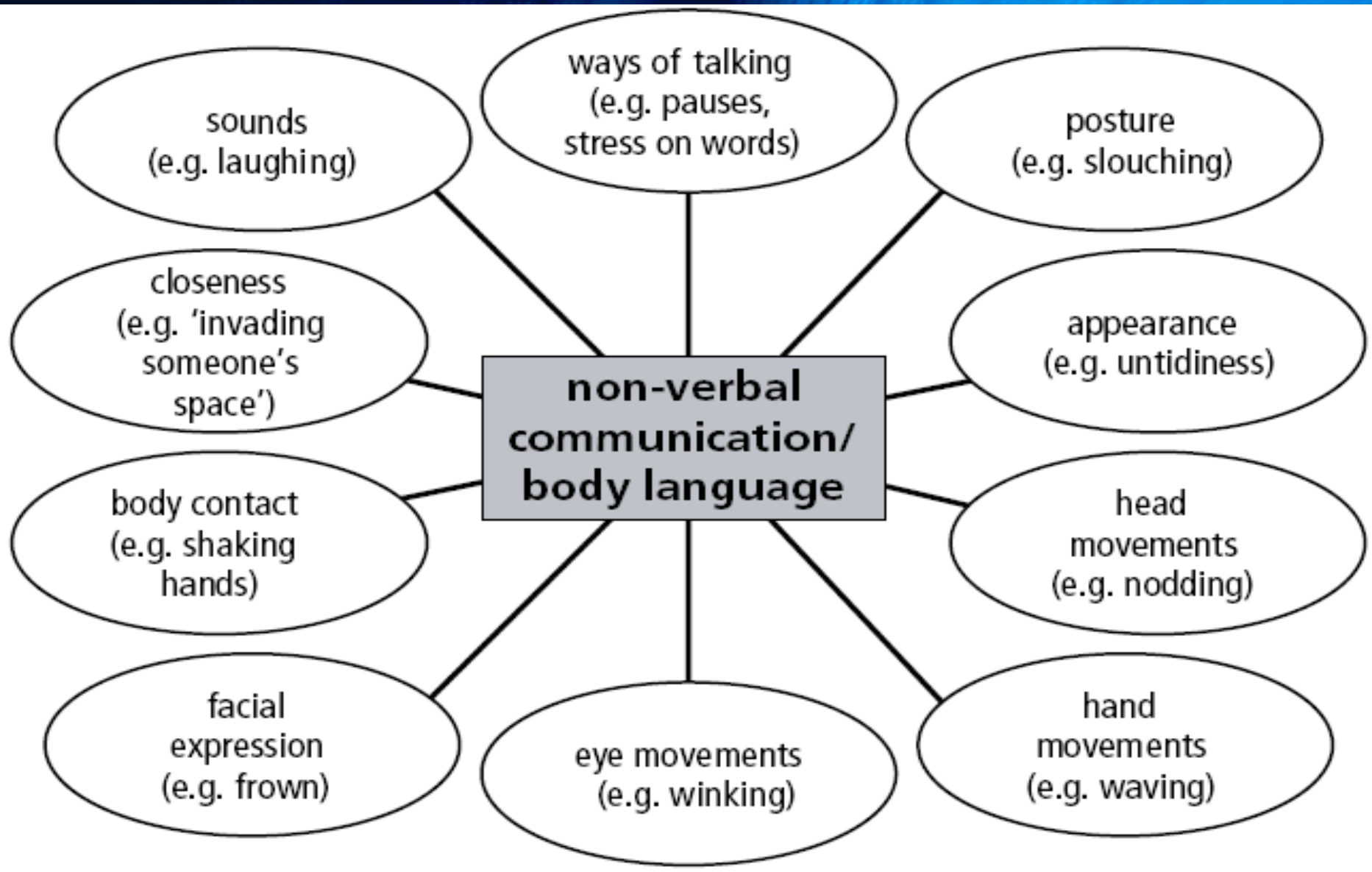
If you circled the G and I, you have lots of Analyzer/Thinker characteristics.

# Not all Communication is Verbal!

- Facial Expressions
- Tone of voice
- Movement
- Appearance
- Eye Contact
- Gestures
- Posture
- Clothing

93% of communication is nonverbal  
55% is facial expression, posture, gestures  
38% tone of voice





**Defensive**



**Arrogance**



**Annoyed**



Are you being defensive? - I don't think so!

**Irritated**



**Happy**



**Confused**



**Worried**

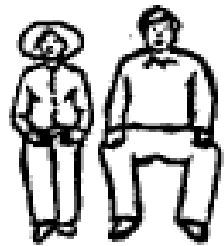




Your facial  
expression tells  
its own story



# Posture



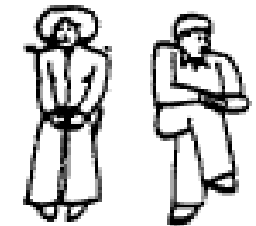
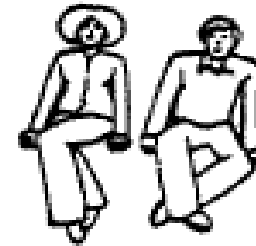
*Openness vs. Defensiveness*



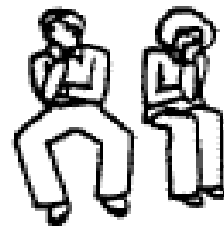
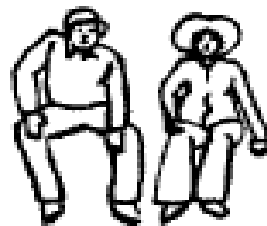
*Expectancy vs. Frustration*



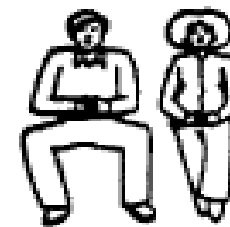
*Evaluation vs. Suspicion*



*Self-control vs. Nervousness*



*Readiness vs. Boredom*



*Confidence vs. Insecurity*

Engaging Approachable Body Language

# IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



**LEARN TO READ AND INFLUENCE PEOPLE THROUGH  
NONVERBAL COMMUNICATION.**

# Adapt The Way You Communicate To Different Situations

- We communicate with people everyday, but we do not always adjust our communication style to fit the audience or situation.
- This often leads to confusion, misunderstandings and hurt feelings.
- By being aware of your communication style, you will gain a better understanding of how others perceive you.
- When you recognize and adapt to your listener's communication styles, you have taken the time to listen and focus on their needs. **This is the "KEY" to communicating.**
- You can never be completely sure what a person means through his/her non-verbal behavior. BUT... you can look for consistencies.
- Requires a high level of self-awareness.



# Be Flexible and Open To Others' Communication Styles

- Be a good listener: ask questions, look for non-verbal cues.
- Embrace change: be open-minded, look for alternatives and work with others to resolve conflict.
- Always be willing to learn: learn new behaviors and what makes others tick. Ask for feedback.
- Be positive: learn from your mistakes and move forward; be proactive and take responsibility.
- Be respectful and sensitive: accept differences and show appreciate for others.
- Adapt your behavior to match your audience.

If at any time your listener's facial expression, eye contact, tone of voice or gestures concern you:

- Ask questions
- Ask their opinions and thoughts
- Ask for clarification

The background is a dark blue gradient with a series of thin, curved, light blue lines that create a sense of depth and movement, particularly on the left side.

# The Listening Dilemma

## Activity

# What is Effective Communication?

Effective communication is the process of creating a shared perspective between two or more people with a focus on defining concerns in observable and measurable terms in a collaborative and mutually respectful environment.



# Engage in Effective Communication

Communication is more than exchanging information. It is understanding the emotions and intentions behind the information.

- Communication is a two-way street between the sender and receiver
- Understand non-verbal communication
- Be an engaged listener
- Be able to manage the stress in the moment
- Know how and when to communicate assertively
- The ability to recognize and understand your own emotions and those of the person you're communicating with.

Effective communication is what deepens your connections with people and improves teamwork, decision making and problem solving.

Effective communication is a learned skill that is effective when it is natural.

# Barriers to Effective Communication

- Stress and out-of-control emotion: stress leads to reading cues incorrectly; sending confusing messages and knee-jerk reactions.
- Lack of Focus: If you are multitasking, you can't communicate effectively. Stay focused on the moment.
- Inconsistent body language: Non-verbal communication should reinforce what is being said; not contradict it.
- Negative body language: You do not have to agree with what is being said, but ensure you are effectively communicating without placing the other person on the defensive.
- Making assumptions
- Criticisms
- Culture
- Generation



# The 7 C's for Effective Communication

- Correctness
- Clarity
- Conciseness
- Completeness
- Consideration
- Concreteness
- Courtesy

# Benefits of Effective Communication

- Better peer relationships
- Quicker problem solving
- Better decision making
- Strengthened employee morale
- More productive work environment

# Closing Activity

## Let's Practice!

- Make a list of five people that you communicate with on a regular basis.
- Next to each one, identify their communication style.
- Determine how you can communicate more effectively with each person by adapting to their style, not yours.