



40th *Annual*  
**SCAGPO**  
PROFESSIONAL  
DEVELOPMENT  
FORUM & TRADE SHOW



# HOW DO YOU COMMUNICATE

# COMMUNICATION

**Is** the act of communicating

**An** exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior.

**Is** Interpersonal rapport.

**Is** the art and technique of using words effectively to impart information or ideas.

**Bottom Line: It is how we relate to one another!**

# COMMUNICATON FRAMEWORKS

## WE ARE ALL DIFFERENT

By understanding different communication styles and paying attention to which styles our teammates gravitate toward, we can improve our interpersonal skills, build trust, and get more done with less frustration

## COMMON COMMUNICATION STYLES

**Remember the first rule of effective communication: The success of the communication is the responsibility of the communicator.**

# LET'S TALK COMMUNICATION STYLES

AGGRESSIVE-DOMINANT  
PASSIVE  
INFLUENCER  
ASSERTIVE  
PASSIVE-AGGRESSIVE  
COZSUC-WZT-OOS  
SLEADY



## THE AGGRESSIVE TYPE

**Aggressive Individuals** – **speaking in a loud voice**, maintains intense eye contact, dominating or controlling others by blaming, intimidating, criticizing, threatening. They often issue commands, ask questions rudely and fail to LISTEN to others.

Aggressive communicators may also be considered leaders and command respect from those around them.



## THE DOMINANT TYPE

**Dominant Individuals** – Love action, focused on results. They think about the big picture. Use short sentences and use an authoritative tone. Patience and sensitivity require some effort with a dominant communicator.

Dominant communicators are decisive, efficient, intense, results-oriented, competitive, risk-tolerant



## THE PASSIVE TYPE

**Passive Individuals** – **act indifferently**, yield to others. Do not express their feelings or needs. Often display a lack of eye contact, poor body posture and an inability to say “no”.

Passive communicators are also **easy to get along with**. They tend to follow others. They tend to “go with the flow”



# THE PASSIVE AGGRESSIVE TYPE

Passive-aggressive individuals - will **often use sarcasm** as a way of masking their real feelings and opinions while also being inadvertently negative. They give people the silent treatment and try to make people feel guilty.

Passive-aggressive communicators also relies upon the use of facial expressions and body language like pouting or smiling when in fact they are angry inside. They will try to appear pleasant and positive, but will simultaneously give off negative cues like ignoring you and trying to play the victim.



# THE INFLUENCER TYPE

Influencer individuals - are **your classic “people” people**. They are friendly, upbeat, and always on the pulse of the latest trends. They thrive on interpersonal relationships. They are not good with long-term focus and follow-through. Influencers strive to be **emotionally honest** and are quick to trust those around them.

Influence Communicators are outgoing, enthusiastic, persuasive, relationship-oriented, lively optimistic.



# THE ASSERTIVE TYPE

Assertive Individuals - are born of **high self-esteem**. It is the healthiest and most effective style of communication - the sweet spot between being too aggressive and too passive.

Assertive communicators, have the **confidence** to communicate without resorting to games or manipulation. They know their limits and don't allow themselves to be pushed beyond them.



# THE CONSCIENTIOUS TYPE

Conscientious Individuals - People of the “conscientious” personal style are in the business of precision and **place a high value on competency**. They aren’t unfriendly, per se, but probably won’t chat you up about weekend plans or volunteer to organize a team dinner.

Conscientious communicators are systematic, logical, reserved, process-oriented, cautious and risk averse.



## The Steady TYPE

Steady Individuals – People who have a “steady” personal style **emphasize cooperation** and are loathe to upset the apple cart. They value consistency, stability, and loyalty. You’ll often find them in service-flavored roles like customer support and IT help desk. They can adapt quickly when they have to but may need some extra encouragement along the way

Steady communicators are Cooperative, relaxed, patient, support-oriented, friendly, thorough.



# SO WHAT IS YOUR STYLE?

- What type communicator are you?
- What type communicators do you work with/live with?
- Do you get frustrated at work or at home?
- Do you think understanding the different communication styles and paying attention to which style our co-workers and families use might help our frustration levels?

# “It’s not what you say, but how you say it”

- Smile when you are on the phone
- Use appropriate tone of voice
- Listen to your team members/take time to listen
- Be humorous
- Articulate
- Avoid mumbling
- Encourage feedback
- Be appreciative
- Do not over talk the person speaking
- Have one on one conversations
- Create a receptive atmosphere
- Use simple words
- Display confidence and seriousness
- Use body language
- Give your undivided attention
- Be mindful of how you’re communicating
- Do not be argumentative or disrespectful
- Be courteous and kind

## THE 7 Habits of Highly effective People

### THE EMOTIONAL BANK ACCOUNT- (EBA/PBA)

The Emotional Bank Account is a metaphor for the amount of trust that exists in a relationship. It is suggested that every interaction with another human being may be classified as a deposit or a withdrawal. Deposit build and repair relationships. Withdrawals lessen trust in relationship.

#### DEPOSITS

Kindness and Courtesy

Keeping Promises

Honoring Expectations

Loyalty to the Absent

Making Apologies

&

#### WITHDRAWALS

Unkindness and Discourtesy

Breaking Promises

Violating Expectations

Disloyalty, Duplicity

Pride, conceit, Arrogance

*“ You can't talk your way out of the problems You behaved Yourself into”*

*Stephen R. Covey*  
The Destiny Maker

When we are better communicators we make a better team!

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