

SOCIAL STYLES AT A GLANCE



VERSATILITY is the KEY to your **SUCCESS!**

- Daren Martin, PhD



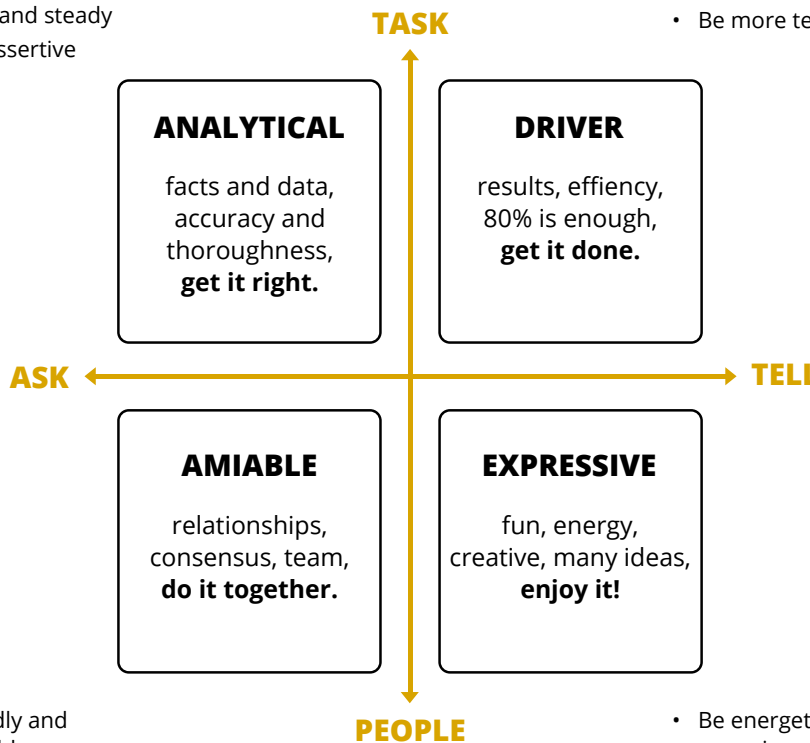
- Value thoroughness and accuracy
- Use thinking words not feeling words
- Appeal to facts and data not emotion
- Be calm and steady
- Be ask assertive

Facts and data
Fewer expressions
Fewer gestures
Even tone of voice
Do not share emotions easily
More formal

- Be direct, short, and to the point
- Bullet points not detail
- Focus on business first
- Appeal to facts and data not feelings
- Be more tell than ask



Less direct
Quieter
Slower
Fewer interruptions
More questions
Less confrontational
More risk averse
Take time for decisions



Direct
Louder
Faster
Frequent interruptions
Fewer questions
More confrontational
Embrace risk
Quicker with decisions



- Be friendly and personable
- Connect on a relationship level
- Be interested in them not just the task at hand
- Be Ask assertive

Feelings/Opinions
More expression
More gestures
Varied tone of voice
Share emotions & feelings
Less formal

- Be energetic and engaging
- Allow for creativity and input
- Value their ideas and input
- Make them feel good about themselves

