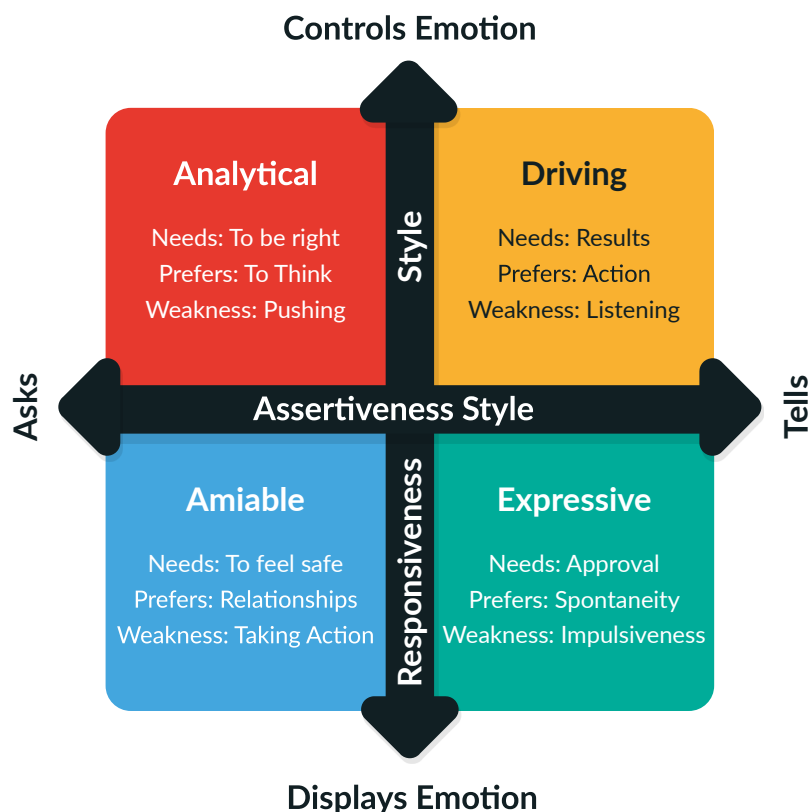


Your communication style

There are lots of things that make us who we are. Experiences, values, friends and family, culture, careers and hobbies all contribute to our personalities. All these contributions influence the way we behave and communicate.

David Merrill and Roger Reid identified four core social styles:



David Merrill & Roger Reid's Social Styles

Everyone's behaviour is a mixture of all four of the styles, but we each have one or two main styles. The amount of each style that you use is unique to you.

Here are some examples of behaviours we might see for each of the social styles:

Analytical

Cautious
Precise
Perfectionist
Questioning
Detailed

Driving

Results-focused
Determined
Competitive
Demanding
Strong-willed

Amiable

Collaborative
Encouraging
Patient
Caring
Strong values

Expressive

Sociable
Dynamic
Positive
Enthusiastic
Persuasive

Read the behaviours in each of the categories. Which do you think is most similar to you?

Can you think of team members or friends who are most like each one of the different styles?

Being aware of your management style can help you develop your self-awareness, adaptability and emotional intelligence. It also means you can use the different styles in different situations to get the best from other people.

Use this space to reflect on your own style and how you can use it and adapt to other styles.

My main communication style:

The benefits of using that style:

The problems that style can cause for other people:

How I can adapt my style to suit the needs of people who mainly use the other styles:

Analytical

Driving

Amiable

Expressive

SEVERN

TRENT