

Mastering Communication Requires FIRST to get better at Listening & Observation



TECHNICAL

Technical people want information. They want the articles, statistics, data, information. The more facts and figures you can provide, the more they care.

Look for...

how their language is about numbers, analysis, research. Their eyes are often looking down in determined analysis.



STRUCTURED

Structure people like structure, organization, checklists, and processes. The more they can identify the "system", big picture, or structure, the better.

Look for...

how they often bring paper & are organized in meetings. They tend to write a lot of notes & as about next steps.



RELATIONS

Relationship people want to build a relationship. They want you to know, care about, and understand them, as an individual person.

Look for...

how they often ask how people are doing, how their weekend was, and about their families. They like making a lot of eye contact.



ACTION

Action people often run before they walk. They are ready, competitive, & thrive on taking action & making progress. They want the "short and sweet" answer.

Look for...

how fast they talk or how they get "straight to business". They want a determination as fast as possible & can seem abrupt.

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