

# HOW TO GET WHAT YOU WANT FROM ANYONE

A photograph of a misty forest path. A large, moss-covered tree trunk is on the left. Sunlight filters through the trees, creating a hazy, ethereal atmosphere. The path is covered in fallen leaves and ferns.

## COMMUNICATION STYLES

Perception is Reality

# How to Get What You Want from Anyone

## Communication Styles

Each of us is unique. Each of us has a dominant style of behavior. Your communication style is how you act; what you say and do; how you interact with other people...your communication style reflects the way you visualize and think about situations. Your communication style may not show what you believe about yourself, but --- like it or not --- it shows what other people believe about you, and that's what you've got to deal with.

## Perception is Reality

Your basic in-born and environmental personality traits, your perceptions, values and life experiences make up your communication style of relating and responding in any given situation.

We can be quite comfortable using other styles than our dominant style, and many people are able to use several styles very naturally in combinations or patterns. This ability is called flexibility or versatility. The ability to get along with people whose communication style differs from one's own...the ability to understand, accept and communicate effectively with other styles...learning to "flex" one's versatility in communication and interaction with others is what distinguishes the successful person from others.

Differences in communication styles can cause frustration and resentment often becoming real "personality conflicts".

When communication styles become complementary in a relationship, when the strengths of one compensate for the weaknesses of the other and vice versa...synergy occurs, improved and heightened communication, understanding, mutual respect and teamwork.

We can learn relatively simple formulas and methods which can be applied to each and every human encounter...we can learn to predict behavior and responses more accurately...from these insights we can be better prepared to react and interact effectively.

It's easy to get along with people who think and act the way we do but about 75% of people behave quite differently than us.

## THE FOUR STYLES

### *The Thinker*

They rely on open observation and logic and are skeptical until they have tested and analyzed. They are slow to make commitments and prefer to "sleep" on new ideas. They are not swayed by emotion in fact, they are turned off by emotion.

The Thinker operates on logic: She loves organization and systems and she likes to see projects through to the bitter end.

#### How to Recognize a Thinker

These people play by numbers and facts. They are logical and realistic, and they will pop any idealistic balloon by citing a similar situation in which someone failed.

They are so cautious that at times they can't make a decision. Their value is in "being right". When stressed they will fall back on their routines for comfort and will refuse to do anything in a new way.

### *The Feeler*

These are your people-people. They get human behavior, they act on their gut feelings, they are warm and sensitive to others, patient, perceptive and good listeners. They value relationships.

The Feeler uses language to express emotion.

#### How to Recognize a Feeler

She's an empath and wants to connect, make you feel comfortable. If you're not doing so well, she'll try to figure out a way to help you.

However, under stress can be erratic in their behavior, thin skinned and over-reactive.

## *The Intuitor*

The fast, deep thinker, the visionary. Favorite question is “why” and focused on the big picture. They can cut through traditional thought and see new directions. They are very impatient with others who demand detail. They value ideas.

The Intuitor thinks in terms of the conceptual and long-range plans; she's a problem solver but not necessarily interested in sticking around to implement solutions—she'd rather move on to the next puzzle.

### How to Recognize an Intuitor

She's the one with the big ideas that you have a hard time understanding. She presents information as though you're supposed to know exactly what she's talking about. She doesn't give any context—no last names of people to whom she's referring, no company names even though she's discussing a problem specific to that company. When you ask questions, she gets impatient. She doesn't realize that you don't know what's in her brain.

Under stress they will be uncompromising and impractical in defense of their ideas.

## *The Sensor*

The doer who is resourceful, thriving on a variety of projects and interests. They have an incredible ability to get things done. They are direct and decisive and will impose high standards on themselves and others.

The Sensor is driven by the drumbeat of constant deadline; she's interested in getting things done quickly.

### How to Recognize a Sensor

A Sensor labors under the constant pressure of deadlines and does everything—including communicating with you—in bursts of very intense energy. She has a short attention span and can make you feel as if you're taking up too much of her time just by saying hello.

They will become impatient if asked to not take action and can ride rough-shod over the feelings of others.

## So how do you flex to each style?

Once you spot a style, the real trick is to be able to adapt your style, in a skill known as “flexing to other communication styles”.

By flexing, you can deliver your message in such a way that others will hear you. That will go a long way to creating rapport, getting buy-in from the listener and contributing to a successful outcome.

### **INTUITOR**

Places a premium on creative communications.

Probe for his/her plans, concepts and long-term orientation. Concentrate on “why” probing, developing clues for linking up your ideas to his strategic planning process. Much of this individual’s ego is invested in ideas, so be mindful of providing ample recognition for his ideas, plans, concepts, etc. Unless he has a strong, expressed “thinker” back-up style, it is not necessary to dwell extensively on the details of your approach. Instead, focus on the concepts, the impressions, and the ways these factors may fulfill his long-range, strategic objectives and extend his own leadership image.

### **THINKER**

Places a premium on communications which are well organized, systematic and logical.

He emphasizes facts, well-documented conclusions, and specifics. Wherever possible, he will omit adjectives, judgments and feelings unless they have a specific bearing on the facts themselves.

Emphasize pre-meeting planning strategy with this individual; plan each meeting very carefully: what will be covered, in what order, toward what conclusions or check point. If possible, when appointment for meeting is being made, briefly review proposed ‘game plan’ or expected structure for the meeting. Use a well-organized, well-researched, well-prepared presentation. Speak slowly. Frequently pause and ask for specific feedback. Where possible, encourage the Thinker to verbally compare your ideas with alternatives; ask him to delineate major differences and to weigh their implications. Value the Thinker’s prudence and thoughtful analysis.

## SENSOR

Take a pragmatic approach! He doesn't like introductions, historical background, or verbal spaghetti. He is action-oriented, wants to know what the other fellow intends to do or wants him to do; why, in what way and for what purpose. He views action as the test or proof of intent.

Be well prepared and be prepared to move fast. Since many Sensors are very high-energy, early rising individuals, try to arrange an early morning appointment. Present pre-plan briefly, focusing where possible on competitive edge your idea/concept provides. Be mentally prepared to be tested, to have Sensor raise voice, interrupt, argue, disagree and otherwise challenge you. Show you confidence. Be enthusiastic and assertive. Show that you're getting right to the point, to the heart of the matter. Provide bold input; elicit reactions; don't be reluctant to spar constructively. Allow Sensor individual to lead and assess in results-oriented terms.

## FEELER

Values communications that sound as though they came from a fellow human being rather than from a machine. While he tries to be factual and logical, he is not pedantic or fact-bound. He relies on illustrations based on real people in real situations. While he can appreciate logic, he would rather not be bombarded with facts; he prefers the facts in supportive attached documents rather than in the main body of the message.

With this individual, it is advised that you employ a relatively informal, open, personalized approach. Be friendly. The Feeler appreciates a light touch. A discreet amount of humor may help. Appropriate testimonials help. Express enthusiasm and don't be reluctant to reveal why the matter-at-hand is personally important to you. Emphasize the teamwork aspect of working together with him/her over time to solve problems and enhance his/her credibility. Make appointments for meals if possible. A pleasant lunch with all the trimmings will be appreciated.

A misty forest scene with a path leading through trees. The ground is covered in fallen leaves and low-lying plants. A white rectangular text box is centered in the middle of the image.

YOUR ASSIGNMENT:

*Practice your new  
flexing skills and  
use your new power for  
good not evil!*