

# WHAT'S YOUR COMMUNICATION STYLE?



Below are ten horizontal lines with words on each line, one in each column.

In each line, put the number '4' next to the word that best describes you in that line, a '3' next to the word that describes you the best, a '2' to the next best word and a '1' next to the word that least describes you.

On each line you will have a '4', '3', '2' and '1'. For example

	COLUMN 1	COLUMN 1	COLUMN 1	COLUMN 1
a	3 Confident	4 Enthusiastic	1 Calm	2 Careful

	COLUMN 1	COLUMN 1	COLUMN 1	COLUMN 1
a	Confident	Enthusiastic	Calm	Careful
b	Takes Charge	Takes Risks	Loyal	Accurate
c	Determined	Visionary	Conservative	Consistent
d	Impatient	Very Talkative	Enjoys Routine	Predictable
e	Competitive	Self-Promoter	Dislikes Change	Practical
f	Egotistical	Enjoys Popularity	Passive	Factual
g	Decisive	Carefree	Avoids Confrontation	Systematic
h	Unbending	Likes Variety	Supportive	Perfectionist
i	Doer	Spontaneous	Nurturing	Detail Oriented
j	Independent	Inspirational	Peacemaker	Analytical

**TOTAL  
COLUMN 1**

**TOTAL  
COLUMN 2**

**TOTAL  
COLUMN 3**

**TOTAL  
COLUMN 4**

**TOTAL UP THE NUMBERS FOR EACH COLUMN**

# WHAT DOES THIS **ALL MEAN?**

Now that you've taken the survey, what does it all mean. Each column represents a particular communication style. The column with the highest score is your dominant communication style, while the column with your second highest number is your sub-dominant style. While you are a combination of all four communication styles, the two types with the highest scores reveal a

picture of your natural inclinations, strengths and weaknesses, and how you will naturally respond in most situations.

We have used birds to describe each communication style. These are: Eagle, Peacock, Dove and Owl. The following descriptions will help you understand your style and how you can interact with others.



# COLUMN 1

## **EAGLE** (THE DIRECTOR)



The Eagle is easy to spot because they just want to get the job done. Get to the point, get results. Because of this, they can be perceived as bossy and insensitive. Extremely goal oriented, their major motivation is to get things done. They are also driven by recognition, and significance.

The Eagle paints with a broad brush and has little use for details, so when communicating with an Eagle, keep the verbal communication short and don't give them any more details than are absolutely necessary to get your point across. They don't like to acquire information. When information is needed, keep your verbal explanation short, then provide a detailed explanation through a non-verbal medium (email, paper, memo etc)

Their facial features are usually sharp, and they like to dress and maintain a 'clean cut' appearance. Eagles are comfortable in an environment that includes power and authority, freedom from supervision and working with a variety of activities. They also have trouble identifying with the team, and lack understanding of how powerful people working together can be.

How would you interact with an Eagle in an interview?



**"I WANT IT DONE RIGHT, AND I WANT IT DONE NOW!"**

# COLUMN 2

## PEACOCK (THE SOCIALISER)



You know the Peacock ... they're the life of the party and lots of fun. They love people and love to talk. Their natural sociability allows them to talk for long periods of time about almost anything. They harbor the most volatile personality. Always interested in making a favourable impression on friends, co-workers and clients - their biggest fear and anger trigger is to lose face.

Peacocks are outgoing, exuberant and innovative. Outgoing and creative personalities have a difficult time doing bland tasks whether they are verbally or non-verbally communicated. Use a lot of examples, demonstrations and visual aids to effectively communicate and creative personalities. A creative mind will remember information by association.

Since they always see the best in people, Peacocks can have trouble making objective evaluations of people and situations. They don't like a lot of details and can appear a little disorganised. But we all benefit from people like them, who encourage us to open up and communicate. A Peacock contributes to a creative, outgoing and positive working environment.

How would you interact with a Peacock in an interview?



**"LET ME TELL YOU WHAT HAPPENED TO ME."**

# COLUMN 3

## **DOVE** (THE RELATOR)



The person with a Dove communication style typically has a low key personality and is calm, cool and collected. They tend to be patient, well balanced and happily reconciled with life. Doves are the largest percentage of the population and they are typically competent and steady workers who do not like to be involved in conflict. When there is conflict they may be called upon to mediate the problem. They are good listeners and usually have many friends. One of their major motivations is to avoid offending anyone.

Doves facial features are usually soft, and they like to dress in whatever is the most comfortable for them. Usually quiet, they are also extremely good listeners, thus sometimes providing some great ideas - but never wanting to make a decision.

Gentle, patient, understanding - they are part of the glue that keeps a team working together.

How would you interact with an Dove in an interview?



**"WE ARE ALL IN THIS TOGETHER, SO LET'S WORK TOGETHER AS A TEAM."**

# COLUMN 4

## OWL (THE THINKER)



An Owl's life is made of facts. They love to gather details and organise things. Because their communication style includes a need for details, they sometimes hesitate to make decisions if they feel that they don't have enough facts. They love lists, charts, graphs and figures. They also have a habit of pointing out everything that can go wrong - but it's good to have Owls because they can see potential problems. An Owl needs to work with people who can help him or her see the big picture. A funny fact about owls - even while engaged in a simple thought process, they can appear to be 'mad' as their faces become stern. Don't worry, they are not mad at you - but simply thinking hard.

Owls like to finish everything they start. Their daily routine rarely changes; in fact, an Owl doesn't handle sudden changes well at all. But their love of routine can slow things down in an environment that requires quick decisions and action - an airplane cockpit being one of them.

Very diplomatic with people, they use a critical approach to analysing performance and don't take criticism personally. Sit down with a person who is detail-oriented and spend time verbally going over every task, expectation and purpose. Allow for questions between each instruction because detail-oriented personality types will typically ask a lot of questions to ensure they accurately understand what is being communicated.

How would you interact with a Owl in an interview?



**"CAN YOU PROVIDE ME THE DOCUMENTATION OF YOUR CLAIM?"**

# QUALITIES & CHARACTERISTICS OF EACH BIRDS

How do you relate to your fellow birds, while caged in the same cockpit for a day or more? The model's rule of thumb indicates that we most often have a primary and secondary communication style.

Although emotional intelligence might be called the 'foundation' of any team or individual - communication is an essential part in the potential for success or failure. For a team or individual to achieve their goal, interaction will always be present. Be it in communicating with team members or stakeholders, a skilled person will remove the risk for misunderstanding of goals or needs, thus reducing the margin of error which could introduce safety problems or the inability to complete the mission down the line.

FACTS	PEACOCK	EAGLE	DOVE	OWL
How to recognise	Get excited	Like their own way; decisive & strong viewpoint	Like positive attention, need be helpful & regarded warmly	Want a lot of data, ask many questions. Methodical & systematic
Tends to Ask	<b>Who?</b> (the personal dominant question)	<b>What?</b> (the results oriented question)	<b>Why?</b> (the personal non-goal question)	<b>How?</b> (the technical analytical question)
What they dislike	Boring explanation. Wasting time with too many facts	Wasting time debating rather than acting	Rejection, impersonal treatment, uncaring attitudes	Making an error, being unprepared and spontaneity
Reacts to pressure and tension by	'Selling' their ideas, arguments	Taking charge taking more control	Becoming silent, withdraws, introspective	Seeking more data & information
Best way to deal with	Get excited with them. Show emotion	Let them be in charge	Be supportive; show you care	Provide lots of data & information
Likes to be measured by	Applause, feedback, recognition	Results, Goal orientated	Friend, close relationships	Activity that leads to results
Must be allowed to	Get ahead quickly. Likes challenges	Get into a competitive situation. Likes to win	Relax, feel, care, know you care	Make decisions at own pace, not cornered or pressured
Will improve with	Recognition & some structure with which to reach the goal	A position that requires cooperation with others	A structure of goals & methods for achieving each goal	Interpersonal & communication skills
Likes to save	<b>Face</b> They will do or say anything to come out looking good	<b>Time</b> They like to be efficient, get things done now	<b>Relationship &amp; Friendship</b> means a lot to them	<b>Mistakes</b> They hate to make an error, be wrong or get caught without enough info
For best results	Inspire them to bigger & better accomplishments	Allow them freedom to do things their own way	Care & provide detail specific plans to be completed	Structure a framework or 'track' to follow