**Communication Styles**

**Match Communication Style with Personality Style**

If you **match the communication style** of your listening audience, you will be on your way to building rapport. This is best accomplished by knowing and understanding the personality behavioral styles of the audience.

There are numerous examples of personality types. Some describe us by colors, by descriptive terms, and even animals.

One thing in common, our personality types tend to fall into a maximum of 16 types. The most common and easiest to remember breakdown is of four personality types.

Talking within these four personality types will increase a speaker’s ability to develop rapport with the audience within their style of communication.

Note the traits involved with each personality.

**Four Styles...Controller, Socializer, Collaborator, Analyzer**

**Controller: Take Charge Person**

* Accomplishment oriented
* Assertive
* Control oriented
* Type A personality
* Decisive decision makers
* Devoted to workaholic
* Firm and unyielding in relationships
* Gets to the point
* Goal and results oriented
* Hard working
* High energy
* Impatient
* Innovative
* Lovers of challenges
* Opinionated, blunt, and brusque
* Over achiever
* Results oriented
* Stubborn
* Task oriented
* Tactless at times

**Controllers,** also known as Drivers or Drivers, seldom listen to others around them, focusing on the task at hand. Only need to know what, usually can figure out how and why.

**Socializer: Outgoing people who thrive on change and meeting people**

* Artistic
* Creative
* Communicators
* Dreamers
* Excitement about ideas
* Enthusiastic
* Quick decision maker
* Unrealistic goals
* Seeks approval and needs compliments
* Makes generalizations
* Motivators
* Natural salesmen
* Outgoing
* Persuasive
* Responsive
* Talkers
* Warm

**Socializers** tend to not like isolation and will tend to vie for attention. Tend to exaggerate and or leave out facts and details.

**Collaborator: Easygoing person**

* Always willing to help
* Asks questions
* Avoid conflict
* Dislikes risk
* Dislikes pressure
* Dislikes conflicts
* Followers
* Good listeners
* Highly sensitive
* Insecure and likes reassurance
* Kind-hearted
* Needs to know why and how
* Quiet and soft-spoken
* Resistant to change
* Tendency toward pacifying
* The worker bee of an organization

**Supporters** tend to yield rather than deal with a possible confrontation. Have the ability to blend into any situation well. May appear wishy-washy at times. Difficulty with making firm decisions. Many are music, poetry, and art lovers.

**Analyzer: Detail oriented and logical**

* Cautious
* Conservative
* Detail oriented
* Follows directions
* Detail oriented
* Logical
* Low pressure
* Precise
* Persistent
* Slow decision maker
* Tend to be the planners and organizers
* Technical oriented
* Thinkers
* Need to know what, how and why

**Analyzers** will tend to withdraw themselves and quietly gather information rather than make a quick decision. Can have a difficult time making decisions without all the facts. Make great accountants and engineers. May have tendencies toward being highly critical. Will tend to be pessimistic in nature. They can be very perceptive.

**FROM:** [**http://www.speechmastery.com/communication-style.html**](http://www.speechmastery.com/communication-style.html)