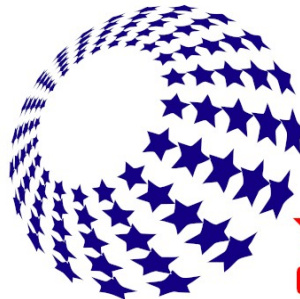




**TTI Success Insights**<sup>®</sup>  
Communicating with Style<sup>™</sup>



**Sara Sample**  
Company Inc  
4-2-2010



**YOUR  
COMPANY**

Communicate  
Company Inc  
123 St.  
Scottsdale, AZ  
800-555-5555



Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

In this report we are measuring four dimensions of normal behavior. They are:

- how you respond to problems and challenges.
- how you influence others to your point of view.
- how you respond to the pace of the environment.
- how you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.

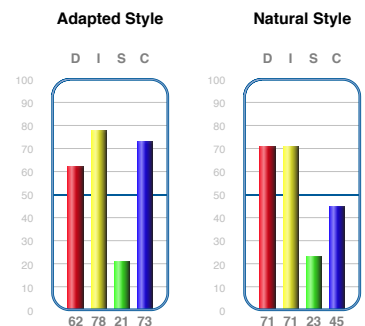


## CHECKLIST FOR COMMUNICATING

*Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with Sara. Read each statement and identify the 3 or 4 statements which are most important to her. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Sara most frequently.*

Do:

- Provide testimonials from people she sees as important.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Come prepared with all requirements, objectives and support material in a well-organized "package."
- Stick to business--let her decide if she wants to talk socially.
- Motivate and persuade by referring to objectives and results.
- Ask for her opinions/ideas regarding people.
- Ask specific (preferably "what?") questions.
- Provide questions, alternatives and choices for making her own decisions.
- Support the results, not the person, if you agree.
- Leave time for relating, socializing.
- Provide a warm and friendly environment.
- Be clear, specific, brief and to the point.



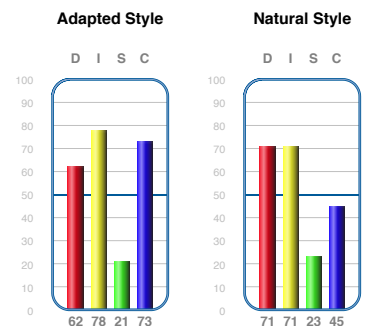


## DON'TS ON COMMUNICATING

*This section of the report is a list of things NOT to do while communicating with Sara. Review each statement with Sara and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.*

Don't:

- Be dictatorial.
- Ramble on, or waste her time.
- Try to convince by "personal" means.
- Drive on to facts, figures, alternatives or abstractions.
- Come with a ready-made decision, or make it for her.
- Let disagreement reflect on her personally.
- Talk down to her.
- Legislate or muffle--don't overcontrol the conversation.
- Direct or order.
- Reinforce agreement with "I'm with you."
- Waste time trying to be impersonal, judgmental or too task-oriented.
- Take credit for her ideas.





# COMMUNICATION FLEXIBILITY

*Since people are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of people and provide you with the strategies to meet their needs.*

## "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

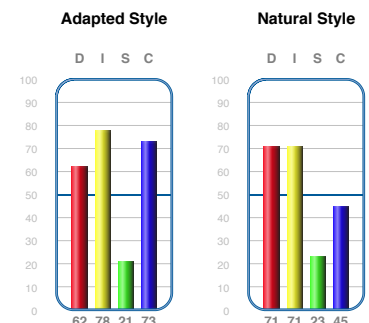
- Fast-paced speech
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

Factors that will improve communication with this Style:

- Be clear, specific, brief, and to the point and value their time.
- Stick to business - let them decide if they want to talk socially.
- Come prepared with all requirements, objectives, support material in well-organized "package."
- Present the facts logically and efficiently.
- Provide facts and figures about probability of success of ideas, or effectiveness of options.
- Take issue with facts, not the person, if you disagree.
- Support the results, not the person, if you agree.
- Support and maintain an environment where they can be efficient.
- Read the body language - look for impatience or disapproval.

Factors that will create tension or dissatisfaction with this Style:

- Over controlling the situation
- Telling them what to do





# COMMUNICATION FLEXIBILITY

## "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

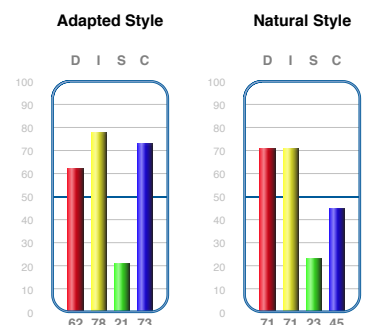
- Friendly and talkative
- Impulsive
- Uses many hand gestures while speaking
- Shows much emotion
- Imprecise about the use of time

Factors that will improve communication with this Style:

- Be positive and upbeat.
- Talk about goals and opinions they find stimulating.
- Deal with details in writing, have them commit to modes of action.
- Ask for their opinions/ideas regarding people.
- Provide ideas for implementing action.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Provide testimonials from people they see as important.
- Provide a warm and friendly environment.
- Read the body language for approval or disapproval.

Factors that will create tension or dissatisfaction with this Style:

- Over controlling
- Displaying your impatience





## "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

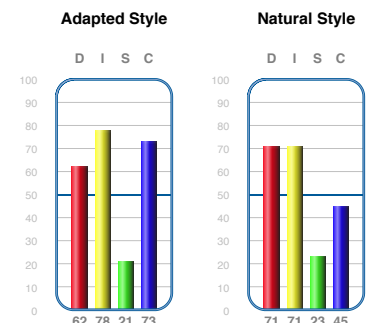
- Patient
- Easy going
- Unemotional voice
- Reserved
- Deliberate - methodical

Factors that will improve communication with this Style:

- Start, however briefly, with a personal comment. Break the ice.
- Show sincere interest in them as a person; find areas of common involvement; be candid and open.
- Patiently draw out personal goals and work with them to help them achieve those goals; listen; be responsive.
- Present your case softly, non-threateningly with a sincere tone of voice.
- Ask "how?" questions to draw their opinions or comments.
- Watch carefully for possible areas of early disagreement or dissatisfaction.
- Look for hurt feelings, personal reasons, if you disagree.
- Provide guarantees that their decision will minimize risks; give assurance that provides them with benefits.
- Provide personal assurances, clear, specific solutions with maximum guarantees.
- Provide a friendly environment.

Factors that will create tension or dissatisfaction with this Style:

- Overselling or stressing new ideas
- Dominate with active body language





## "Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

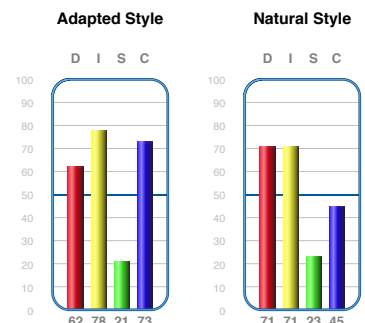
- Speaks slowly
- Asks questions about facts and data
- Deliberates
- Uses few gestures
- Skeptical
- Suspicious

Factors that will improve communication with this Style:

- Prepare your "case" in advance.
- Approach them in a straightforward, direct way; stick to business.
- Make an organized contribution to their efforts; present specifics, and do what you say you can do.
- Take your time, but be persistent and use a sincere tone of voice.
- Draw up a scheduled approach to implementing action with step-by-step timetable; assure them that there won't be surprises.
- Follow through, if you agree.
- Make an organized presentation of your position, if you disagree.
- Give them time to verify reliability of your actions; be accurate, realistic.
- Provide solid, tangible, practical evidence.
- Minimize risk by providing guarantees over a period of time.
- Give them time to be thorough, when appropriate.

Factors that will create tension or dissatisfaction with this Style:

- Being too blunt and direct
- Forcing them to take risks





# SITUATIONAL STRATEGIES

Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.

## PERSON

## STRATEGY

Skeptical, Suspicious

Agree on minor points and expand. Be conservative in assertions.

Nervous, irritable, high strung

Use a quiet, tactful, soothing manner.

Pessimistic, grouchy, complaining

Listen patiently, ask questions to find out their real concerns.

Egotistical, opinionated, high hat

Flatter their ego. Concentrate on getting results.

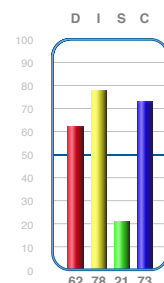
Argumentative, blustering

Create response by challenging in a sincere manner.

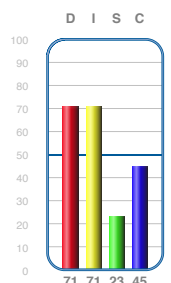
Silent, secretive

Be more personal than usual to draw them out.

Adapted Style



Natural Style



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Sara Sample

To communicate more effectively with \_\_\_\_\_, I need to:

- 1.
- 2.
- 3.

To communicate more effectively with \_\_\_\_\_, I need to:

- 1.
- 2.
- 3.

To communicate more effectively with \_\_\_\_\_, I need to:

- 1.
- 2.
- 3.

The Communication skills I need to develop are:

- 1.
- 2.
- 3.
- 4.

I agree to practice the listed communication techniques for each person designated.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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800-555-5555

Date to Review: \_\_\_\_\_







**Sara Sample**

Company Inc

4-2-2010

**MOST**

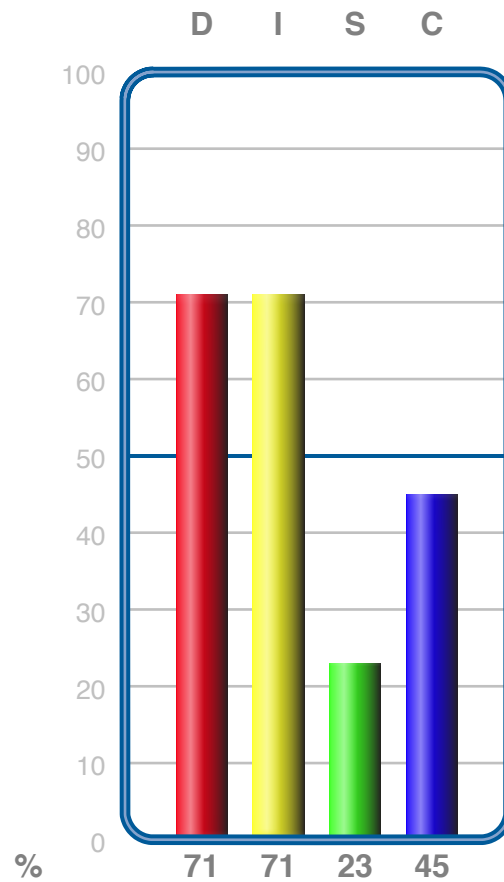
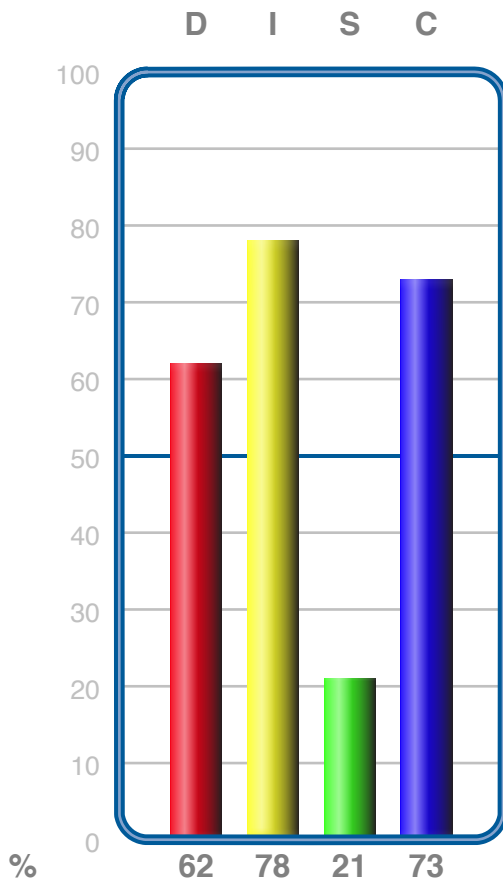
Graph I

**Adapted Style**

**LEAST**

Graph II

**Natural Style**



Norm 2009

Company Inc  
123 St.  
800-555-5555



The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

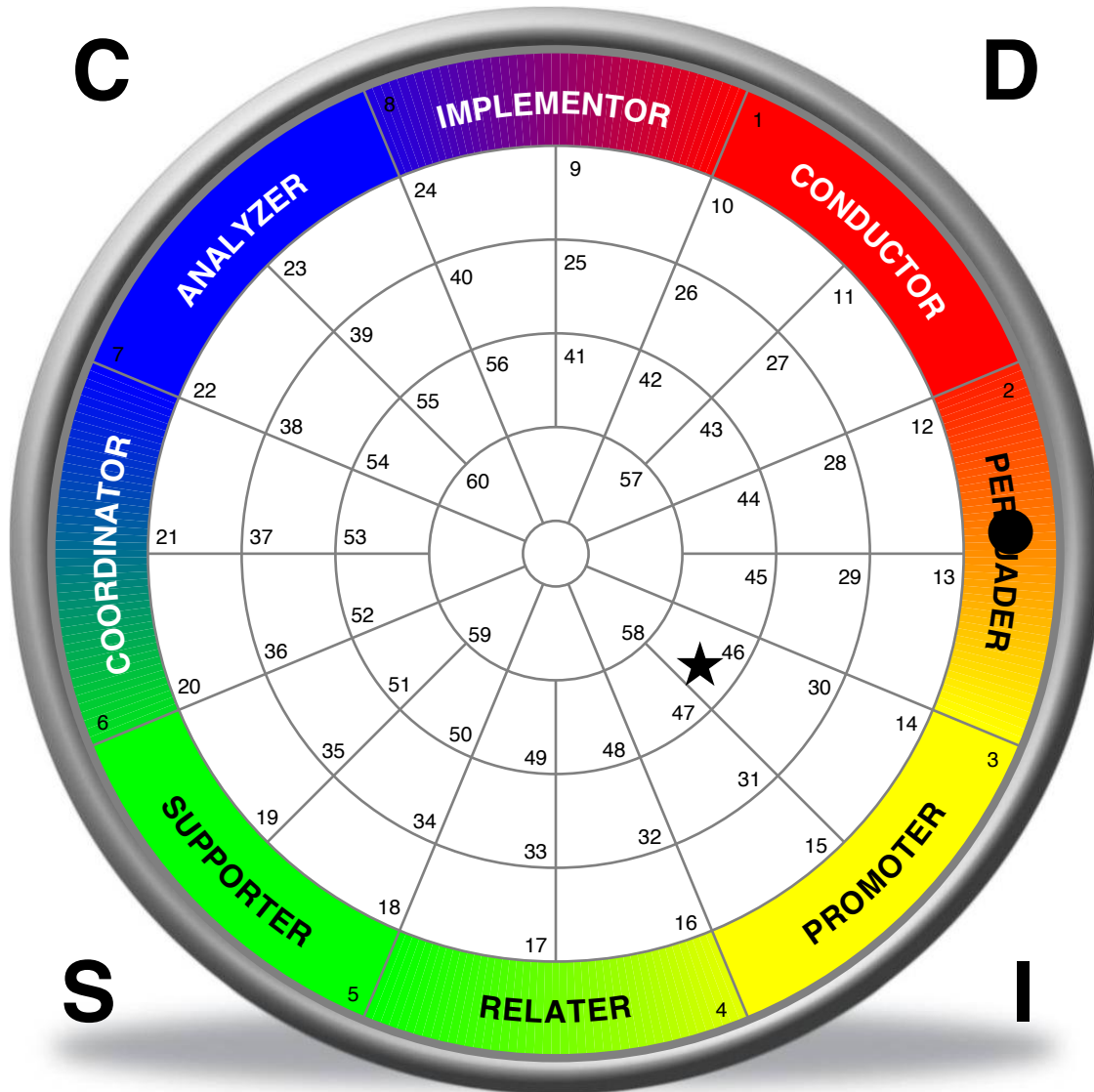
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



Sara Sample

Company Inc

4-2-2010



Adapted: ★ (46) PERSUADING PROMOTER (ACROSS)

Natural: ● (2) PERSUADER

Norm 2009

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123 St.  
800-555-5555