



## Four Primary Behavioral Tendencies

- Everyone is distinct, yet predictably unique.
- Everyone has a primary behavioral tendency.

	D	I	S	C
Name	Dominant	Influence	Steadiness	Conscientious
Need	To direct and control	To be loved	To serve a higher purpose	Perfection
Focus	Task	People	People	Task

## IDENTIFYING THE BEHAVIORAL TENDENCY IN OTHERS

### Tell or Ask

- **Tell (D and I styles)**

- Active
- Fast-paced
- Assertive
- Bold



- **Ask (S and C styles)**

- Thoughtful
- More moderately-paced
- Calm
- Careful



### Task-Oriented or People-Oriented

- **Task-oriented behavior (D and C styles)**

- Questioning
  - Logical
  - Skeptical
  - Challenging



- **People-oriented behavior (I and S styles)**

- Agreeable
- Receptive
- Animated
- Warm



# COMMUNICATION TIPS

## Communicating with the “D” Tendency

Effective Strategies
Be brief, direct, to the point
Focus on results
Highlight logical benefits
Discuss problems <u>in light of</u> how they affect outcome

Ineffective Strategies
Ramble, repeat yourself, be too social
Focus on problems
Generalize, make statements without support

## Communicating with the “I” Tendency

Effective Strategies
Establish a positive environment
Allow for social time
Provide details, but don't dwell on them
Create incentives for follow through

Ineffective Strategies
Do <u>all of</u> the talking
Ignore their ideas
Tell them what to do
Interrupt

## Communicating with the “S” Tendency

Effective Strategies
Show genuine interest in them
Patiently draw out their goal
Define goals, roles and procedures
Assure personal follow-up
Minimize perceived risk

Ineffective Strategies
Be pushy, aggressive or demanding
Be controversial
Not including them in decision making process

## Communicating with the “C” Tendency

Effective Strategies
Prepare your case in advance
Delineate pros and cons
Use accurate data
Disagree with facts, not the person

Ineffective Strategies
Refuse to explain details
Answer questions vaguely
Improviser without advance planning