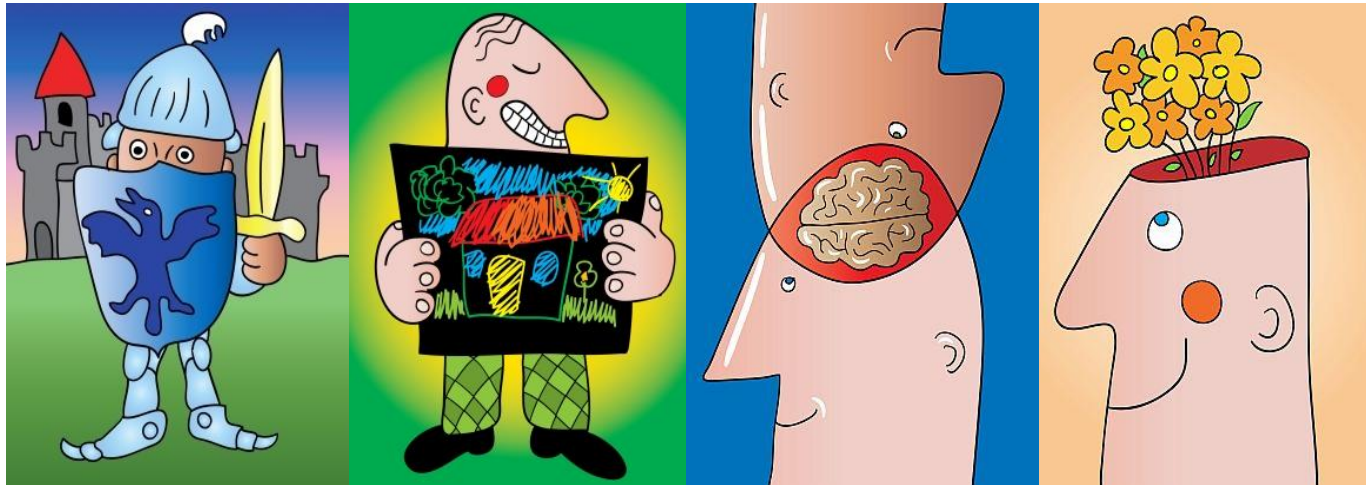


Communication Styles

Employing and enjoying team differences



Montréal, 15 November 2014

For SlideShare Version

PLEASE NOTE

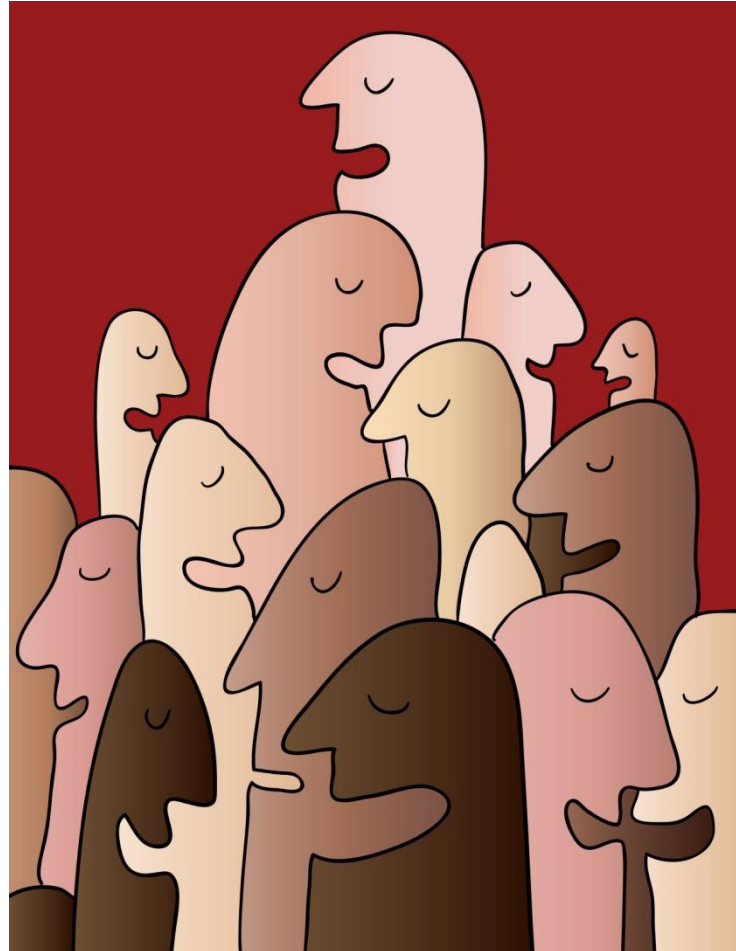
SLIDES ≠ PRESENTATION

- These slides are designed to be viewed in conjunction with a human being talking and interacting with you.
- They may not make much sense to you if you were not at the live session.

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7,272,359,661



Who is Sue

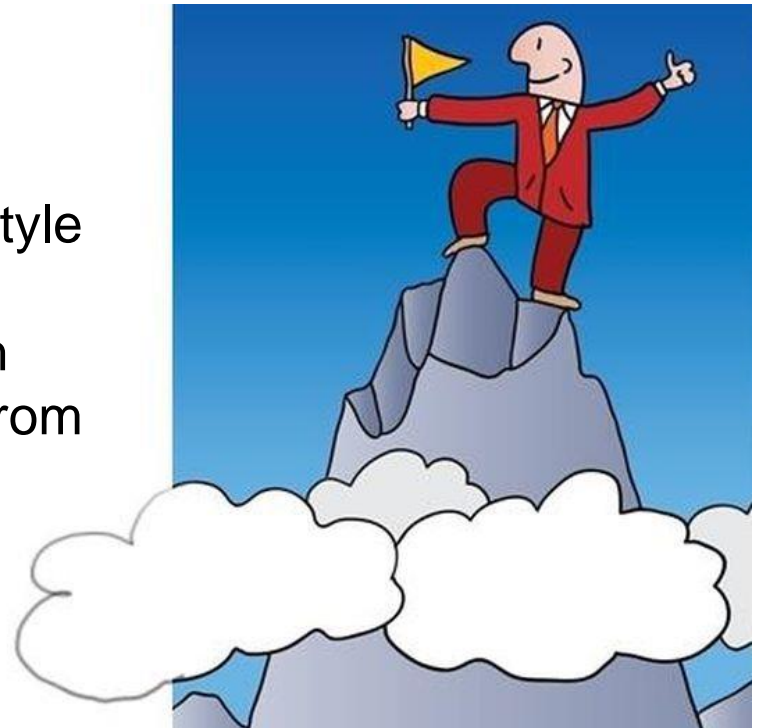
 @itsunderstood

- 11+ years:** It's Understood Communication, Inc. (Waterloo)
- Agile via:** Professional coaching
- Communicator via:** TV + newspaper reporting
- Education:** Social psych + business
- Last project:** Wrote a book about communication
- Current project:** Professional coach training for agile coaches
- Mission:** Help you change the world, one conversation at a time



Session Objectives

- Recognize differences in people's communication styles
- Identify your own communication style
- Develop strategies for working with people whose styles are different from yours



We need to see our differences
as something other than flaws.

David Kiersey



**Please hold
your
questions
until you
have one!**



Ready

Doing

Done

Explore the theory

Meet the characters

Discover your style

Adapt your style

Wrap



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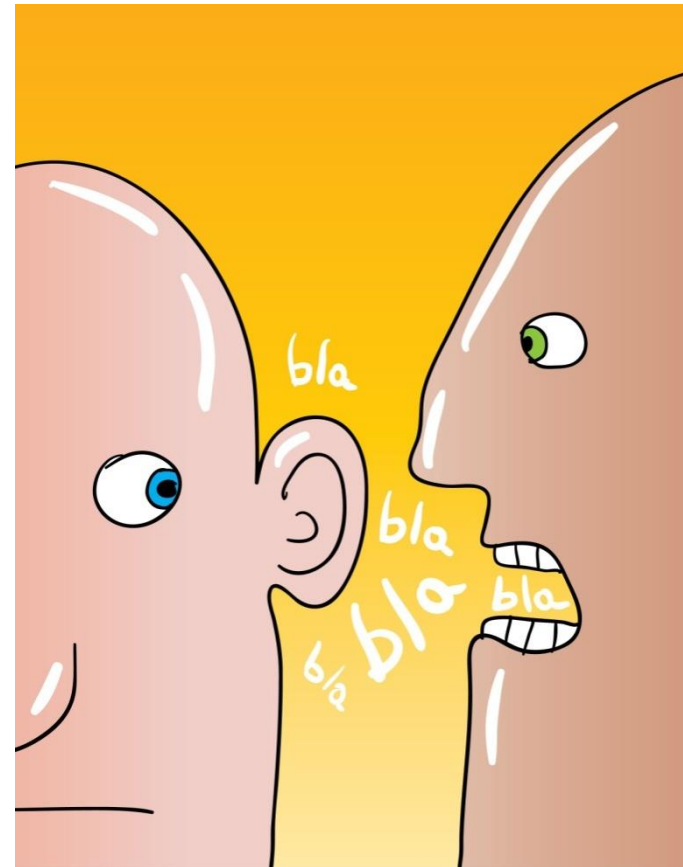
Wrap

Explore the theory



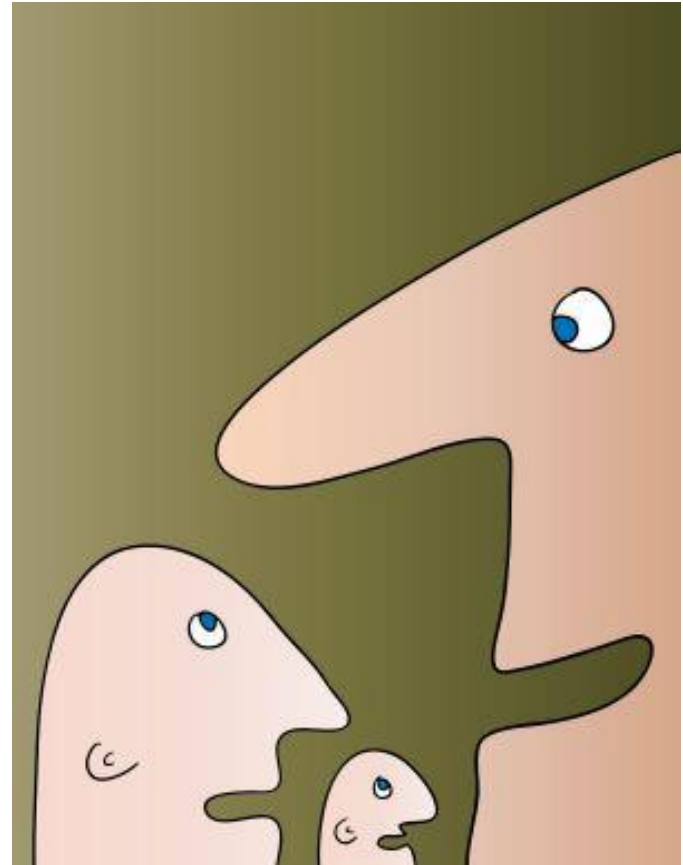
Audience Determines Meaning

- You want them to hear the meaning you intended
- Not the one they are going to make up for themselves
- Knowing about styles can help



Conscious Communication

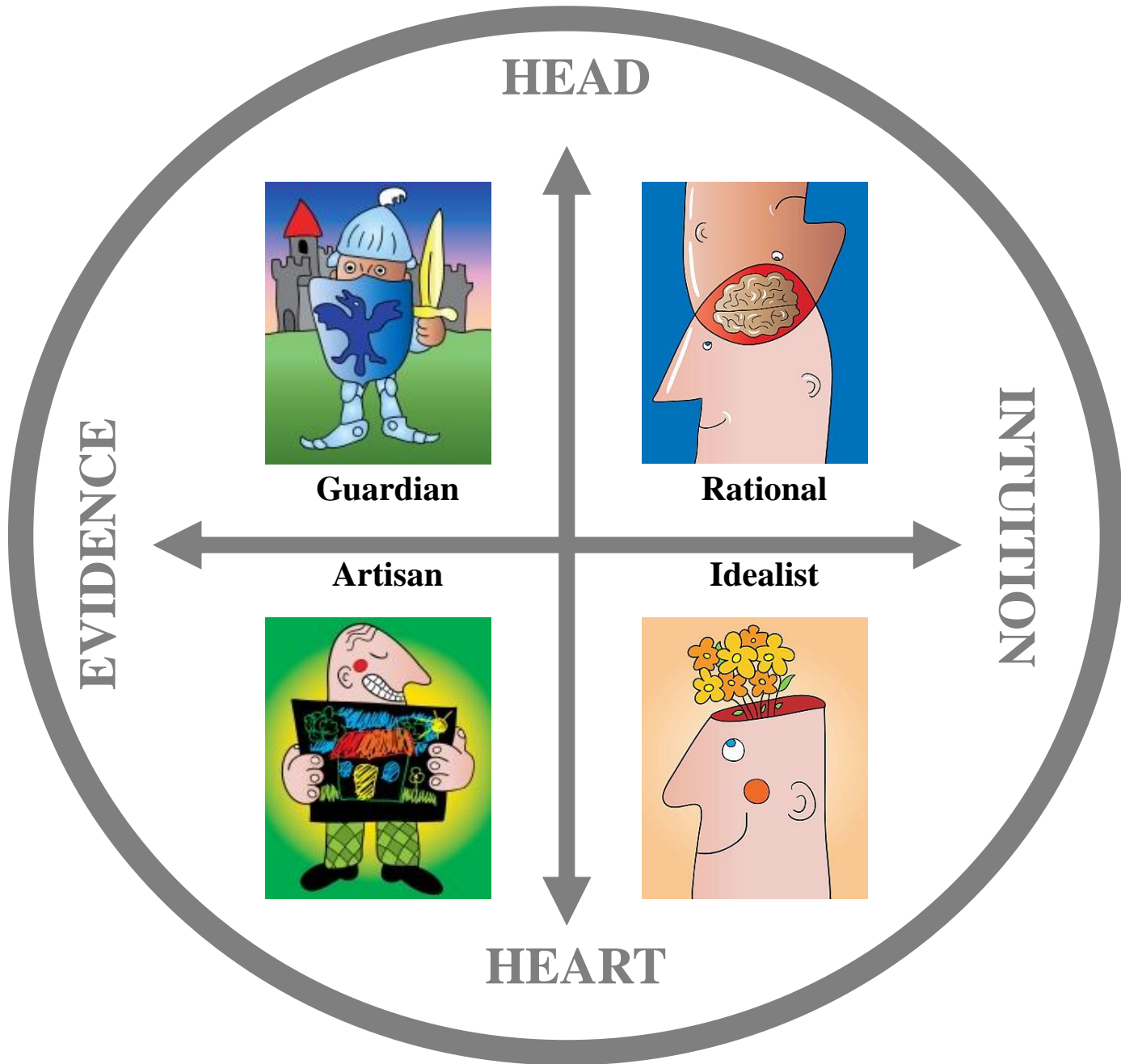
- Know your purpose
- Know your message
- Know your audience
- Know yourself



Origins

- Plato
- Carl Jung
- MBTI (Myers-Briggs)
- Temperament (Kiersey)
- Simple model





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Guardian

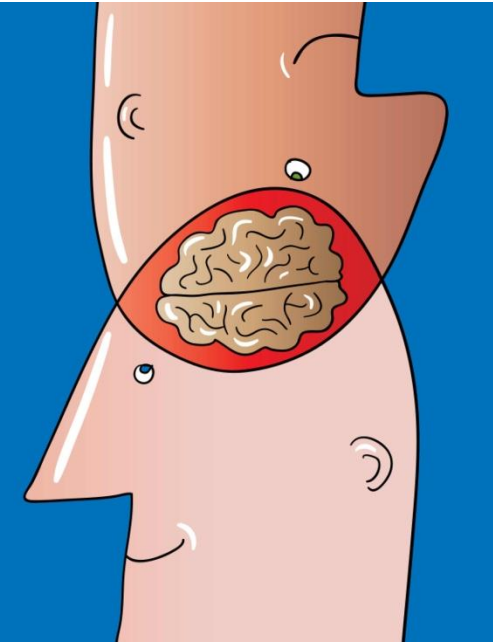


- Driver: Security
- Reliable
- Likes structure
- Follows rules
- Detail oriented
- Values process
- Hates change

>40%



Rational

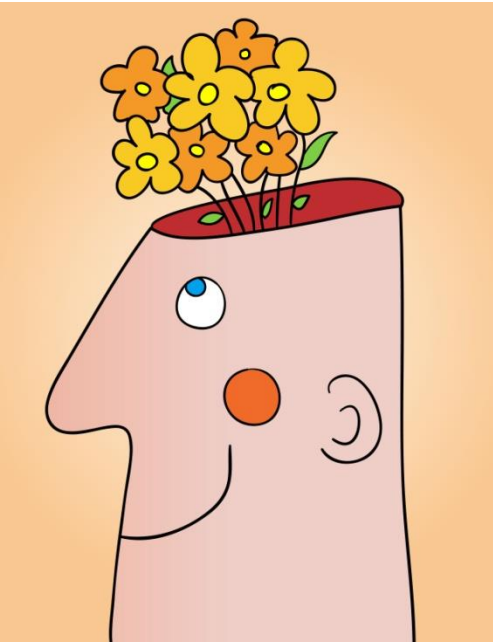


- Driver: Knowledge
- Inventive
- Values logic
- Future oriented
- Goal oriented
- Sees big picture
- Strategic

<10%



Idealist



- Driver: Identity
- Empathetic
- Avoids conflict
- Values inspiration
- Future oriented
- Focus on people
- Feelings rule

>10%



Artisan



- Driver: Sensations
- Spontaneous
- Avoids structure
- Values speed
- Improvises
- Action oriented
- Takes risks

>40%



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Discover your style

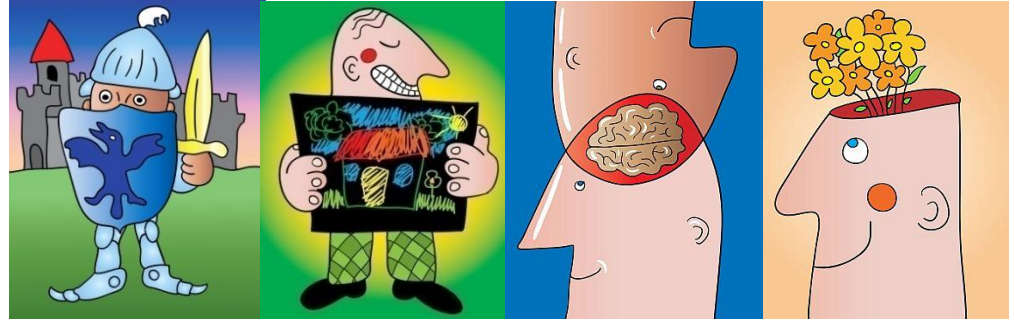
Explore the theory

Meet the characters



Exercise

What's Your Style?



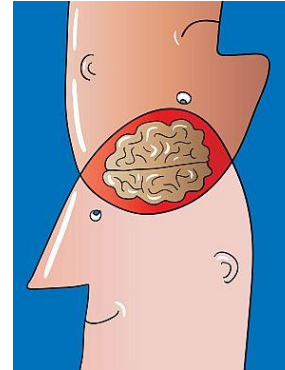
Using side one of the assessment

- For each question, select the one most like you
- Tally the As, Bs, Cs and Ds.





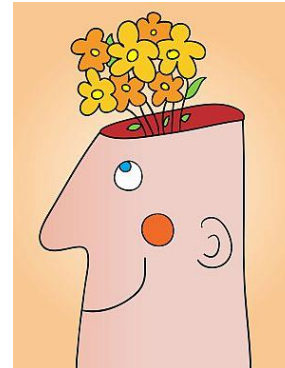
GUARDIAN
40% of
normal pop.



RATIONAL
10% of
normal pop.



ARTISAN
40% of
normal pop

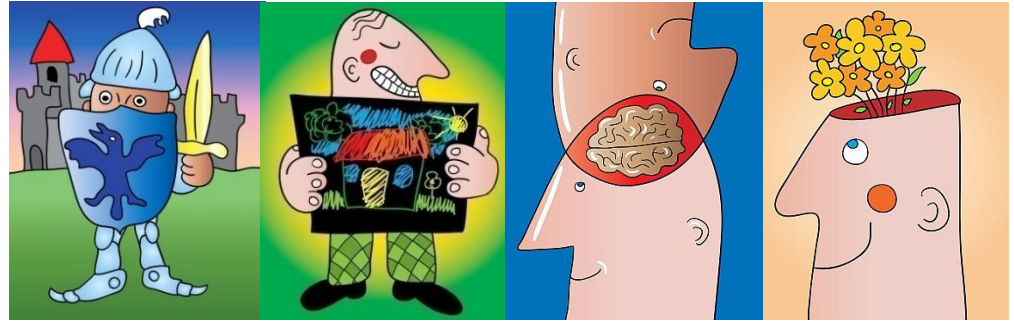


IDEALIST
10% of
normal pop.



Exercise

What's Your Style?



1. Our style is . . .
2. Our unique contribution to the workplace is . . .
3. If you want to persuade us you should . . .
4. An aspect of our style that may bug others is . . .
5. When all else fails, you can rely on us to be . . .
6. Our motto is . . .



Ready

Doing

Done

Explore the theory

Meet the characters

Discover your style

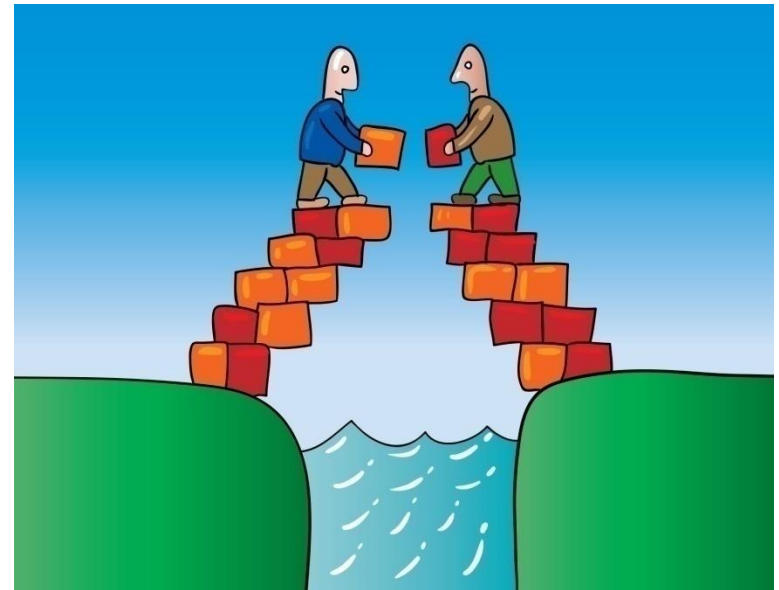
Adapt your style

Wrap



Adapting Your Style

- Why?
- How?



Exercise

Let's Practise

- Talk to Artisan style about time sheets
- Talk to Rational style about re-org
- Talk to Idealist style about re-org
- Talk to Guardian style about new process

Adapt to their style. What's important to them?

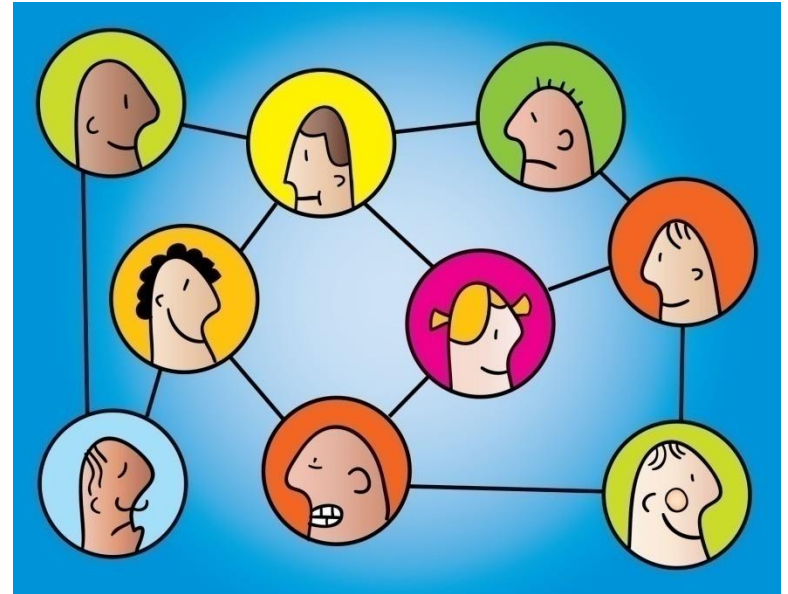
How does it feel when you do that?



Exercise

Link to Agile Teams

- What does it mean?
- Why does it matter?



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Wrap



Exercise

Making it Real

- Prepare for a conversation with someone in your life

**IMAGINE
YOUR
PICTURE
HERE**



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I note the obvious differences
between each sort and type
but **we are more alike**, my friends,
than we are unalike.

Maya Angelou



Questions?



If a man does not keep pace with his companions, perhaps it is because **he hears a different drummer**. Let him step to the music which he hears, however measured or far away.

Henry David Thoreau

