

LOW	HIGH
A – Dominance (low)	A – Dominance (high)
Communication Style: <ul style="list-style-type: none"> - Inclusive, collaborative - Asks for input, listens - Us, Our, We 	Communication Style: <ul style="list-style-type: none"> - Direct, Authoritative - Telling, Assertive in presenting own ideas - I, Me, My
How to “Influence” Me: <ul style="list-style-type: none"> - Include me, support me, collaborate - Don’t be mad at me, seek harmony - Don’t challenge, work with me - Mitigate the risk, help me make the decision 	How to “Influence” Me: <ul style="list-style-type: none"> - Ask for my opinion and ideas - Give me options, don’t tell me what to do - Focus on the goal, big picture, results - Let me make the decision
B – Extraversion (low)	B – Extraversion (high)
Communication Style: <ul style="list-style-type: none"> - Reserved, Cautious - Limited and more specific - Task focused, technical, details 	Communication Style: <ul style="list-style-type: none"> - Persuasive, Seller - Open, frequent Concepts, ideas
How to “Influence” Me: <ul style="list-style-type: none"> - Stay on task, provide details - Get to the point! Skip the small talk - Give me time to think - Email me, less persuasion, more facts 	How to “Influence” Me: <ul style="list-style-type: none"> - Verbal – face to face, meet with me - Talk it through, ask for my input - Start with small talk before the work talk - Build rapport, engage me
C – Patience (low)	C – Patience (high)
Communication Style: <ul style="list-style-type: none"> - Fast, quick - Interrupting, finishing others sentences - Focus on change and rapid 	Communication Style: <ul style="list-style-type: none"> - Patient - Laid back - Listens versus talks
How to “Influence” Me: <ul style="list-style-type: none"> - Get it out quickly - Let me jump in - Tie it to change - Keep it moving 	How to “Influence” Me: <ul style="list-style-type: none"> - Link it to the familiar - Explain the WHY - Take your time - Let me process
D – Formality (low)	D – Formality (high)
Communication Style: <ul style="list-style-type: none"> - Open, Free wheeling - Limited details - Email – one liner... “Call me to discuss” 	Communication Style: <ul style="list-style-type: none"> - Logical, linear - Information laden - Email – point, sub-point, conclusion
How to “Influence” Me: <ul style="list-style-type: none"> - Don’t pin me down - Give me lots of room for innovation - Keep it high level, not too much info/details 	How to “Influence” Me: <ul style="list-style-type: none"> - Be specific, provide details, info, facts - Tie it to the rules - Don’t make it personal - Make it risk-free