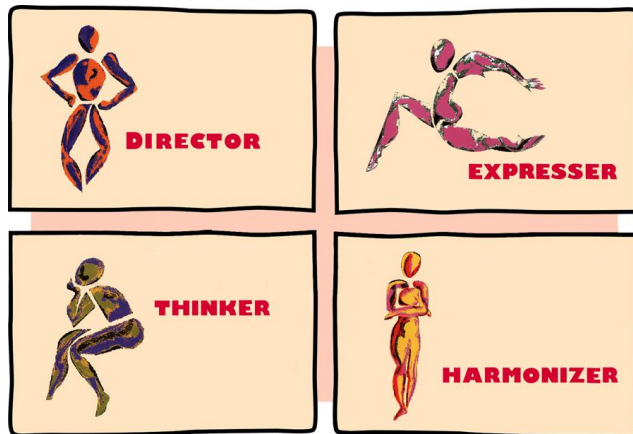


QUICK TIPS FOR USERS OF STRAIGHT TALK®

Introduction

This tool is aimed at helping people who've taken the Straight Talk® survey. There are four major communication styles: Director, Expresser, Thinker, and Harmonizer.¹



Key characteristics of each style are shown in the chart below.

Director	Expresser
<ul style="list-style-type: none"> ▪ Goal oriented ▪ Tells it like it is ▪ Makes decisions quickly ▪ Always on the go ▪ Speaks crisply ▪ May be insensitive, intimidating 	<ul style="list-style-type: none"> ▪ People oriented ▪ Animated, easily excited ▪ Entertaining ▪ Thinks out loud ▪ Speaks rapidly ▪ May be imprecise
Thinker	Harmonizer
<ul style="list-style-type: none"> ▪ Task oriented ▪ Makes lists ▪ Believes there's a right way and a wrong way to do things ▪ Speaks deliberately ▪ May procrastinate 	<ul style="list-style-type: none"> ▪ Relationship oriented ▪ Sensitive to others ▪ Dedicated, loyal ▪ Speaks softly ▪ Avoids conflict ▪ May over-commit

¹ To learn more – and to take the survey – go to www.straight-talk-now.com. It takes five minutes to complete the survey and learn your style. The entire process is free.

Assumptions of Each Communication Style

Each communication style tends to make assumptions about other people because of the way they process and interpret information.

Directors assume:

- People don't see the big picture.
- People don't get enough done.
- People aren't decisive.
- People take too much time.
- People shouldn't waste time talking about their feelings.

Expressers assume:

- People aren't creative enough.
- People need to be more daring.
- People need to lighten up and have a good time.
- People should say what's really on their minds.

Thinkers assume:

- People don't focus enough on details.
- People don't care about getting things done right.
- People don't understand what's involved.
- People don't understand how we do things here.

Harmonizers assume:

- People aren't sensitive enough to other people's feelings.
- People don't give us enough time to get things done.
- People don't value small talk.
- People argue too much.

Identifying a Person's Communication Style

You can assess a person's style through observation. By closely watching what people focus on and how they communicate, you can determine their communication style. For example:

Directors	Focus on the big picture and things they want to accomplish; they speak assertively and directly.
Expressers	Focus on their own ideas and feelings; they speak assertively and openly.
Thinkers	Focus on facts and processes; they speak evenly, ask questions and probe for details.
Harmonizers	Focus on people's feelings and the group's well-being; they speak softly and ask questions.

Working with Different Styles

Directors:

Listening to them:

- Maintain eye contact.
- Stand or sit squarely facing him/her.
- Match his or her demeanor.
- Breathe deeply; relax.
- React subtly; nod occasionally.
- Don't interrupt until the Director is finished speaking.
- Remember that most Directors don't intend to be intimidating.

Speaking to them:

- Assert your own ideas and reactions.
- Couch information in "bottom line" terms.
- Make direct eye contact.
- Present material with minimum of detail.
- Keep questions short and succinct.
- Put follow-up questions in writing.
- Don't wait for them to invite feedback.
- Don't misinterpret their abruptness as a sign of disrespect or criticism.

Expressers:**Listening to them**

- Use facial gestures and/or your hands to show you're listening.
- Keep a smile on your face.
- Nod your head vigorously in agreement.
- Interrupt if something's not clear.
- Ask them to clarify exactly what they mean.
- Keep written agreements on actions and deadlines.

Speaking to them

- Express appreciation for their ideas.
- Express your ideas, regardless of how fanciful.
- Present material in terms of options.
- Use gestures; get excited.
- Let yourself "think aloud."
- Reach agreements on actions and deadlines.

Thinkers:**Listening to them**

- Keep a thoughtful expression on your face.
- Maintain intermittent eye contact.
- Be patient, agree on amount of time for discussion.
- Keep notes.
- Ask questions whenever you're unclear.
- Nod; interject comments to show you understand.
- Reach agreements on scope of task, deadlines.

Speaking to them

- Be precise in giving information.
- Make detailed lists, charts to display information.
- Break down problems into specific parts.
- Take time to review every point thoroughly.
- Ask them questions and solicit their advice.
- Maintain moderate body language and a moderate tone of voice.
- Inquire whether they need additional information.
- Provide information in writing.

Harmonizers:**Listening to them**

- Maintain intermittent eye contact.
- Keep a smile on your face.
- Don't use too much body language; remain composed.
- Be prepared for chitchat.
- Listen carefully; real issues may only be raised obliquely.
- Ask questions when unclear.

Speaking to them

- Make them feel comfortable; use chitchat.
- Vary your eye contact.
- Present information in people-friendly terms.
- Resolve conflicts by talking about what's best for the group.
- Give them information in the form of questions whenever possible.
- Converse in a quiet manner.
- Avoid saying "no;" find a more gentle way of putting it.
- Inquire whether they need additional information.
- Provide additional information via phone or in person if possible.