

PI can tell you a great deal about a person's communication style, as well as their leadership style. See the chart below to further understand these styles and how they change depending on the drives.

Communication Styles *The Relationship between A and B Drives*

Task Centered A/B	Direct and to the point; "telling" style. "Cuts through the noise" and gets straight to the heart of the matter. Independent style can make communication one-way. Can be forceful if encounters opposition. Generally more written. Time to prepare. Heated discussions welcome. Listening against a mental agenda – how does this information help/hurt me? How is it relevant? Listening to solve perceived problems. Processes information mentally. Direct – says exactly what s/he means. Authoritative.	
	<i>How would you influence this person?</i>	<ul style="list-style-type: none"> -Formal meeting -Have data and information prepared -Send in advance -Straightforward factual approach -Email
People Centered B/A	Inclusive, "selling" style. Elicits opinions, asks questions, and includes others in the discussion. Concerned with others' feelings and reactions to the message. Communication is distinctly two-way. More naturally thinks about how the message will be received, and tries to phrase accordingly. Harmonious environment preferred. Generally processes information verbally. Listens to hear how s/he can help; responds with natural empathy.	
	<i>How would you influence this person?</i>	<ul style="list-style-type: none"> -Sell concepts and ideas -Casual meeting -Face-to-face meeting -Brainstorm -Involve others in decision-making

Leadership Styles *The Relationship between A and D Drives*

Tolerates Uncertainty A/D	Strong future focus: where do I want to be in the future? "Nothing is impossible." Bird's eye view, focus on goals. Little interest in details, or the "how's" of getting there. Out-of-the-box approach. Confidence and risk-tolerance in new, unfamiliar situations. Eager to try new things. Relatively undaunted by criticism or failure. Comfortable talking about intangibles, ideas, visions, etc.
Seeks Certainty D/A	Focus on how it was done in the past. Leverage that information to protect the company against risk by asking: Is our vision realistic? Well thought out? Feasible? Precision: define terms, teams, objectives specifically. Document and solidify the vision.