

The Four Communication Styles

June 11, 2024



ConfidentCommunicator.com
Training For Leaders, Managers & Teams



Crucial Conversations
FOR ACCOUNTABILITY



**The Five
Behaviors™**

EVERYTHING
A Wiley Brand





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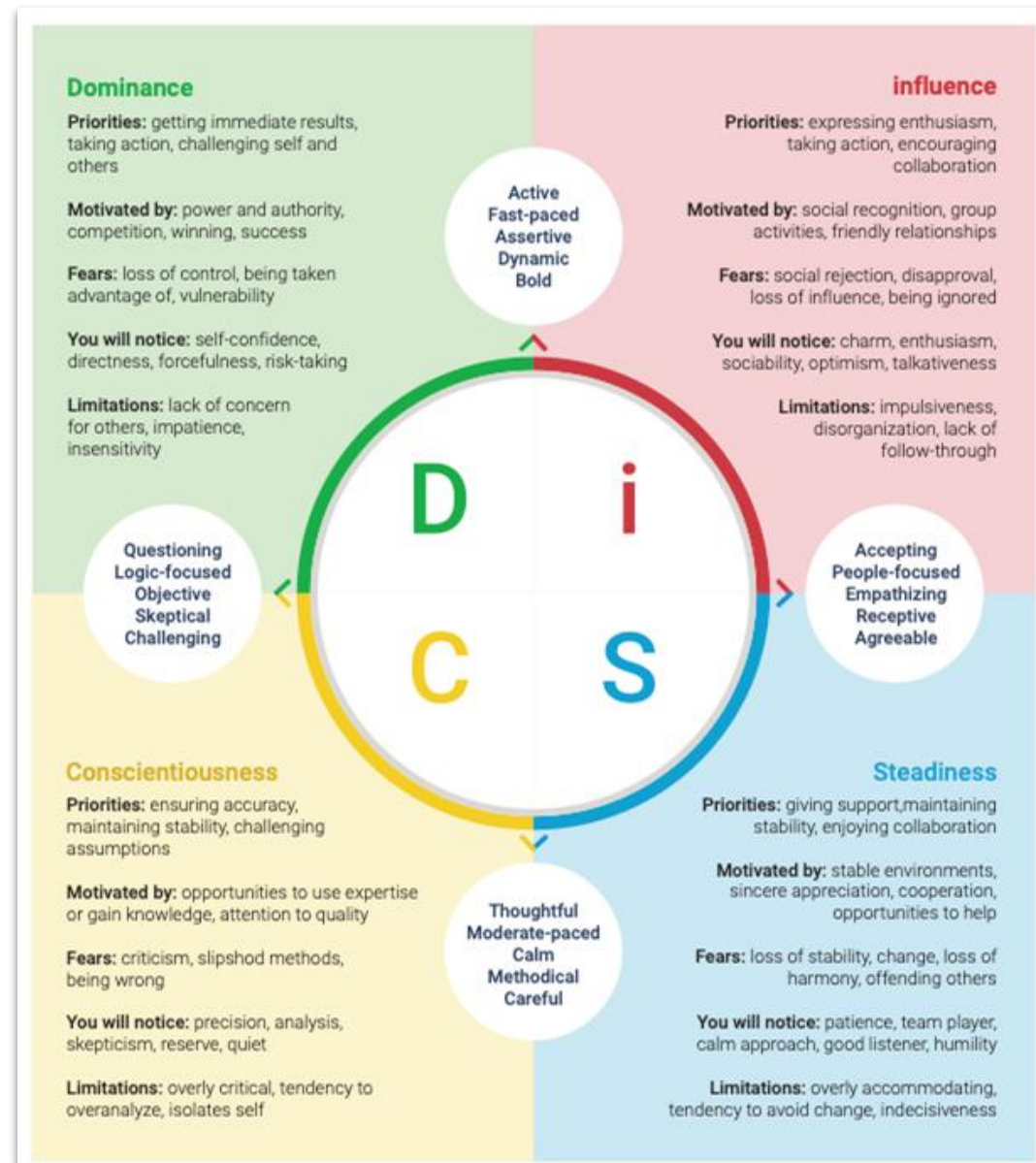
Today's Objectives



- Understand the 4 Communication Styles with DiSC®
- Practice people reading, so you can identify your customers & employees communication style
- Learn to adapt so your message is heard

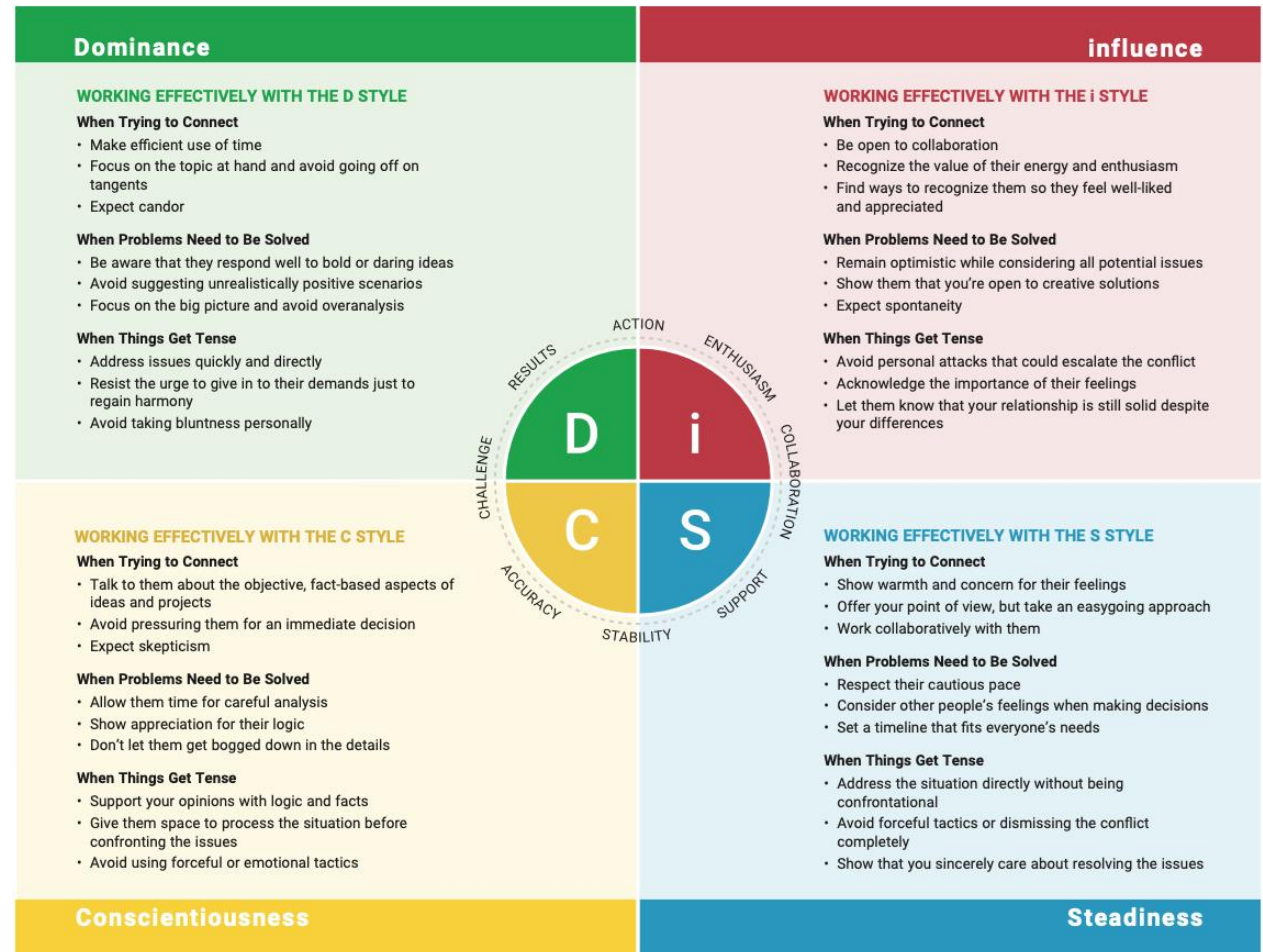
DiSC Map

- Each style has different communication needs and expectations
- Their style may not be yours
- Everyone communicates differently and has blind spots
- It's not what you say, but how you say it



Interaction Guide

- Anticipate the other person's communication needs
- Adapt as needed
- It's not what you say, but how you say it



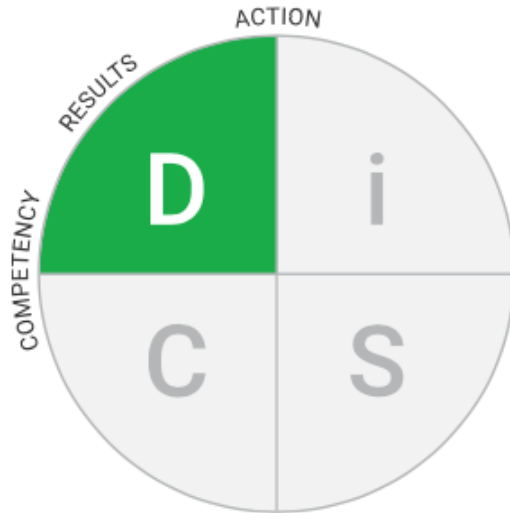
Examples



People with the D Style often value autonomy and like to focus on the big picture.



Drives toward results



Sally is a D Style Customer

Recognize the D Style's Needs



What was different?



Adia



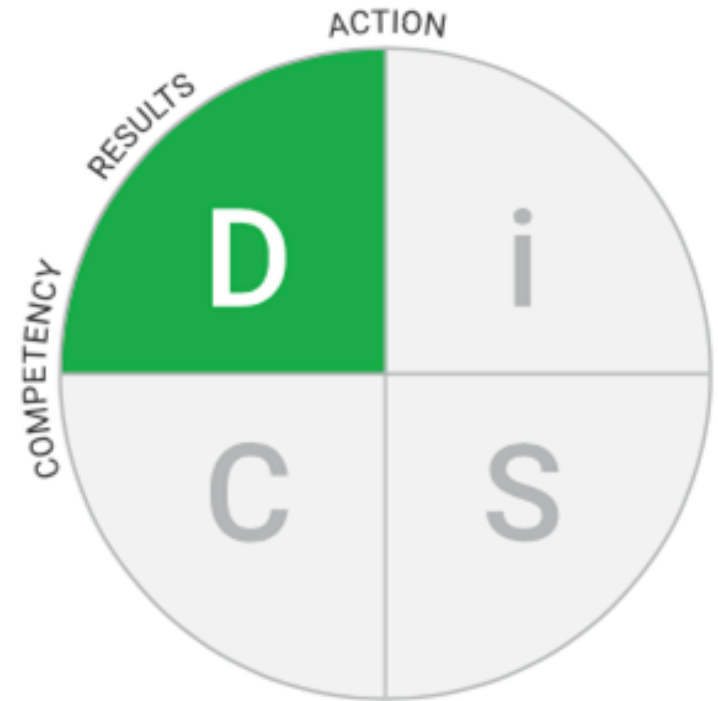
Sally



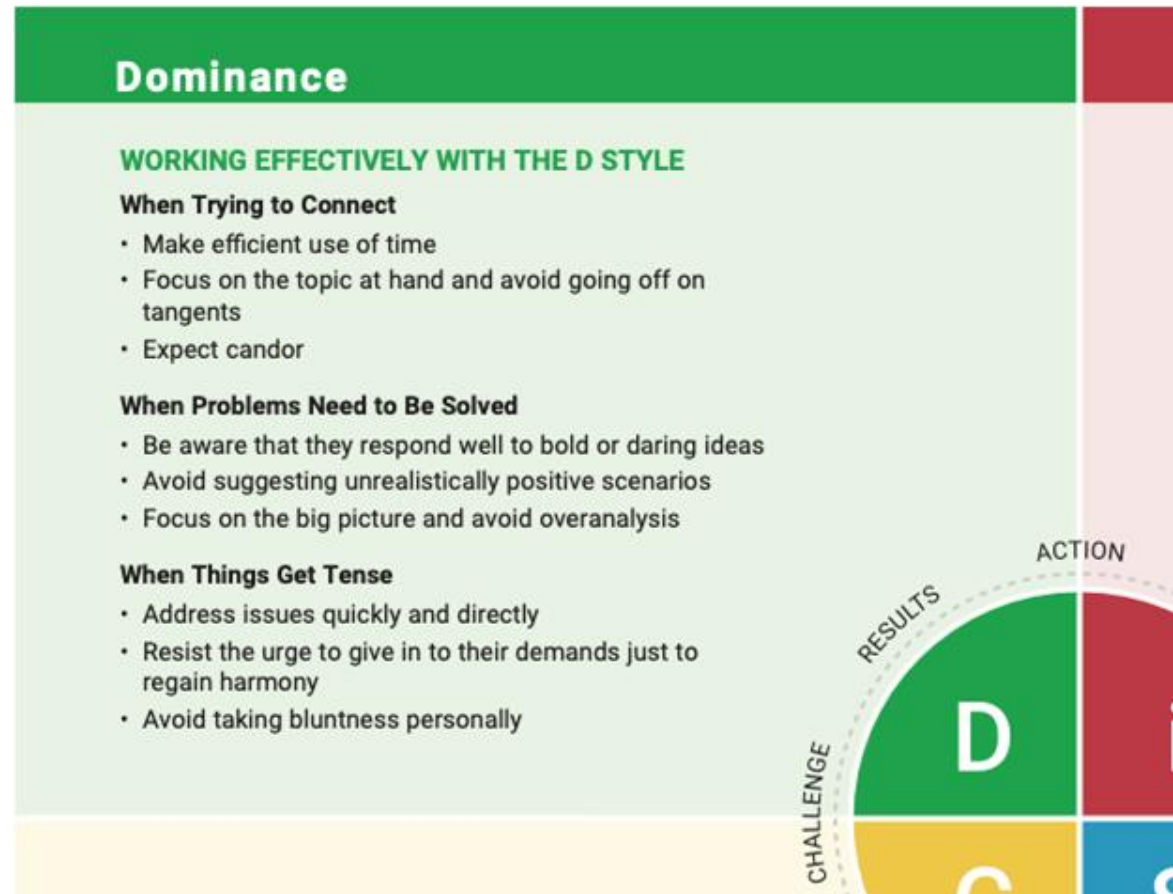
Understand the D Style

D-Style Tendencies

- Speaking up about difficult issues
- Fighting for what they believe in
- Keeping things moving forward
- Pushing their teams to achieve ambitious goals



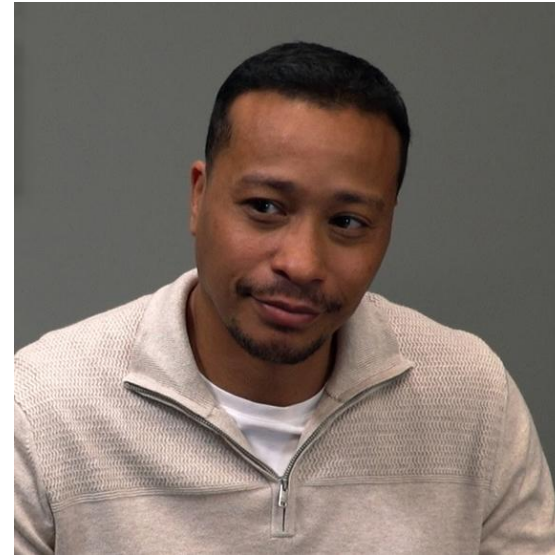
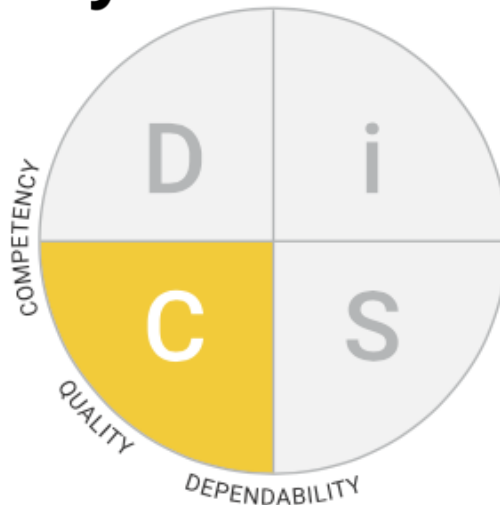
Tips for Adapting to the D Style



People with the C Style have high standards, tend to think things through, and want all the information necessary to do their job well.

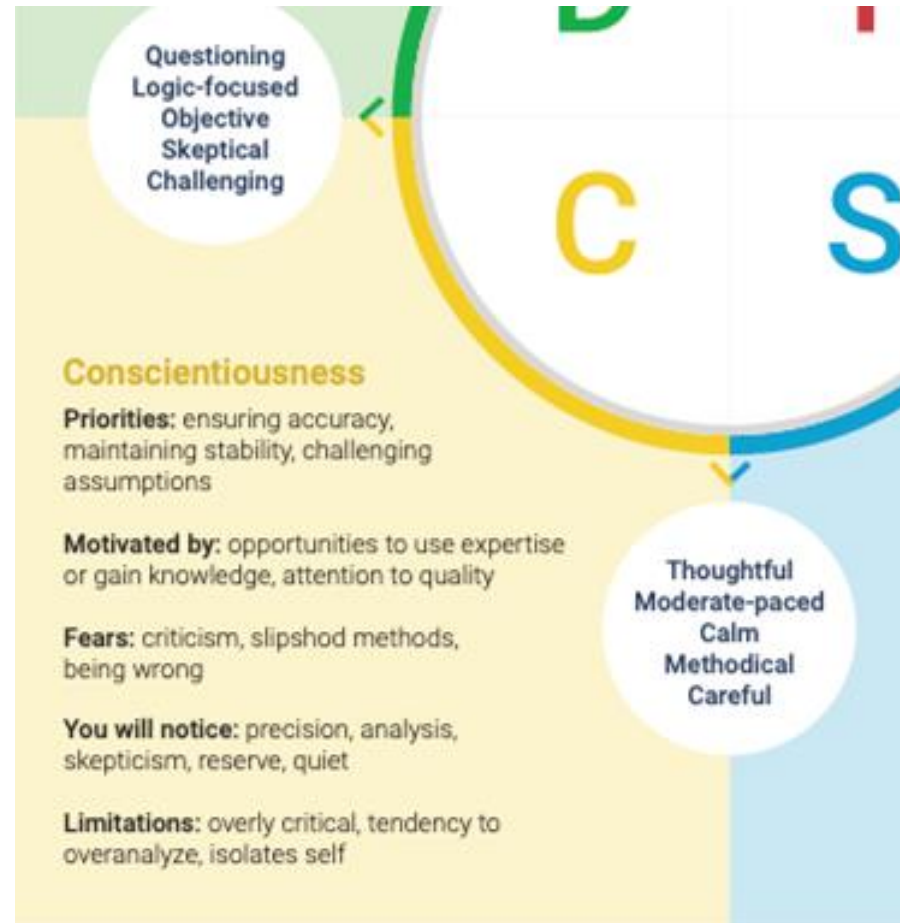


Drives toward accuracy



Dante is a C Style Employee

Recognize the C Style's Needs



What was different?



Dante



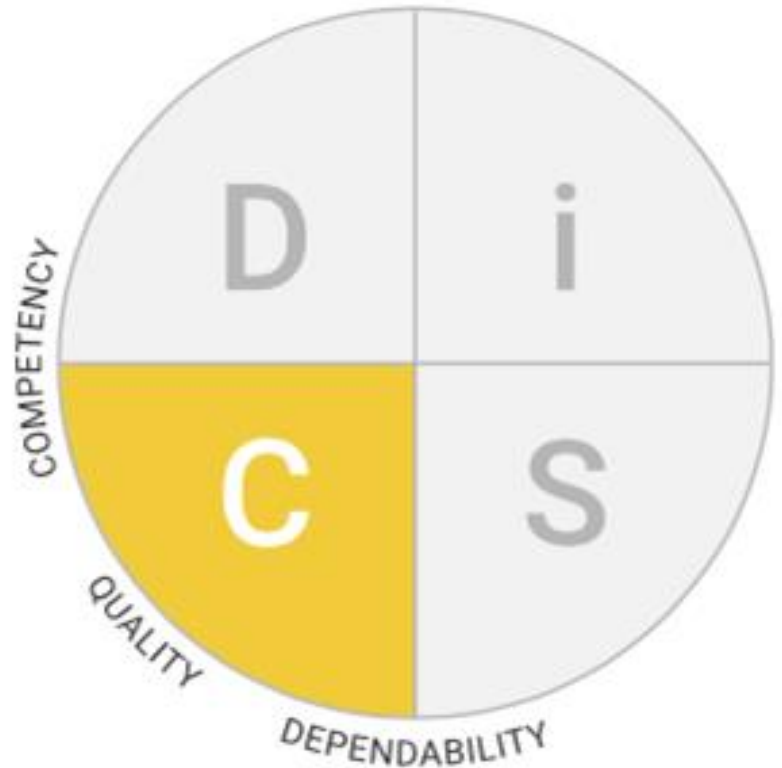
Ian



Understand the C Style

C-Style Tendencies

- Taking care to get things right
- Calling out when something doesn't work or make sense
- Tackling in-depth analysis and complex problems
- Thinking things through



Tips for Adapting to the C Style

WORKING EFFECTIVELY WITH THE C STYLE

When Trying to Connect

- Talk to them about the objective, fact-based aspects of ideas and projects
- Avoid pressuring them for an immediate decision
- Expect skepticism

When Problems Need to Be Solved

- Allow them time for careful analysis
- Show appreciation for their logic
- Don't let them get bogged down in the details

When Things Get Tense

- Support your opinions with logic and facts
- Give them space to process the situation before confronting the issues
- Avoid using forceful or emotional tactics

Conscientiousness

DiSC Overview



Cornerstone Principles

- DiSC® is not a test or a judgement
- All DiSC® styles are equally valuable
- Everyone is a blend of all styles
- Each style brings different strengths and challenges to teams
- Everyone can exhibit traits of any style, it just takes more energy
- We don't use DiSC® as an excuse for bad behavior
- DiSC® should not be used to pigeonhole or make assumptions about what a person can or can't do
- The way you work is also influenced by other factors such as life experiences, education, and maturity



Active, Assertive, Dynamic, Bold
Fast-paced & Outspoken



Cautious & Reflective
Moderate-paced, Calm, Methodical, Thoughtful

Questioning & Skeptical

*Logic-focused,
Objective, Reserved,
Challenging*



Accepting & Warm

*People-focused,
Empathizing,
Receptive, Agreeable*



Faster

*Fast-paced/Outspoken
&
Questioning/Skeptical*

*Fast-paced/Outspoken
&
Accepting/Warm*



Facts

People



*Cautious/Reflective
&
Questioning/Skeptical*

*Cautious/Reflective
&
Accepting/Warm*

Cautious

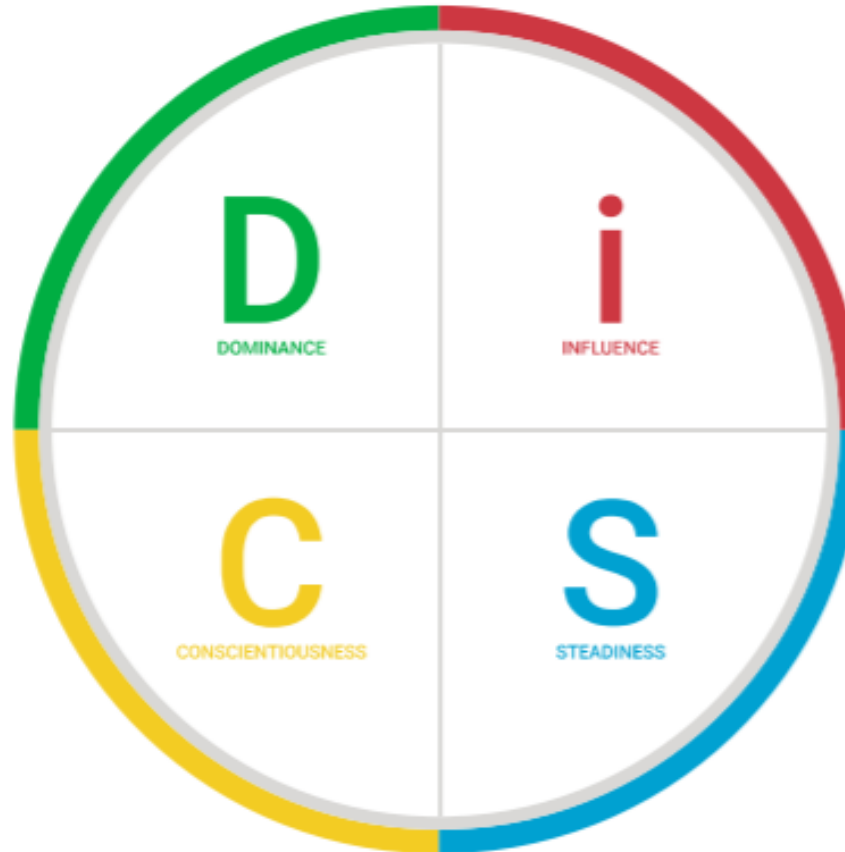
The DiSC® Model Helps Us Understand People

DOMINANCE

- Direct
- Firm
- Strong-willed
- Forceful
- Results-oriented

CONSCIENTIOUSNESS

- Analytical
- Reserved
- Precise
- Private
- Systematic



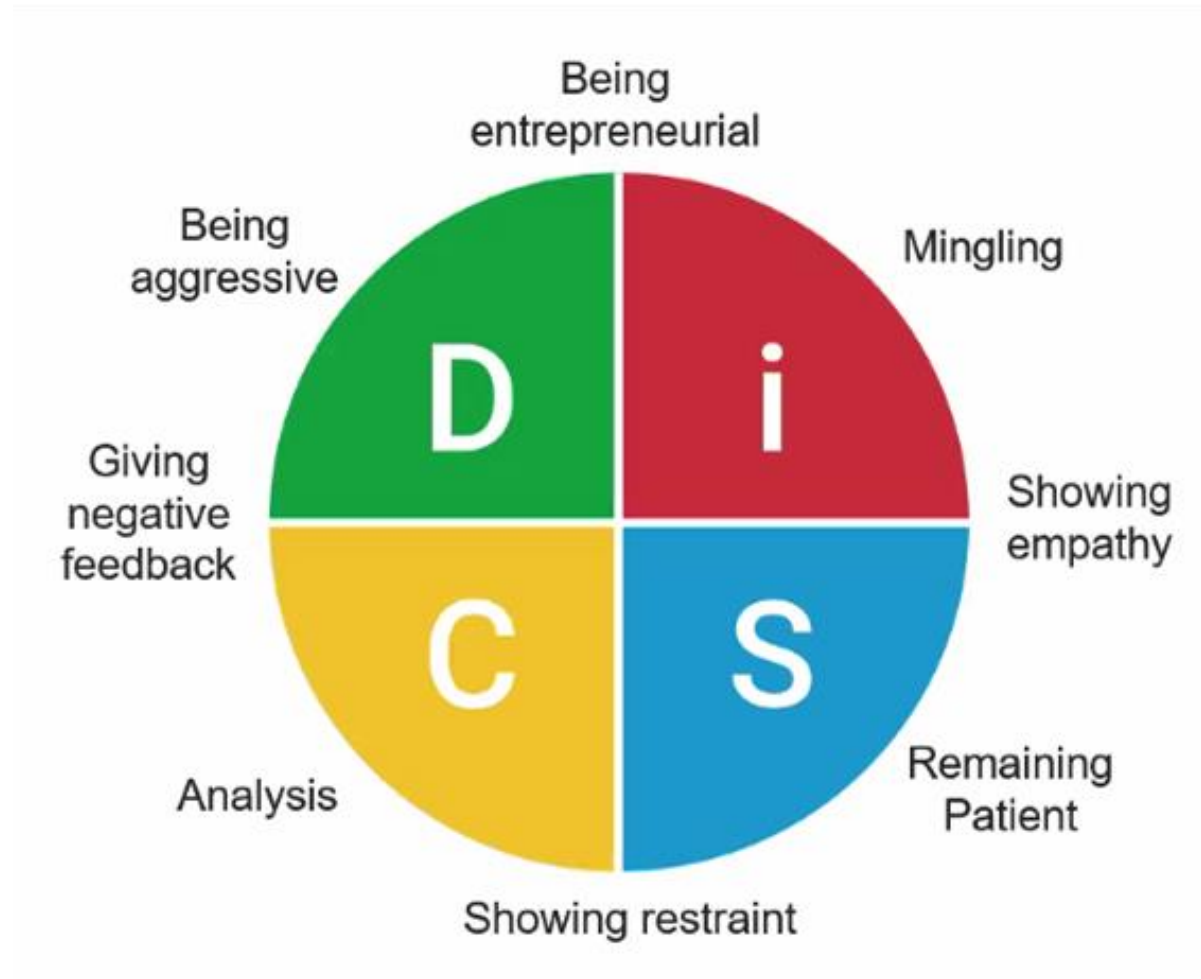
INFLUENCE

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

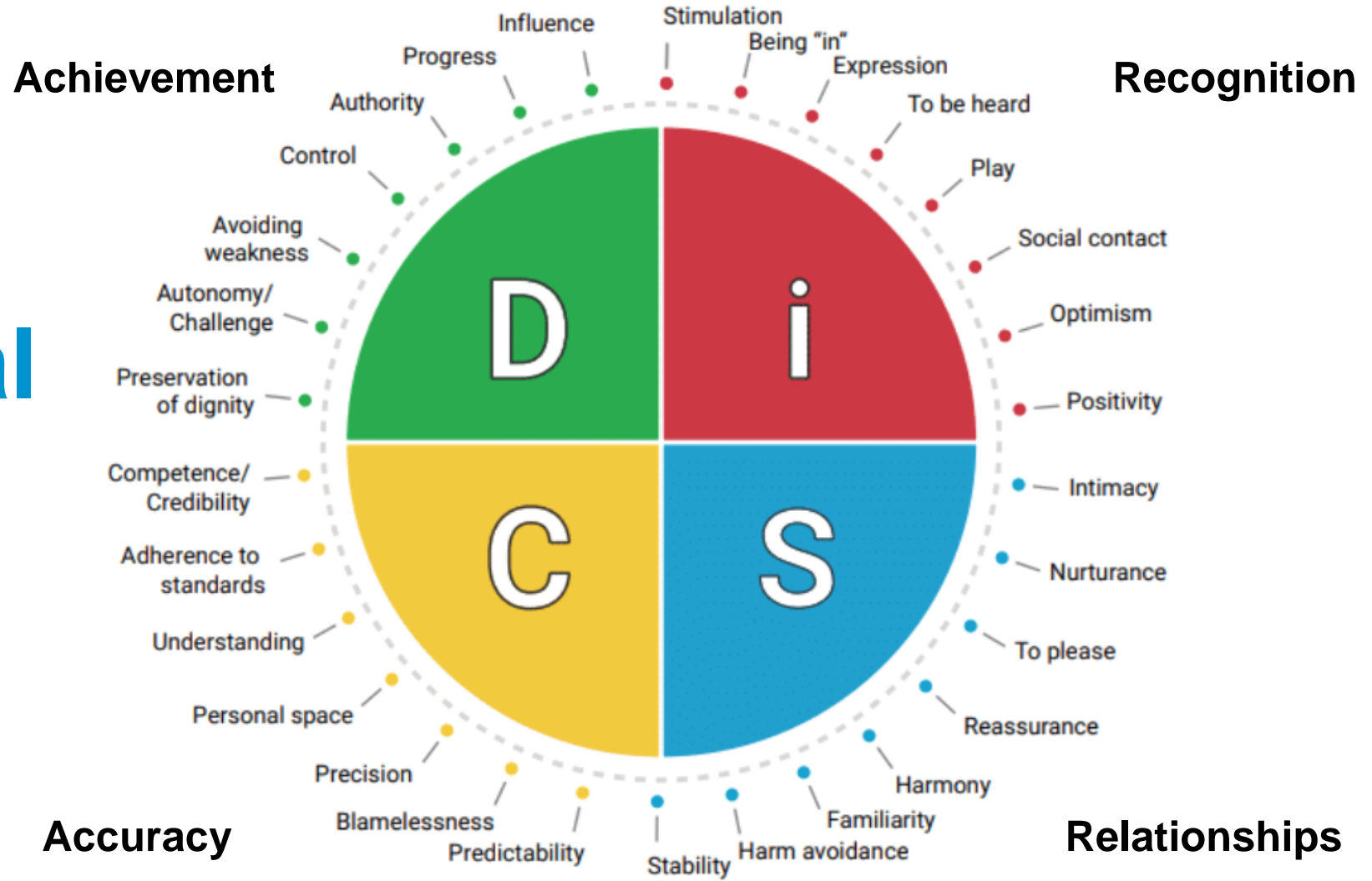
STEADINESS

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

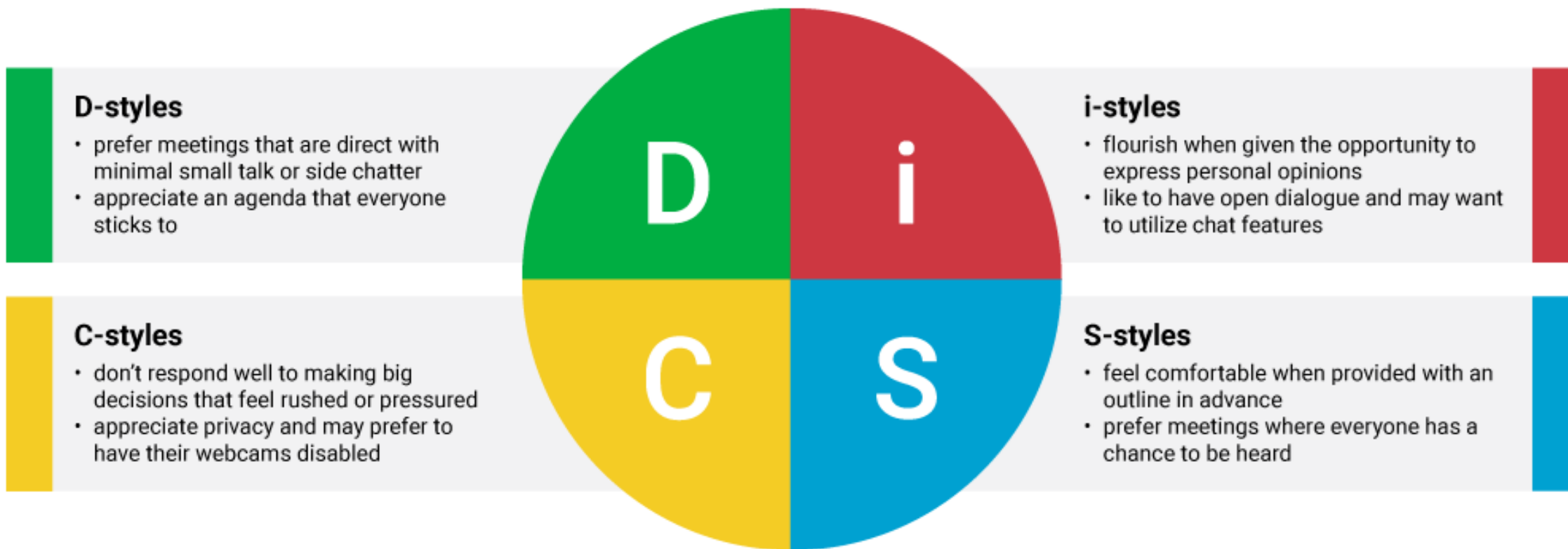
What's natural to them



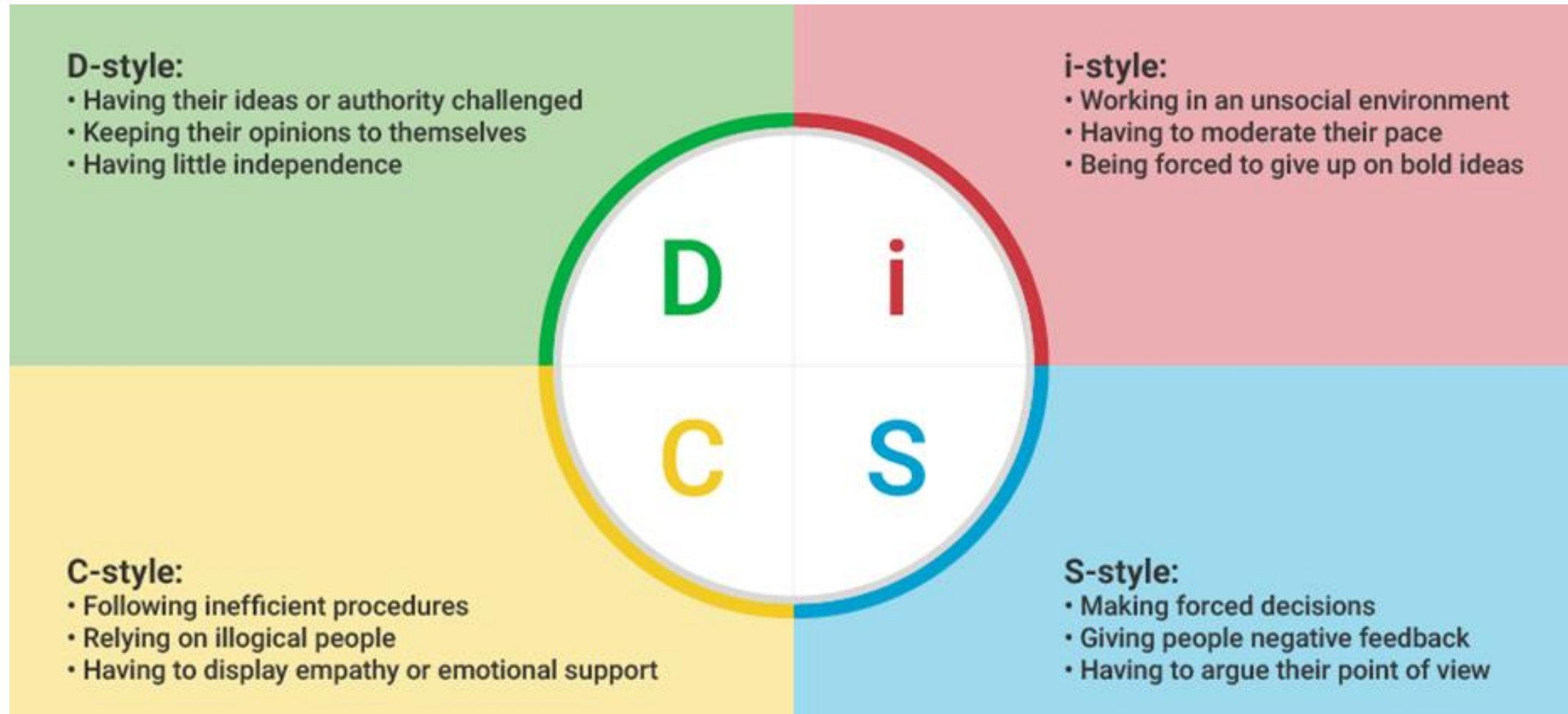
Psychological Needs



How they prefer to meet



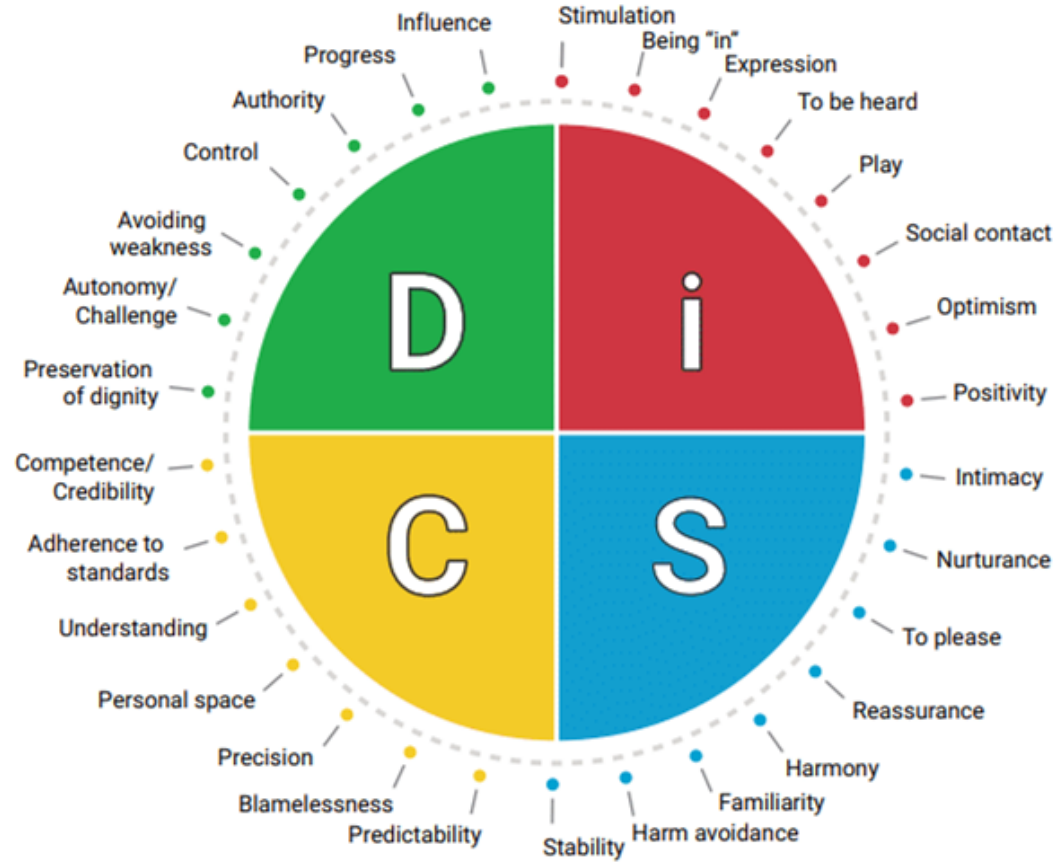
Some of their stressors



DECISION MAKING TENDENCIES

“Let’s get to the root cause.”

- Wants to make decisions
- Independent
- Wants only essential facts
- Big picture reasoning
- Risk-taker
- Quick



“Let’s analyze all the angles.”

- Avoids risk
- Wants to make the correct decision
- Cautious / won't rush
- Follows rules
- Focuses on data and details

“Let’s talk about it.”

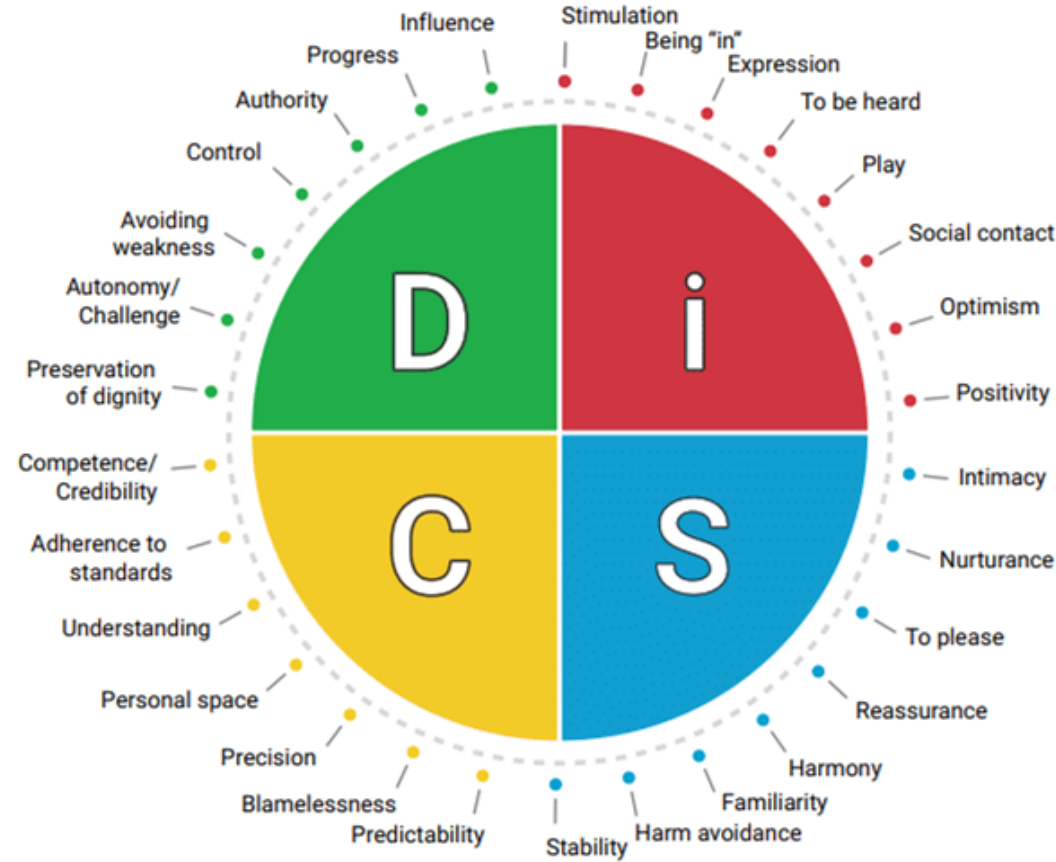
- Wants the popular decision
- People-focused
- Doesn't need lots of information
- Optimistic
- Uses gut feeling / intuition
- Quick / impulsive

“Let’s make sure we hear all the perspectives.”

- Considers people close to the issue / team
- Looks for sounding board / support for ideas
- Cautious & slower
- Doesn't want to disappoint

REACTION TO LACK OF CLARITY

Likely to push back and resist, showing overconfidence.



Prone to impulsiveness and may be disorganized at times, so without clear goals they may simply fail or not follow through.

Tend to be solitary and may simply focus on on their own objectives, deepening the sense of misalignment

May second-guess themselves and their work, which may impede their productivity.

(Un)Healthy Conflict Behaviors

Dominance

Destructive Tendencies

insensitivity, impatience,
creates win-lose situations,
refuses to bend,
overpowers others

Destructive Tendencies

defensiveness, uses passive-aggressive tactics, becomes over critical, isolates self, overanalyzes the situation

Conscientiousness

Productive Tendencies

straight forward with opinions,
acknowledges tough issues,
willingness to have
objective debates

Productive Tendencies

finds the root cause of the problems, sorts out all the issues, gives people space, focuses on the facts

Productive Tendencies

communicates empathy,
encourages open dialogue,
provides reassurance,
verbalizes emotions

Productive Tendencies

shows flexibility, looks out for people's feelings, communicates tactfully, listens to others, finds compromises

Influence

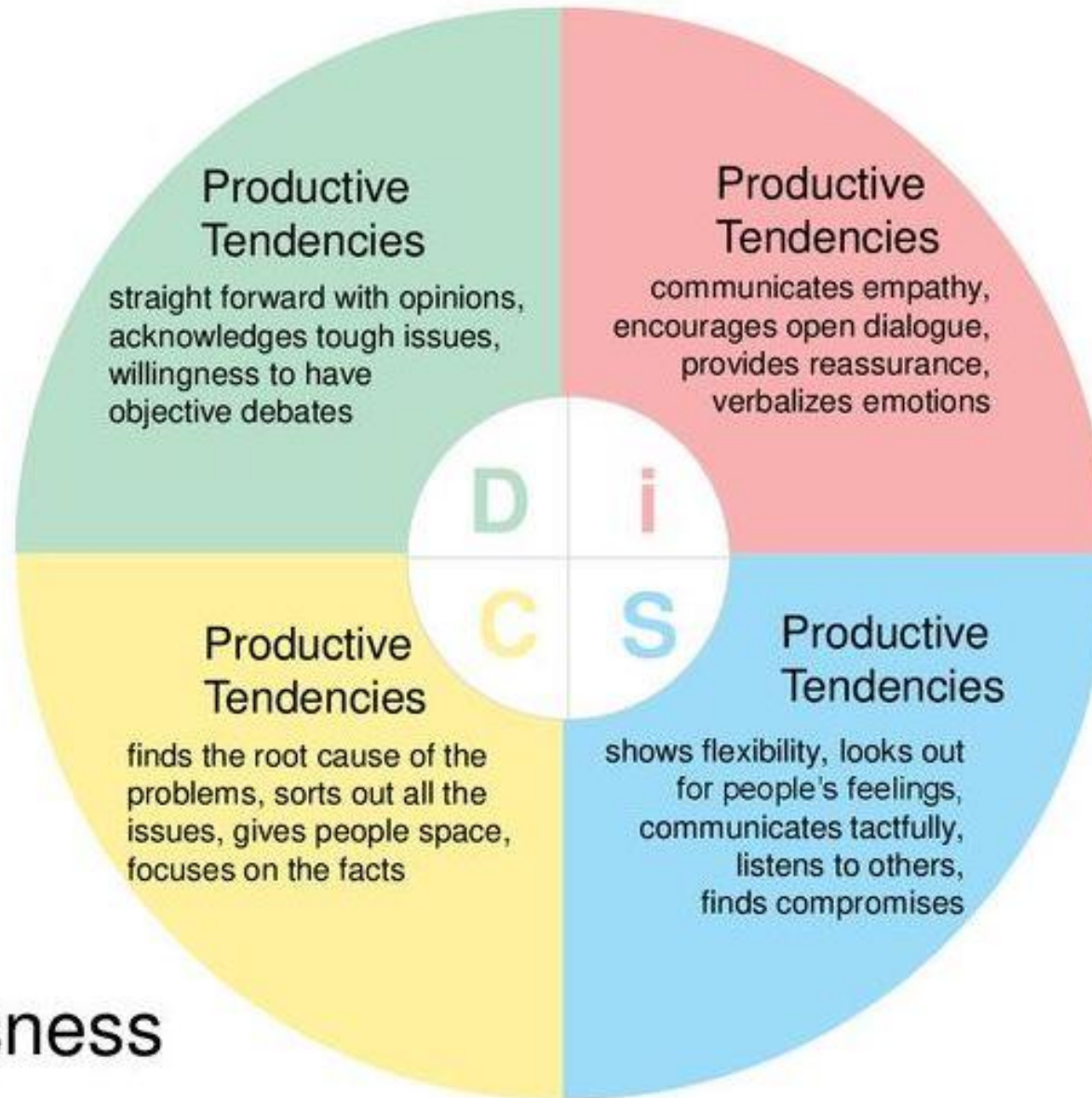
Destructive Tendencies

becomes overly emotional,
talks over others,
impulsiveness, glosses over tension, makes personal attacks

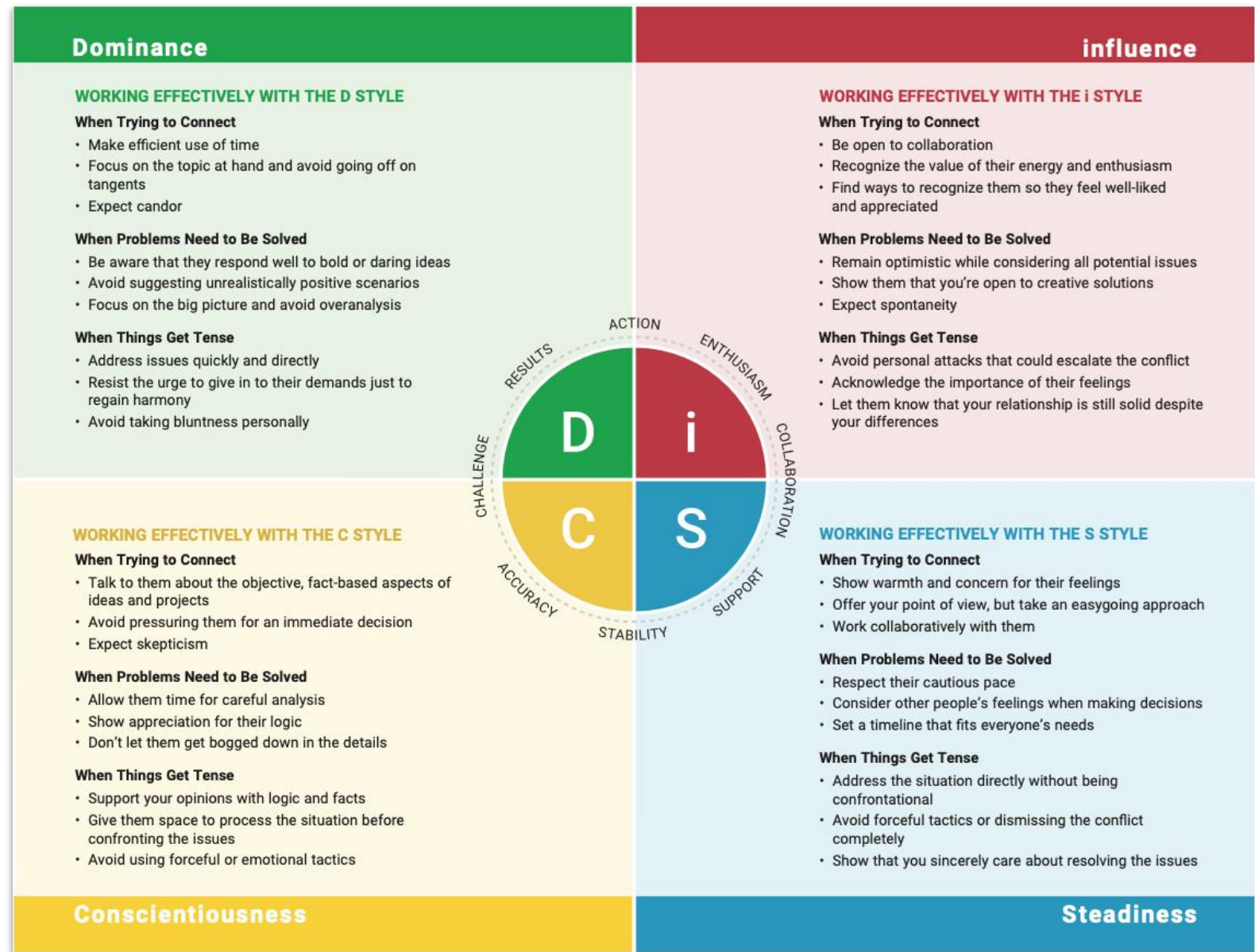
Destructive Tendencies

withdraws, gives in to please others, ignores problems, lets issues simmer beneath the surface, avoids tension

Steadiness



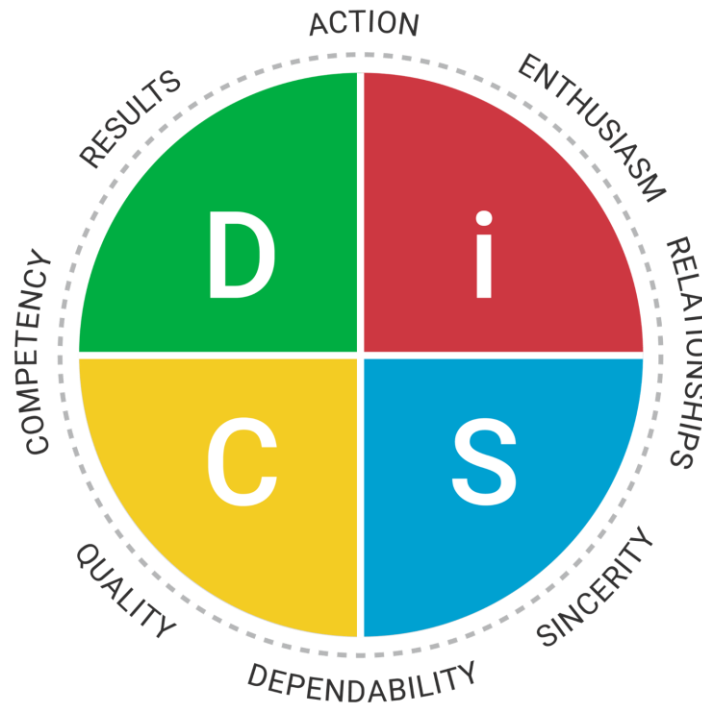
How to adapt



HOW TO DELIVER FEEDBACK SO IT'S BETTER RECEIVED

(BTW, it doesn't hurt to ask)

- Get to the point
- Show how it helps achieve their results
- Keep it brief and direct
- Offer a sense of control in the situation
- Be prepared for pushback



- Be personable
- Show how it helps/affects people
- Focus on their accomplishments
- Frame in the positive
- Avoid too much detail
- Be prepared for them to gloss over it or brush it aside

- Be logical
- Show how it impacts process, effectiveness, or efficiency
- Be formal, possibly in writing
- Provide details, examples, and data
- Be prepared to answer questions

- Slow down
- Be sincere & build rapport
- Show how it affects harmony or disruption
- Explain carefully
- Give assurances & support
- Be prepared for sensitivity

People Reading



A close-up photograph of Michael Jordan in his Chicago Bulls jersey, looking intensely forward. The jersey is black with red and white trim, featuring the word "BULLS" in red and white lettering. The number "23" is partially visible at the bottom. A green speech bubble with a white letter "D" is overlaid on the left side of the image.

D

Dominance
Driven
Demanding
Direct
Results-Oriented

Influence
Energizing
Enthusiastic
Encouraging
Impulsive



Steadiness
Supportive
Sincere
Inclusive
Loyal
Patient



S



Conscientiousness

Objective

Private

Systematic

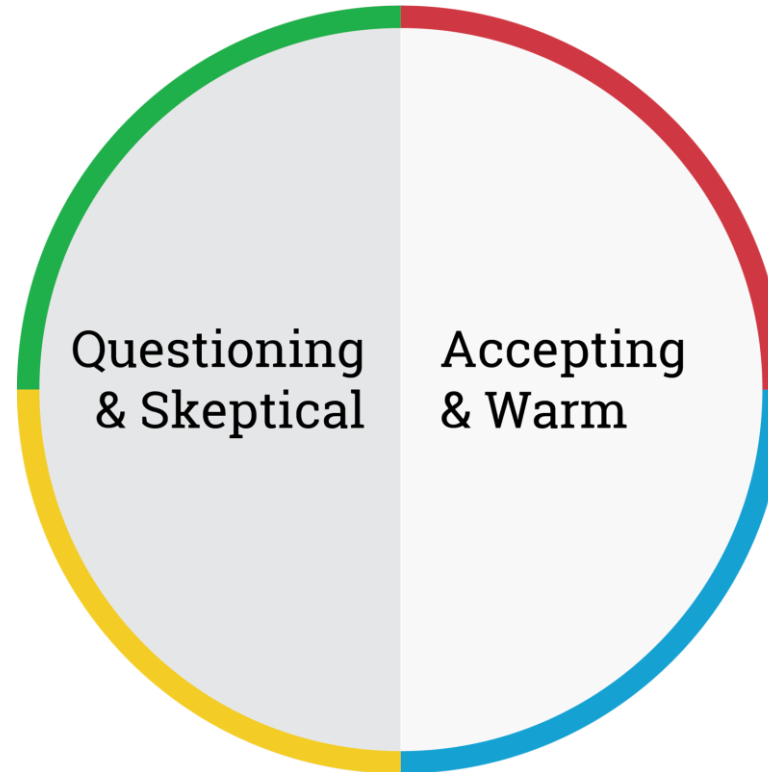
Deliberate

C

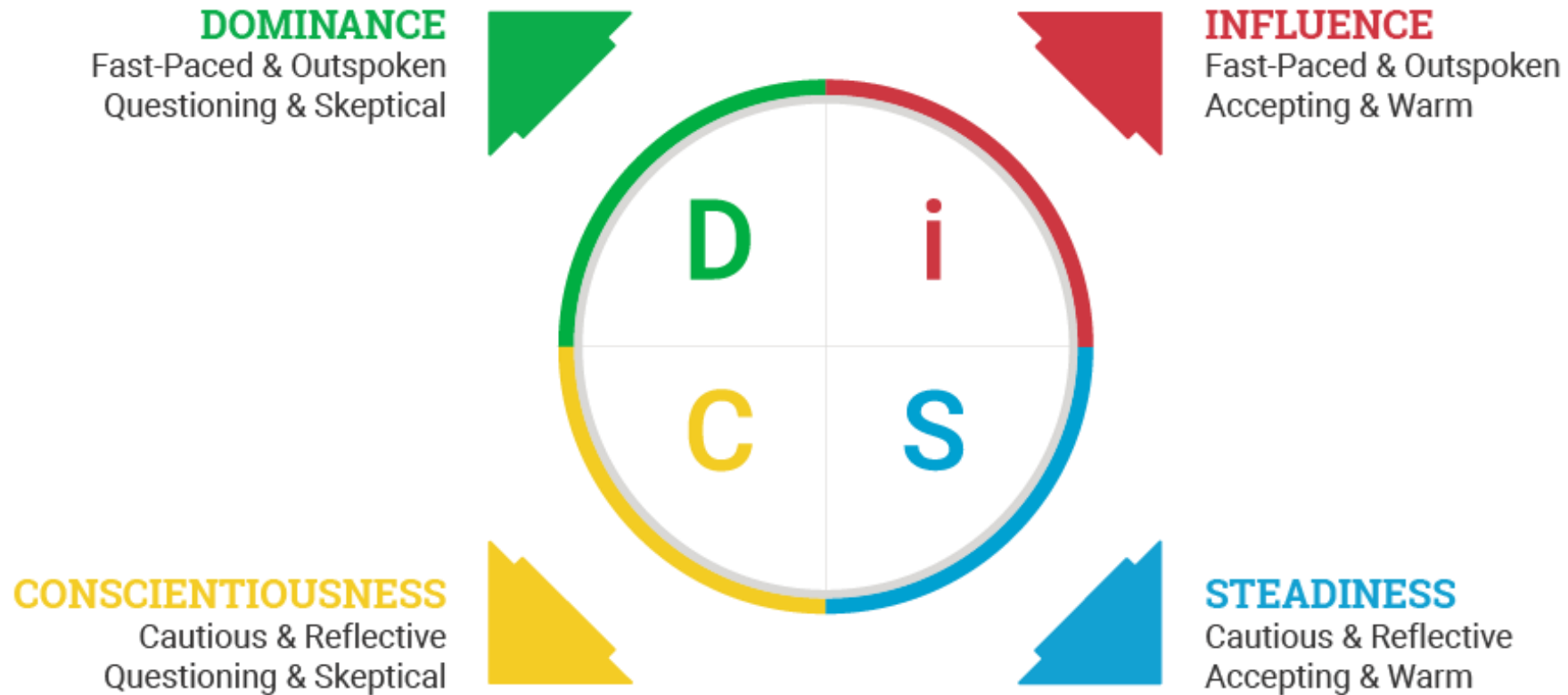
People-Reading Step 1



People-Reading Step 2



People-Reading Step 3



People-Reading Principles

Observe actual behavior

- Body language
- Tone of voice and expression
- Choice of words



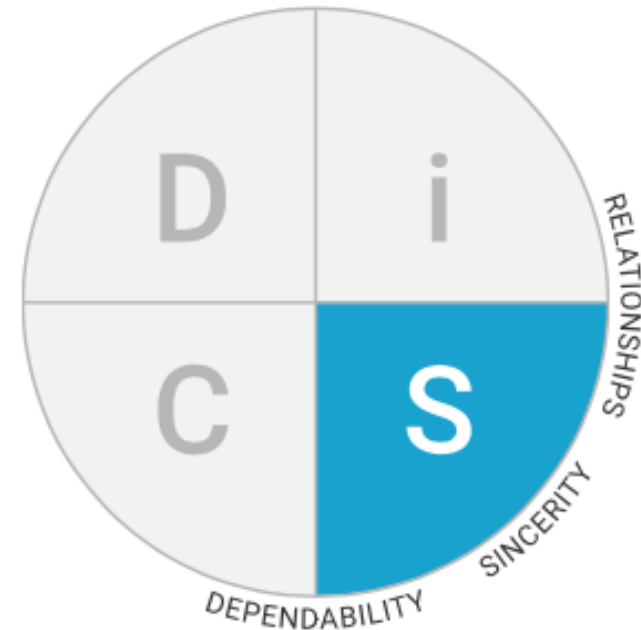
Guess The Style!



People with the **S** style appreciate clear guidelines and a predictable harmonious environment that allows them to turn out reliable work.



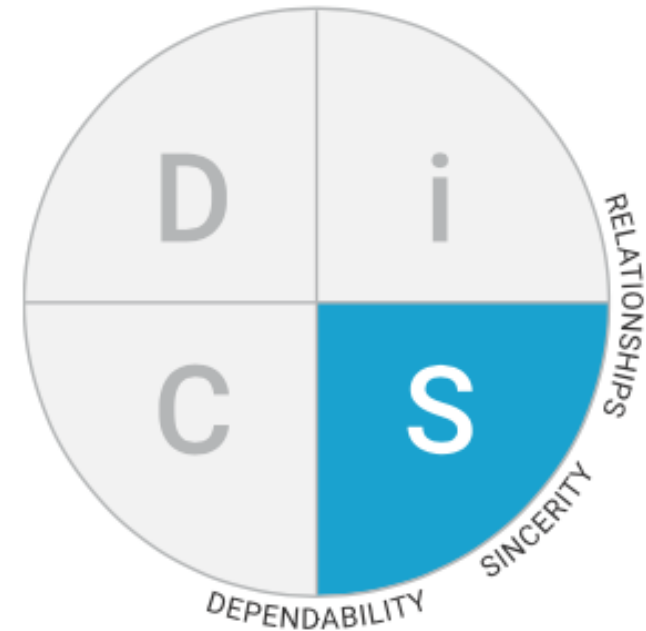
**Provides
support**



Understand the S Style

S-Style Tendencies

- Helping and supporting others
- Being willing to listen to coworkers
- Showing care and dedication in their work
- Keeping things calm under stress



Tips for Adapting to the S Style



WORKING EFFECTIVELY WITH THE S STYLE

When Trying to Connect

- Show warmth and concern for their feelings
- Offer your point of view, but take an easygoing approach
- Work collaboratively with them

When Problems Need to Be Solved

- Respect their cautious pace
- Consider other people's feelings when making decisions
- Set a timeline that fits everyone's needs

When Things Get Tense

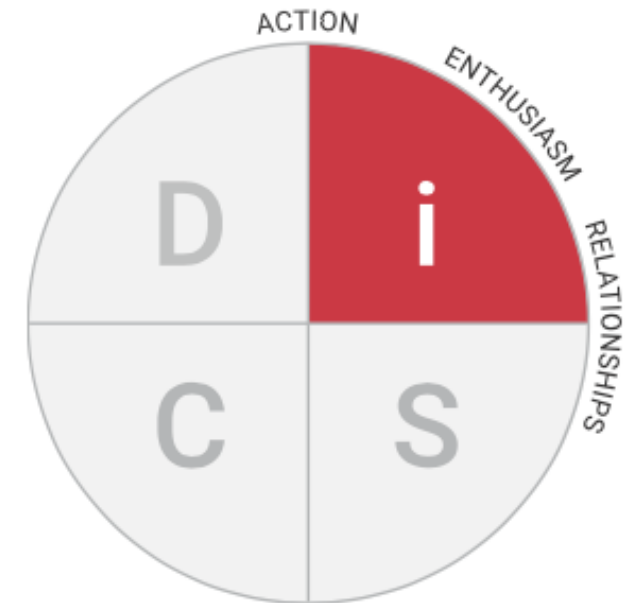
- Address the situation directly without being confrontational
- Avoid forceful tactics or dismissing the conflict completely
- Show that you sincerely care about resolving the issues

Steadiness

Remember that people with the i Style tend to express optimism and may or not always ask for details or share concerns up front.



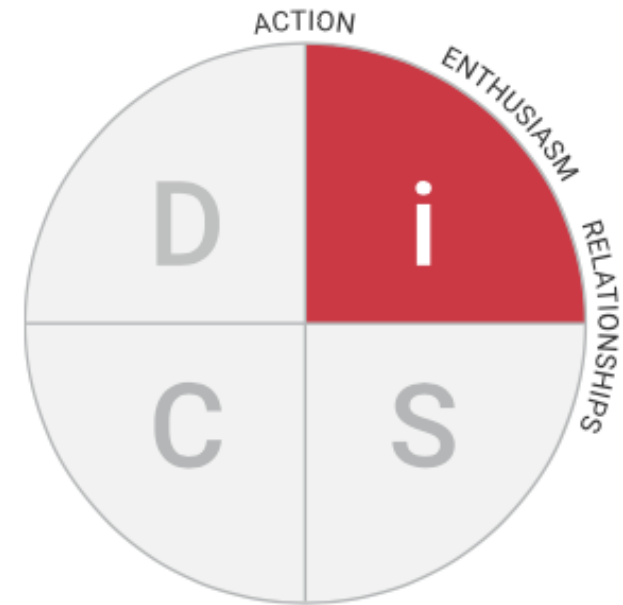
Excited by new possibilities



Understand the i Style

i-Style Tendencies

- Building relationships and bringing people together
- Keeping things positive and fun
- Staying open to new ideas
- Rallying people and building excitement



Tips for Adapting to the i Style

influence

WORKING EFFECTIVELY WITH THE i STYLE

When Trying to Connect

- Be open to collaboration
- Recognize the value of their energy and enthusiasm
- Find ways to recognize them so they feel well-liked and appreciated

When Problems Need to Be Solved

- Remain optimistic while considering all potential issues
- Show them that you're open to creative solutions
- Expect spontaneity

When Things Get Tense

- Avoid personal attacks that could escalate the conflict
- Acknowledge the importance of their feelings
- Let them know that your relationship is still solid despite your differences

ACTION

ENTHUSIASM

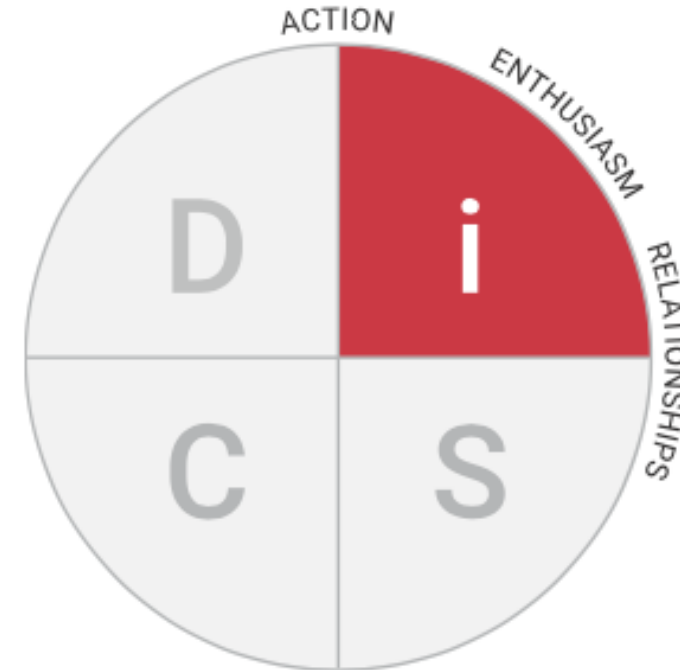
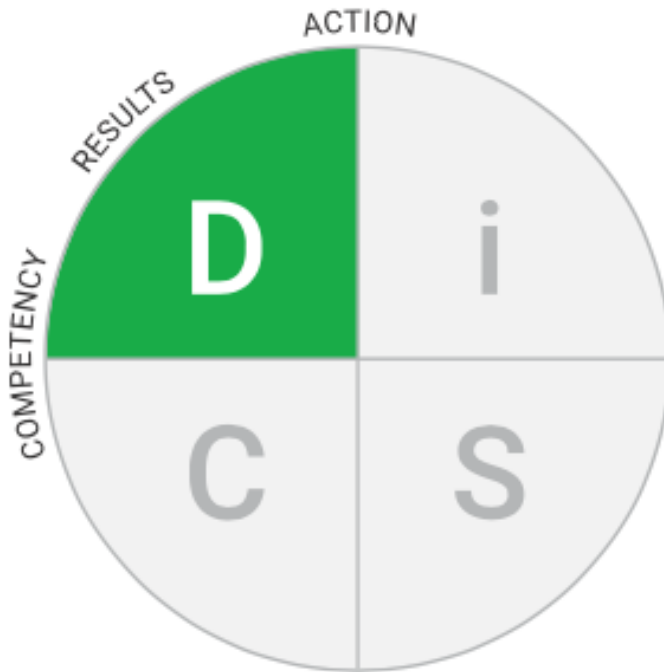
COLLABORATION



Drives toward results



Excited by new possibilities



Worksheet

People Reading Worksheet

Think about the people you work with closely. In the first column group them according to style, remembering that people can be more than one style and everyone is an individual. Capture what you are challenged by and what you appreciate about that style's communication approaches, in general.

	Names	What's Difficult for Me	What I Appreciate

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Catalyst.



Improve Your Communication

Action Plan For Working With Another Style

Employee Name & DiSC Style:

Your Name & DiSC® Style:

Use the information on "You & Other Styles" page (In the Workplace section of the Catalyst™ platform) to think about how to improve your communications with the other person.

STEP 1: HOW DO I SHOW UP WHEN WITH THEM? (Me)

Think of an interaction you had or will have with this person. What thoughts, emotions, or needs do you have when interacting with them?

STEP 2: HOW THEY LIKE TO WORK (You)

How does this person like to work and what are their communication preferences? (Consider their DiSC style) Write down things to keep in mind when communicating with them.

STEP 3: CONNECTION & CHALLENGES WHEN WORKING TOGETHER (Us)

What strengths does this person or their style bring? What do I appreciate about them or their style? Consider potential challenges you may face when working together and write down what you might find most challenging about them or their style.

STEP 4: COMMUNICATION APPROACH

How can you communicate in a way that they will understand or receive well? How can you meet your own needs while also meeting theirs?

Catalyst.



Look Up Your Colleagues in Catalyst™

Hi Mateo Log out

Home > Your colleagues > Dominic Perez

Dominic Perez

Production | KRT Industries

Dominic has a Di style. You might've noticed that Dominic is confident and outspoken, enthusiastic about new ideas and unafraid to assert a position or take risks to achieve results. And Dominic is probably right at home in the center of the action. That's pretty typical of someone with the Di style.

Dominic cares about:

- having independence & control
- achieving results quickly
- being able to express opinions freely

Pull Dominic in when:

- a conversation needs a candid voice
- a no-nonsense approach is needed
- an initiative needs drive & determination

Dominic may be stressed by:

- wasting time
- getting bogged down in routine tasks
- lacking autonomy & authority

Your maps together

To understand how you and Dominic can better work together, start by checking out your DISC® maps side by side. How do your workplace priorities compare?

Give Feedback

Chat with an Expert



Free 2 Minute Daily Communications Tip

ConfidentCommunicator.com



Compassion vs. empathy

Apr 15, 2021



What to do when the other person isn't fighting fair

Apr 14, 2021



8 rules of fair fighting

Apr 13, 2021



The virtual elevator pitch

Mar 09, 2021



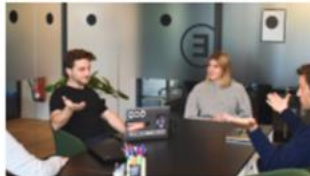
Stepping back into a tough conversation

Mar 08, 2021



If you're overwhelmed, take a break

Mar 05, 2021



7 tactics of unfair fighting

Apr 12, 2021



Interrupt gracefully

Apr 09, 2021



3 ways to end an argument productively

Apr 08, 2021



Can I remain in dialogue with someone I don't respect?

Mar 04, 2021



Mutual respect is up to you

Mar 03, 2021



Mutual purpose is the super-intention

Mar 02, 2021



How to be vulnerable

Apr 07, 2021



5 reasons you lack confidence, and 1 rule to get it

Apr 06, 2021



Learning soft skills

Apr 05, 2021



Intention influences everything

Mar 01, 2021



An apology can keep you in dialogue

Feb 26, 2021



What's my style under stress?

Feb 25, 2021





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Crucial Conversations.

THE 6 TYPES OF
**WORKING
GENIUS**

Workshops & Assessments

- Leadership Communications
- Director Level Communications
- Management Communications
- Workplace Communications
- Sales Communications
- Team Communications
- Conflict Communications
- Emotional Intelligence
- Train the Trainer, Custom Training & Consulting

Thank You!



Thank You!

Whether you have a question or want to learn more, we're happy to speak with you.



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