

# HOW YOUR STRAIGHT TALK<sup>®</sup> COMMUNICATION STYLE IS CALCULATED

This tool explains how the Straight Talk<sup>®</sup> survey determines your unique style of communicating. It also describes how to use the Matrix of Communication Styles to understand the relationship between all 16 styles.

## How your specific style is calculated

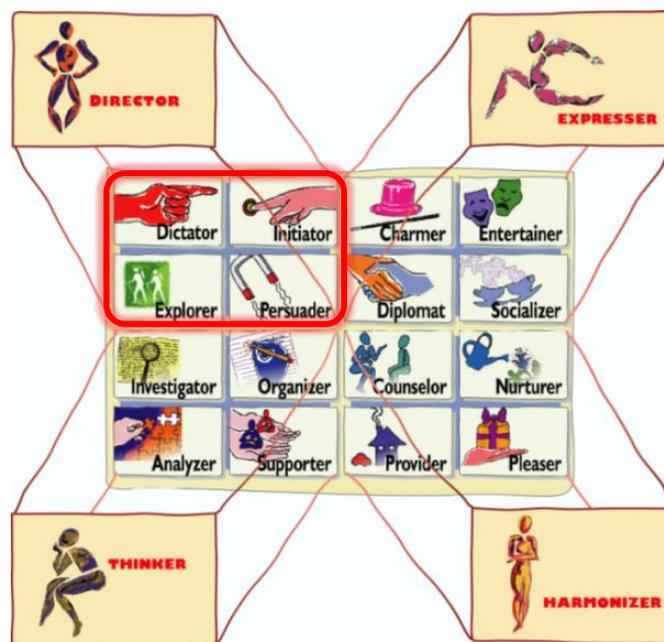
The Straight Talk<sup>®</sup> survey has 32 questions. Based on your answers, the system computes your scores in four communication styles: Director, Expresser, Thinker, and Harmonizer.

Your specific style is based on your combination of scores. Here's how it works: Your highest score is your primary communication style. Your second highest score is your secondary communication style. Your combination of primary and secondary styles determines your place on the Straight Talk<sup>®</sup> Matrix. This is known as your specific style.

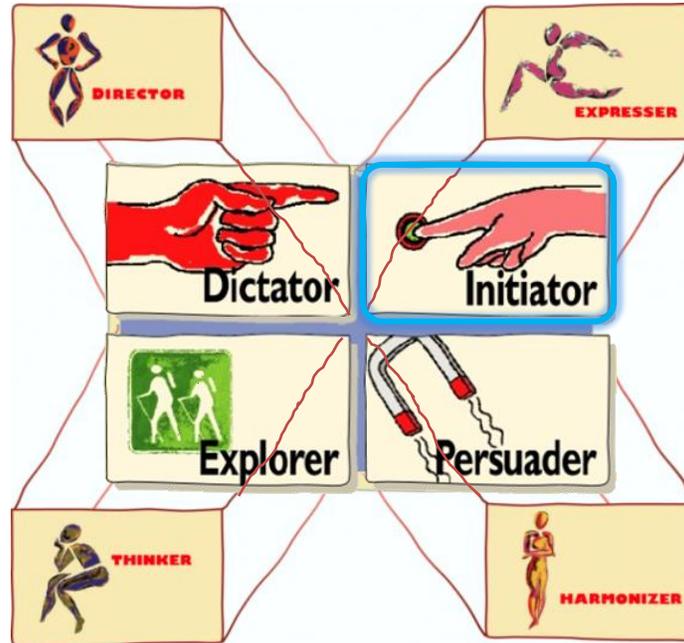
Let's consider an example. You get the following scores:

<b>Director</b>	–	<b>39</b>
<b>Expresser</b>	–	<b>31</b>
<b>Harmonizer</b>	–	<b>28</b>
<b>Thinker</b>	–	<b>23</b>

Your primary communication style is Director, which means this is the dominant way you communicate. This puts you in the upper-left quadrant on the Matrix, as highlighted below.



Your secondary communication style determines your style within this quadrant – and your position on the Matrix. For example, if your second highest score is Expresser, your style will be in the upper-right corner of the Director quadrant. This means your specific style is Initiator, as shown here:



The graphic below shows how the Initiator specific style fits into the Matrix:



### Corner Styles

If your highest score is 10 or more points higher than your second highest score, you'll have one of the corner styles on the Matrix. These four unique cases are shown below:



Consider the following scores:

<b>Expresser</b>	–	<b>38</b>
<b>Director</b>	–	<b>25</b>
<b>Harmonizer</b>	–	<b>24</b>
<b>Thinker</b>	–	<b>17</b>

Your specific style will be Entertainer because there's a 13-point gap between your two highest scores.

### Blended Styles

A blended style occurs when your two highest scores are identical. This means you have two primary communication styles and thus two specific styles. You can even be a blend of three or four styles, although this is rare.

Let's look at an example. You get the following scores:

<b>Thinker</b>	–	<b>36</b>
<b>Harmonizer</b>	–	<b>36</b>
<b>Expresser</b>	–	<b>31</b>
<b>Director</b>	–	<b>30</b>

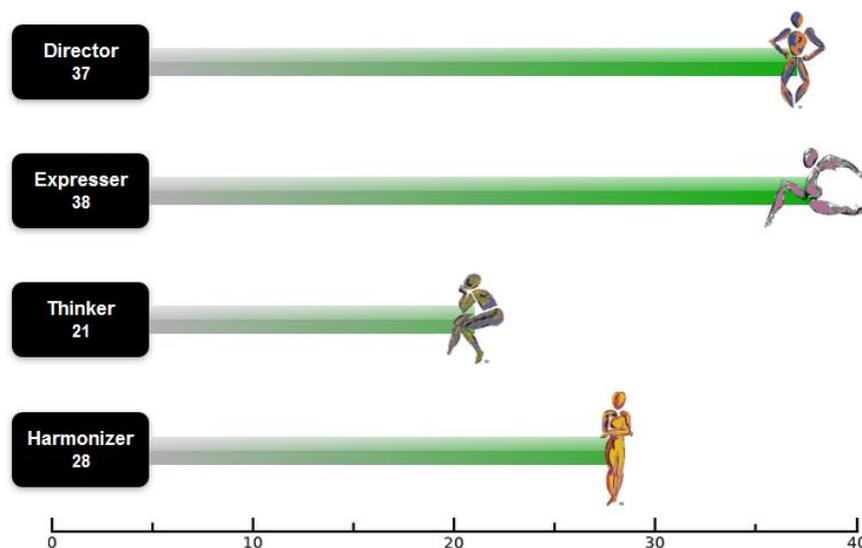
Your two primary styles are Thinker and Harmonizer. This means your specific style is both Supporter and Provider (shown below).



### How Your In-depth Profile is Determined

The Straight Talk<sup>®</sup> survey measures your preference for each of the four communication styles: Director, Expresser, Thinker, and Harmonizer. Your total score for each communication style can range from 8 to 40. The higher the number, the more often you display that style of communicating.

Based on your score for each communication style, the system generates an in-depth profile of you. The system can generate more than 1,000 unique profiles. Here's an example of an in-depth profile:



“You have a very high Director score, meaning you are very direct and assertive in your communication. You like to take charge and assume a leadership role. You are highly focused on results and like to make decisions quickly. You have great confidence in your ability to see the big picture. You like taking on big challenges and risks. At times you focus too much on results, not enough on people's feelings.

You have a very high Expresser score, meaning you are highly animated and outgoing. You love talking in front of groups and performing. You are very effective when doing something that requires you to use your considerable charm - such as making a presentation or motivating a group of people. You love to try new things and "think out of the box." You have little patience for routine tasks- or for anything that requires you to focus on getting every detail absolutely right.

You have a moderate Thinker score. You tend to enjoy tackling problems and solving them. You tend to be conservative in your approach.

You have a moderately high Harmonizer score, meaning you tend to focus on your relationships and making sure people feel happy and well cared for. Your natural inclination is to look after the group, whether it be family, friends, or co-workers. At times you can procrastinate.”