

Secrets to Successful Communications

These color-coded tips include a brief description of typical people with whom you may interact in a personal or professional setting. By adapting your communication style to that of others, you'll become more effective in your communication with them. You may have to practice varying your communication style with others who may be different from yourself, but, this flexibility and the ability to interpret the needs of others is the mark of a superior communicator.

Use these examples (or your own) of Famous People's communication styles to help you identify and recognize the style of those you interact with on a daily basis.

Private and analytical, people who prefer this communication style value accuracy and standards and tend to be moderately-paced and task-focused.

- Bill Gates (businessman)
- Colombo (TV character)
- Mr. Spock (TV character)
- Albert Einstein (physicist)
- Tom Brokaw (news anchor)
- Vijay Singh (athlete)
- Allen Greenspan (economist)

Direct and forceful, people who prefer this communication style value action and achievement and tend to be fast-paced and task-focused.

- Donald Trump (businessman)
- Margaret Thatcher (politician)
- General Patton (historical figure)
- Capt. Kirk (TV character)
- Charles Barkley (athlete)
- Simon Cowell (TV personality)
- Robert De Niro (actor)

Even-tempered and loyal, people who prefer this communication style value cooperation and predictability and tend to be moderately-paced and people-focused.

- Jimmy Carter (former President)
- Mahatma Gandhi (civil rights)
- Mr. Scott (Scotty) (TV character)
- Michelle Obama (First Lady)
- Mother Teresa (religious figure)
- Mr. Rogers (TV character)
- Mark O'Meara (athlete)

Lively and social, people who prefer this communication style value relationships and enthusiasm and tend to be fast-paced and people-focused.

- Oprah Winfrey (TV host)
- Bill Clinton (former President)
- Carol Burnett (actor)
- Eddie Murphy (actor)
- Jay Leno (TV host)
- Lee Trevino (athlete)
- Dr. McCoy (Bones) (TV character)

Communication Style Tendencies and related Observable Behaviors

This person is looking for: **Information**

Observable emotion: **Fear/ Concern**

Quick Observations: **Introverted, task-oriented**

Body Language:

- Stance - **Arms folded, one hand on chin**
- Walks - **Straight line**
- Gestures - **Very reserved, little or no gestures**

Communication Clue: **Asks detailed questions**

Communication “Do’s”

- Present ideas in a logical fashion.
- Provide facts and figures that back up claims.
- Stay on topic.

Communication “Don’ts”

- Don't be disorganized or random.
- Don't rely on emotion to gain agreement.
- Don't force a rapid decision.

This person is looking for: **Results**

Observable emotion: **Anger/Frustration**

Quick Observations: **Extroverted, task-oriented**

Body Language:

- Stance - **Forward leaning, hand in pocket**
- Walks - **Fast, always going somewhere**
- Gestures - **A lot of hand movement when talking, big gestures**

Communication Clue: **Doesn’t want others’ opinions, only facts**

Communication “Do’s”

- Be prepared - State your points clearly, briefly, specifically.

Communication “Don’ts”

- Don't make idle conversation, ramble, or tell long stories.
- Don't be too detailed unless they ask for it.

This person is looking for: **Security**

Observable emotion: **Non-Emotional**

Quick Observations: **Introverted, people-oriented**

Body Language:

- Stance - **Leaning back, hand in pocket**
- Walks - **Steady, easy pace**
- Gestures - **Will gesture with hands**

Communication Clue: **Has a “poker” face.**

Communication “Do’s”

- Connect on a human level FIRST, and then present ideas deliberately and clearly.
- Check for agreement before moving on.

Communication “Don’ts”

- Don't dive straight into business.
- Don't be demanding or abrasive.
- Don't assume "silence means consent."

This person is looking for: **The “Experience”**

Observable emotion: **Trust/Optimism**

Quick Observations: **Extroverted, people-oriented**

Body Language:

- Stance - **Feet spread, two hands in pockets**
- Walks - **Weaves, people focused, may run into things**
- Gestures - **A lot of big gestures and facial expressions when talking**

Communication Clue: **Talks with hands**

Communication “Do’s”

- Give them the big picture before going into details, and then give them a chance to share their ideas.
- Be warm and friendly

Communication “Don’ts”

- Don't dwell on details and facts.
- Don't tell them what to do without giving them an opportunity to respond.
- Don't allow them to ramble too long.