

"GETTING YOUR WAY"

"I Opt"™ Strategic Style Communication Strategies

REACTIVE STIMULATOR INFORMATION PREFERENCES

- Concentrate on major points— *give details only on request*
- Focus on near-term action— *give "logic" only if required*
- Pace delivery rapidly— *use short and intense bursts*
- Motivate with emotion— *be demonstrative, use emphasis*
- Mention the need for change— *justify only on request*
- Use hard facts and expectations— *try not to be "subtle"*
- Hold brief, frequent sessions— *RS's tend to bore easily*
- Provide reinforcements— *do not expect long retention*
- Tell what is wanted— *expect fast action, be sure what you want*

LOGICAL PROCESSOR INFORMATION PREFERENCES

- Be logical, internally consistent— *be unemotional in delivery*
- Expect skepticism— *offset it with visible integrity*
- Use extensive operational details— *what is and will happen*
- Concentrate on near— *term, action oriented issues*
- Justify changes— *show HOW things will be better*
- Identify benefits— *precision, efficiency, ease of doing, etc*
- Clearly define expectations— *clearly target desired outcome*
- Hold long, intensive sessions— *LP's do not bore easily*
- Prepare for challenges and questions— *expect to be tested*
- Expect change to take time— *LP's like to be sure of things*

RELATIONAL INNOVATOR INFORMATION PREFERENCES

- Concentrate on major points— *give details only on request*
- Outline the major concepts— *service, innovation, impact, etc.*
- Pace delivery rapidly— *use short and intense bursts*
- Motivate with emotion— *be demonstrative, use emphasis*
- Explain the "what" and "why" of change— *less on HOW*
- Use analogies ("*its just like...*") and comparisons— *extensively*
- Condense and focus— *RI's do not have long attention spans*
- Provide reinforcements— *do not expect long retention*
- Expect new ideas and modifications— *be flexible/adaptive*

HYPOTHETICAL ANALYZER INFORMATION PREFERENCES

- Use consistent presentation— *be unemotional in delivery*
- Outline long-term consequences— *even for short-term ideas*
- Provide a "big picture" framework— *show how it "fits in"*
- Expect skepticism— *offset it with visible integrity*
- Offer methodological details— *what you did to get proposal*
- Justify changes— *show WHY things will be better*
- Explain other options considered— *be sure not to miss any*
- Hold long, intensive sessions— *HA's do not bore easily*
- Prepare for challenges and questions— *expect to be tested*
- Expect change to take time— *HA's like to be sure of things*