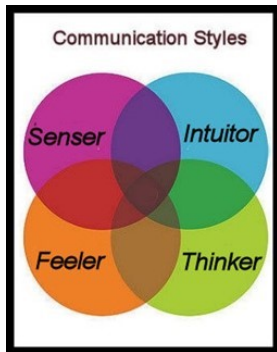


# The Power of Recognizing Communication Styles

Knowledge of the various communication styles can help a writer determine a character's dominant and recessive communication tendencies. You can use these characteristics in face to face communication as well as your writing projects.

A helpful reference is Carl Jung's, I-Speak Your Language. It is simple and straightforward. It will give you examples of communication characteristics you can use to profile your characters. I urge you to consider using it as you write.

I-Speak Your Language has four primary communication styles:



**Sensors:** Pragmatic and energetic characters who take the necessary action to get things done. Must be careful to let other characters catch up.

**Intuitors:** Future-oriented thinkers who solve conceptual issues. May need to bring your character in for a landing occasionally.

**Thinkers:** Disciplined and deliberate decision-makers. Characters who approach issues logically and systematically. Your character may need to stop thinking and act.

**Feelers:** Perceptive and supportive people who enjoy personal relationships and respond to the needs of others. These characters may be reluctant to confront problematic people issues.

Each character needs to have an identifiable communication style. The reader should be able to recognize the character's communication pattern after a few words or sentences.

Hint: Readers relate more comfortably with individuals whose styles are similar to their own and have more difficulty with people who exhibit different communication styles.

Here is a writing challenge for you. See if you can demonstrate this in your narrative or dialogue among your characters. The task for writers is to develop characters that interact with one another at various intellectual and emotional levels. To do this effectively, a writer needs a working grasp of the different communication styles.

The adjacent figure gives you a quick overview of the strengths and weaknesses of each style. Use the chart to your advantage and work to strengthen your character development.

Strengths	Weaknesses
<b>Senser</b>	
<ul style="list-style-type: none"> <li>Goal oriented</li> <li>Emphasis on bottom line</li> <li>Makes quick decisions</li> <li>Willing to take risks</li> </ul>	<ul style="list-style-type: none"> <li>Pursues big, risky challenges</li> <li>Makes abrupt decisions</li> <li>Lack of esprit de corps</li> <li>Lack of communication</li> </ul>
<b>Intuitor</b>	
<ul style="list-style-type: none"> <li>Idea oriented</li> <li>Emphasis on people</li> <li>Entertaining, fun</li> <li>Willing to take risks</li> </ul>	<ul style="list-style-type: none"> <li>Lots of ideas, goals</li> <li>Lack of clear priorities</li> <li>Difficulty with follow through</li> <li>Hard to gain commitment</li> </ul>
<b>Thinker</b>	
<ul style="list-style-type: none"> <li>Fact and process oriented</li> <li>Emphasis on precision</li> <li>Stress academic credentials</li> <li>Lots of quality control</li> </ul>	<ul style="list-style-type: none"> <li>Linear thinking</li> <li>Unwilling to take risks</li> <li>Tends to miss deadlines</li> <li>Blind to the big picture</li> </ul>
<b>Feeler</b>	
<ul style="list-style-type: none"> <li>Relationship oriented</li> <li>Emphasis on team</li> <li>Fun, warm, friendly</li> <li>Loyal to the cause</li> </ul>	<ul style="list-style-type: none"> <li>Avoids conflict, change</li> <li>Makes decisions slowly</li> <li>Not clear about purpose, goals</li> <li>Tendency toward bureaucracy</li> </ul>

Chart Source Drake, Beam, and Morin, Inc.

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