

Social Styles

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Driver Style

Task-Related Behavior

People with the DRIVER style are active, independent and ambitious, and they appear self-confident. They take the initiative and enjoy running things. They are strong willed and forceful, and are willing to confront others about attitudes. They make decisions easily and rapidly, with a sense of urgency. Because it may be difficult for them to show feelings, they appear to be business like and concerned with efficiency. They may resent others having power over them – they want to run their own lives.

At work they respond to fast moving challenge, and get bored if the pace is too slow. They are task oriented, and sometimes offend others with their eagerness to get the job done. They want to know what is going on around them, and help direct the work group. Not having the situation under control raises their tensions. They set objectives and work toward them without delay. Because they direct their energy towards results, others accept their authority.

People – Related Behavior

Other people look to Drivers for results, but probably not for encouragement, inspiration, or support. They can be demanding and may work to meet their objectives without realizing that their behavior can irritate others. They seem competent and determined, but at times they push too hard and become too critical. Getting the job done comes before interpersonal relationships.

They lack patience, and may not find it rewarding to work with the same problem over along period of time. They need to recognize the importance of feelings and to strengthen their ability to listen. Their need for success may limit their ability to cooperate to accomplish organizational objectives. They will be more effective if they remember that coming on strong can overwhelm people.

AMIABLE Style

Task-related behavior

People with the AMIABLE Style are perceived as casual and likeable people who try to minimize interpersonal conflict. Though they are responsive to people they generally let others take the initiative in social situations. They find it hard to turn down a request because they want to be helpful, even if they must subordinate their own interests. Their understanding and friendliness makes them easy to be with. Not highly competitive they don't want to impose themselves or convince others of their views. They are more concerned with the feelings of others and their relationship with them than they are about logic. Unpretentious, they are permissive with others.

People-related behavior

AMIABLES are seen as people who seek close warm, long lasting relationships. They are good listeners who take time to make people feel at ease. They extend themselves and are accepting of many types of people, partly because they need to be liked. They may be too eager to please, and pretend to agree even when they don't. They are sensitive to others' feelings and try to keep from hurting them.

They may lack interest in planning and goal setting and may need structures and specific descriptions of what they are expected to do. They will be more effective if they apply their relationship skills to the job to be done. At times, giving more honest feedback to others would benefit them and other people. They need to learn to stand up for their ideas.

ANALYZER STYLE

Task-Related behavior

People with the Analyzer style take a problem solving approach to situations; they are oriented toward ideas and concepts than toward feelings. They prefer study and analysis to immediate action, and give a thoughtful, hesitant impression. They are restrained and unassuming, they usually wait for others to come to them, rather than offering their opinion. They like to collect many facts and opinions before making a decision. Their serious and precise manner suits them in a consulting role. Others perceive them at times as too academic and too serious.

At work, they take an orderly, systematic approach. Since they are detailed and thorough, they like things to be rational and well organized. They often pause until they are sure a task is clear, and then work at it with persistence, conscientiousness, and industriousness. Well-established rules and procedures will create an environment in which their methodical effort will be most effective. They may become tense, even immobilized, when surrounded by confusion or ambiguity. Because they do not thrive on hard competition they more naturally move to an advisory role. Their steady and quiet manner brings others to them for advice.

People-related Behaviors

Analyzers are often seen as hesitant in relationship, not easily risking or gaining trust. Though they tend not to initiate relationships others seek them out because they listen in a non-threatening way. They tend not to seek personal recognition. Instead they use their problem-solving ability to build relationships. They wait until they are sure of their ground before offering their opinion. Though they appear unemotional, they can be tough and arbitrary when tensions are high. They prefer to avoid interpersonal conflict.

They sometimes lack the ability to be casual in interpersonal situations and may be perceived as aloof or stuffy. They can procrastinate, still seeking data, when it may be time to act. They need to look more at the forest and less at the trees by establishing priorities and getting distracted by details. They could be more effective if they were less critical, loosened up and enjoyed situations more.

EXPRESSIVE Style

Task-Related Behavior

People with the EXPRESSIVE Style get involved in active, rapidly moving situations. They like exciting, inspiring activities. Not given to detailed analysis they, they easily generalize without pausing to gain information. They are lively, personable and stimulating to be with. They are fun loving and informal and love being with other people. Others experience them as dynamic and energetic. Sometimes they act impulsively. Their dramatic nature makes them “think out loud” in a way that convinces others but not themselves. The vigor and excitement can come across as egotism.

At work, they are eager to please especially when someone responds. They attach themselves to people they admire, and want recognition from them. They are imaginative, respond to incentives, and want to be measured by their personal contribution. They get personally involved with others. Sometimes they settle for less than their best in order to get to something else. Although they may not always like it they work best in a setting, which provides some structure where they can be helped in planning and follow-through.

People-Related Behaviors.

EXPRESSIVES may be seen as trying to sell themselves, to persuade others to their point of view. Others may even perceive them as manipulative. They are with how others feel, and try to be helpful. They may try to achieve status by attaching themselves to people they believe to have prestige.

They lack of concern for details and may move forward before completing a task. They jump to conclusions too rapidly. A more organized approach would make them appear less careless, and could make their enthusiasm more effective. Their fast changes may disrupt those around them. They can be highly competitive, to the point where they can “chew out” people if thwarted in their efforts. They need to learn to work with and through others.

BEHAVIORAL STYLES

FORMAL		
EASY GOING	ANALYZER Conscientious Objective Steady Concerned with accuracy Organizer Planner Critical Data Oriented	DRIVER Task focused Bottom-line results Self Motivated Fast Forward looking Decisive Initiates activities Likes to control self and others
	AMIABLE Keeps peace Loyal team member Good listener Patient Sympathetic Good at reconciling factions Dependable Cause Oriented	EXPRESSIVE High Energy Enjoyable to be around Creative Imagination Initiates Relationships Motivating Competitive Spirit Loves to multi-task Goal Oriented Moves quickly
		DOMINANT
INFORMAL		

How to effectively communicate with different Styles

The key to effectively communicating with others is to recognize their primary behavior style and then to be versatile and flex their style. The idea is to shift your presentation into the mode or style of the person you are dealing with.

DRIVER

To deal most effectively with the Driver style, you should realize that their major concern is RESULTS, and you should plan to communicate in an efficient, results-oriented manner.

Hints

1. Get to the point, and be specific.
2. Keep the relationship business-like.
3. Avoid direct disagreements or trying to tell them how it should be done.
4. Don't waste time. Move quickly.
5. Provide options for them to choose.
6. Provide overview, and have facts ready if needed.

EXPRESSIVE

The expressive will be communicative, warm approachable, and competitive. You will want to communicate in such a way that involves feelings, emotions, ideas, and goals. The Expressive considers power and politics important in the communication process and are interested in ways to enhance their personal ideas. To deal with an expressive effectively you need to provide ways to support their ideas and aspirations.

Hints

1. Ask questions to draw out ideas and opinions.
2. Let them do most of the talking, as they will try to do anyway.
3. Explore mutually exciting options.
4. If you disagree avoid arguing, instead look for alternative solutions.
5. Avoid asking for details, get agreement about the big picture.
6. Make your presentation interesting and stimulating.

ANALYTICAL

The analytical will be cautious during communication and will be most comfortable with facts and data, not ideas and opinions. To deal effectively with the analytical, you need to show you will not jump to conclusions, allow them to get into the details. Give them time to think after asking them questions.

Hints

1. Stick to the facts, and avoid intuitive ideas or opinions.
2. Be willing to help them develop their ideas.
3. Be patient.
4. Offer assurances when decisions are pending.
5. Be logical and organized, and avoid hype.
6. Be thorough, and avoid surprises.
7. Don't push for a quick decision; give them time to get comfortable with you and the problem.
8. Ask them to help you unearth facts.

AMIABLES

The Amiable achieves objectives through understanding and mutual respect rather than force or authority. To deal effectively with the amiable style you should support their feelings and relationships with others.

Hints

1. Take the time to show personal interest and concern for them and their feelings.
2. Be cooperative, not pushy.
3. Be patient; draw out their ideas and concerns.
4. Gently explore areas of disagreement.
5. Indicate your willingness to provide help and assurances.
6. Spend time establishing a relationship before jumping into the task.
7. Minimize risks, cover each step, and be willing to serve or assist.

Social Styles Summary				
	ANALYZER	AMIABLE	DRIVER	EXPRESSIVE
Primary Asset	Systematic	Supportive	Focused	Energizing
Backup Behavior	Avoid	Acquiesce	Autocratic	Attack
For growth needs to	Decide	Initiate	Listen	Check
Strongest personal motivator`	Respect	Approval	Results	Recognition
Needs climate that	Describes	Supports	Commits	Collaborates
Let them save	Face	Relationships	Time	Effort
Make effort to be	Accurate	Agreeable	Efficient	Stimulating
Support their	Principles and thinking	Relationships and feelings	Conclusions and actions	Visions and intuitions
Stress benefits that answer	HOW problems is solved	WHY solution is best	WHAT solution will do	WHO else has used
For decisions give them	Data and evidence	Assurances and guarantees	Options and possibilities	Testimony and incentives
Follow up with	Service	Support	Action	Incentives

Found in “The Social Styles Handbook” and “Versatile Selling” both by Wilson Learning Library