



Clarity

Identifying your Work Style

Understanding Work Styles increases cut through

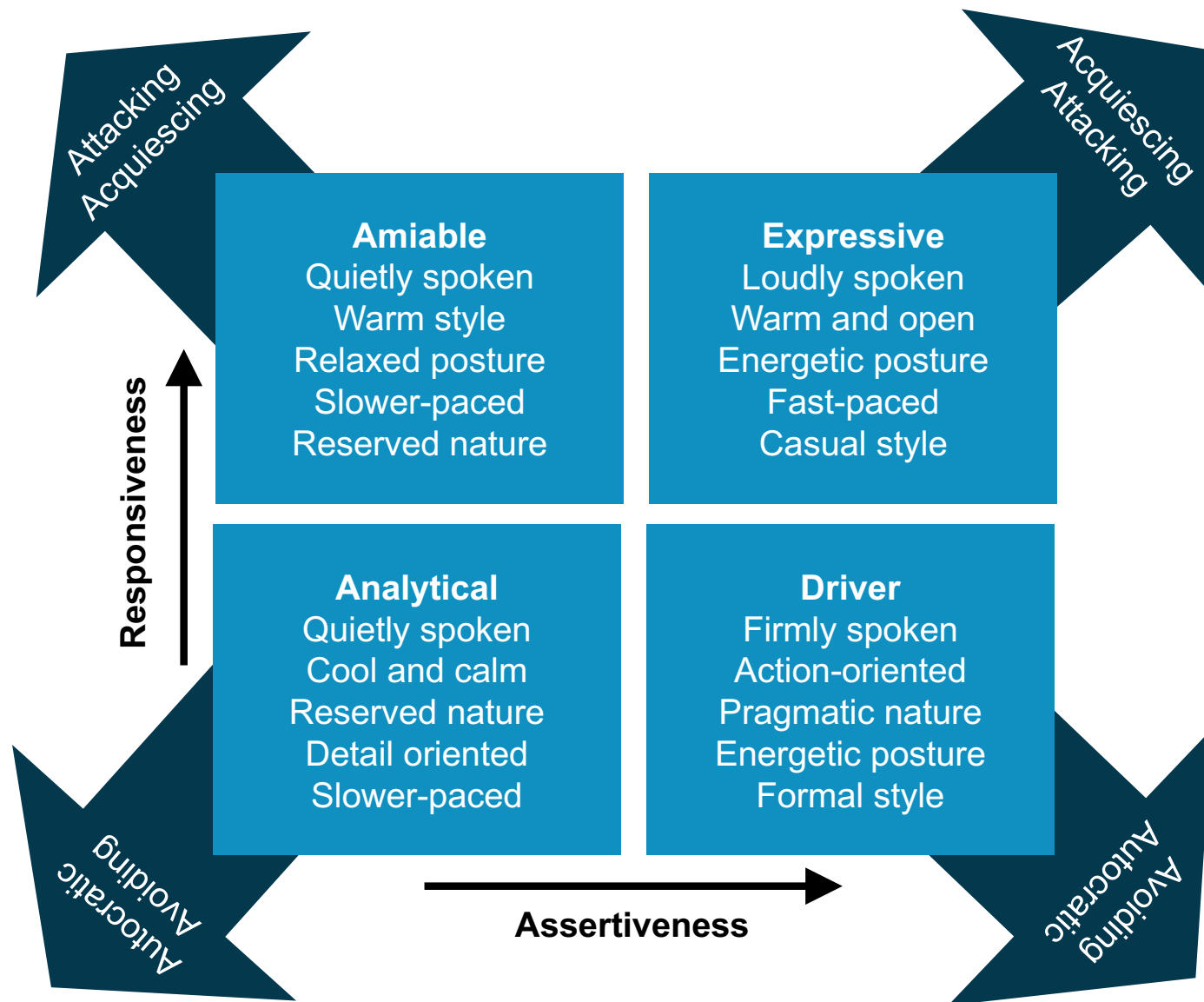
Understanding what subtle adjustments are needed in relation to tone, style and structure of your communication to gain traction with a particular audience can lead to greater cut through.

The first step is to understand your own style and then to observe those of your most common audiences to identify how and where to flex and gain greater traction.

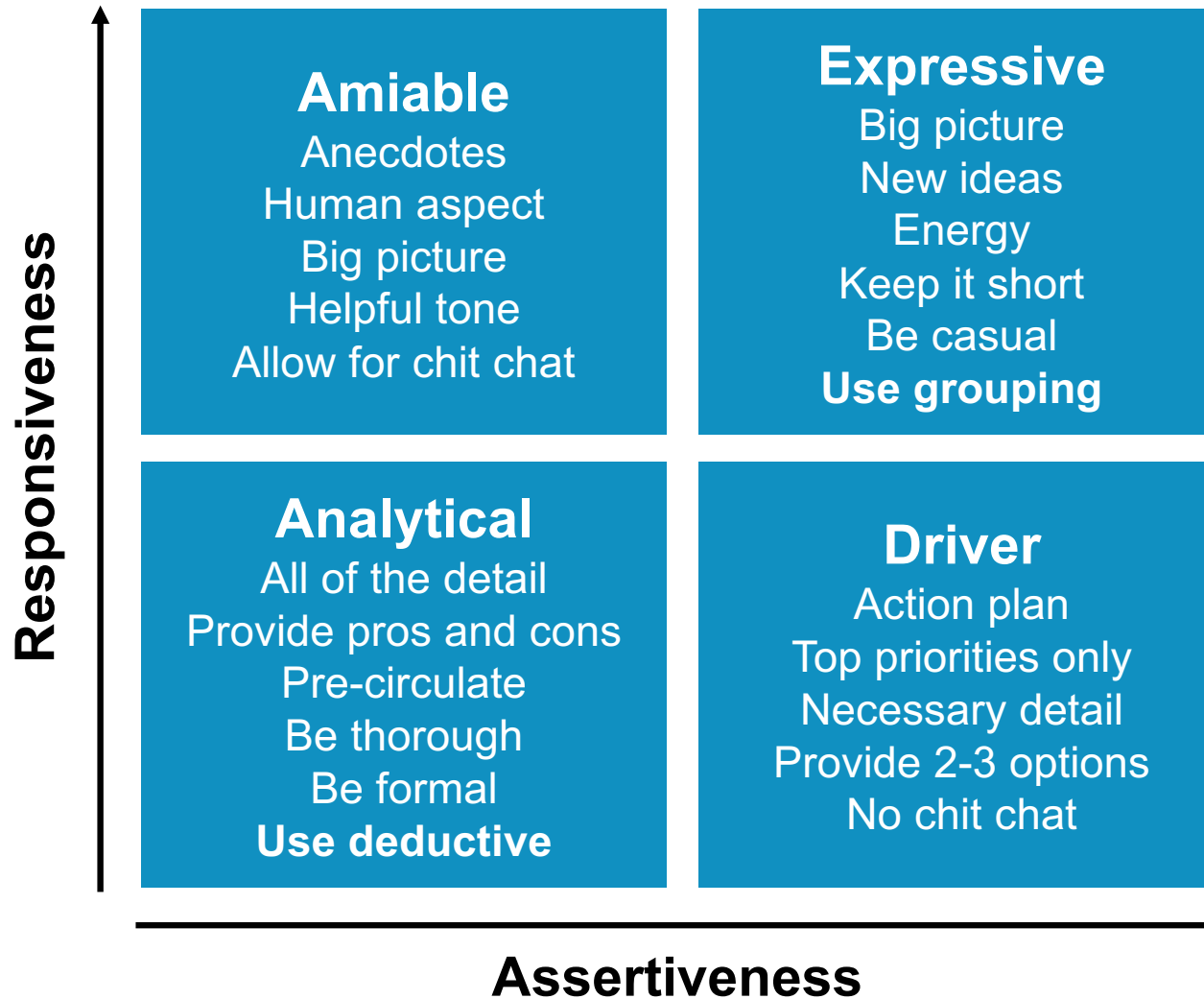
Here are some tools to help you identify your style and think about how this affects your communication: both your own preferences and those of your audiences.

1. An outline of the different style attributes and communication preferences
2. An overview of the assessment steps
3. The assessment questionnaire
4. An example and a blank flexing planner

Each style has different attributes



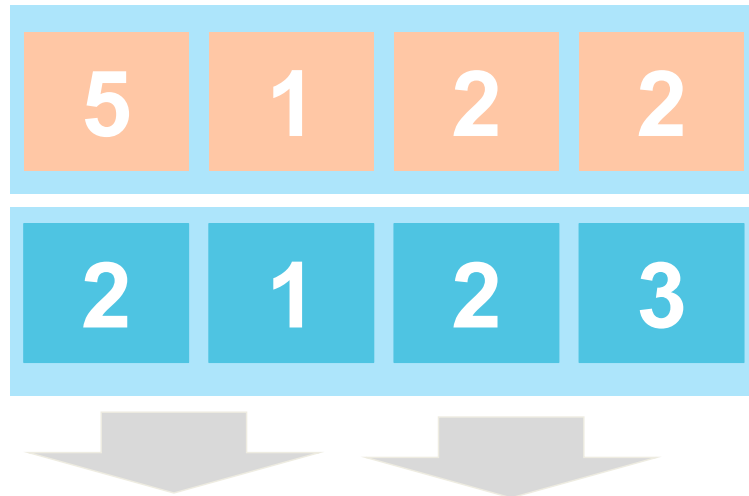
Each style has different communication preferences



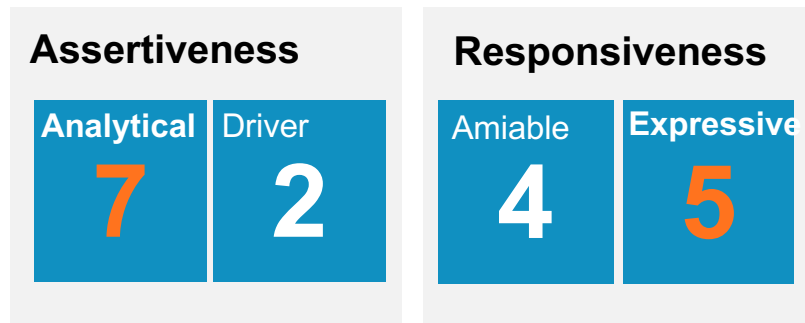
Source: *People Styles at Work* by Bolton and Bolton

Use this three step process to identify your style

1. Sum totals for each column



2. Identify your dominant style elements



3. Combine the elements to find your style

1. Take your highest value and match that to the CAPITALISED form of that style (eg 7 = ANALYTICAL)
2. Take the second highest value and match it with the non-capitalised version of that style that is combined with the CAPITALISED form already chosen (eg 5 = Expressive plus ANALYTICAL)
3. If two equal values, plot yourself between the two

	Amiable AMIABLE	Expressive AMIABLE	Amiable EXPRESSIVE	Expressive EXPRESSIVE
Responsiveness	Analytical AMIABLE	Driver AMIABLE	Analytical EXPRESSIVE	Driver EXPRESSIVE
	Amiable ANALYTICAL	Expressive ANALYTICAL	Amiable DRIVER	Expressive DRIVER
	Analytical ANALYTICAL	Driver ANALYTICAL	Analytical DRIVER	Driver DRIVER
	Assertiveness			

Mark one grey box for each question and tally the columns

1	<input type="checkbox"/>	More likely to lean backwards when stating opinions	10	<input type="checkbox"/>	Less inflection in voice
	<input type="checkbox"/>	More likely to be erect or lean forward when stating opinions		<input type="checkbox"/>	More inflection in voice
2	<input type="checkbox"/>	Less use of hands when talking	11	<input type="checkbox"/>	Less apt to exert pressure for action
	<input type="checkbox"/>	More use of hands when talking		<input type="checkbox"/>	More apt to exert pressure for action
3	<input type="checkbox"/>	Demonstrates less energy	12	<input type="checkbox"/>	Less apt to show feelings
	<input type="checkbox"/>	Demonstrates more energy		<input type="checkbox"/>	More apt to show feelings
4	<input type="checkbox"/>	More controlled body movement	13	<input type="checkbox"/>	More tentative when expressing opinions
	<input type="checkbox"/>	More flowing body movement		<input type="checkbox"/>	Less tentative when expressing opinions
5	<input type="checkbox"/>	Less forceful gestures	14	<input type="checkbox"/>	More task oriented conversations
	<input type="checkbox"/>	More forceful gestures		<input type="checkbox"/>	More people-oriented conversations
6	<input type="checkbox"/>	Less facial expressiveness	15	<input type="checkbox"/>	Slower to resolve problem situations
	<input type="checkbox"/>	More facial expressiveness		<input type="checkbox"/>	Quicker to resolve problem situations
7	<input type="checkbox"/>	Softer-spoken	16	<input type="checkbox"/>	More oriented toward facts and logic
	<input type="checkbox"/>	Louder voice		<input type="checkbox"/>	More oriented toward feelings and opinions
8	<input type="checkbox"/>	Appears more serious	17	<input type="checkbox"/>	Slower-paced
	<input type="checkbox"/>	Appears more fun-loving		<input type="checkbox"/>	Faster-paced
9	<input type="checkbox"/>	More likely to ask questions	18	<input type="checkbox"/>	Less likely to use small talk or tell anecdotes
	<input type="checkbox"/>	More likely to make statements		<input type="checkbox"/>	More likely to use small talk and tell anecdotes
	<input type="checkbox"/>	Column total 1		<input type="checkbox"/>	Column total 2

* Bolton&Bolton WorkStyles Behavioural Inventory developed by Robert Bolton and Dorothy Grover Bolton

Example: Flexing Planner

The current state

Your style

Analytical amiable

Their style

Analytical expressive

Similarities

1. Casual, relaxed
2. People, relationship focused
3. Love what we do
4. Committed to helping clients

Differences

1. He's less detail focused
2. He's more extraverted
3. He's less deadline driven
4. He's slower to decide
- 5.

Other observations

- I'm more organic, he works in chunks (either on or off)

Your behaviour plan

Similarities to engage with

1. People, client focus
2. Passion for our work

Differences to accommodate

1. His preference for the big picture
2. His avoidance of detail

Similarities to ignore

1. Relaxed casual style
2. People focus

Location? Timing?

Phone, end of the day if he's in town, start of day if with clients

First 3 minutes

1. Quick 'hello'
2. Explain urgency and big picture

Focus of meeting

- 1.

Your content plan

Your objectives

1. Discuss?
2. Inform?
3. Decide?
4. Other?

Your story

1. Inductive?
2. Deductive?

Your supporting material

1. Send material before?
2. Conversation only?
3. One-pager?
4. Detail ?
5. Combination?

Other notes

Example: Flexing Planner

The current state	Your behaviour plan	Your content plan
<p>Your style</p> <p>Their style</p> <p>Similarities</p> <ol style="list-style-type: none">1.2. <p>Differences</p> <ol style="list-style-type: none">1.2.3. <p>Other observations</p>	<p>Similarities to engage with</p> <ol style="list-style-type: none">1.2. <p>Differences to accommodate</p> <ol style="list-style-type: none">1.2. <p>Similarities to ignore</p> <ol style="list-style-type: none">1.2. <p>Location? Timing?</p> <ol style="list-style-type: none">1.2. <p>First 3 minutes</p> <ol style="list-style-type: none">1.2. <p>Focus of meeting</p> <ol style="list-style-type: none">1.2.	<p>Your objectives</p> <ol style="list-style-type: none">1. Discuss? <input type="checkbox"/>2. Inform? <input type="checkbox"/>3. Decide? <input type="checkbox"/>4. Other? <p>Your story</p> <ol style="list-style-type: none">1. Inductive? <input type="checkbox"/>2. Deductive? <input type="checkbox"/> <p>Your supporting material</p> <ol style="list-style-type: none">1. Send material before? <input type="checkbox"/>2. Conversation only? <input type="checkbox"/>3. One-pager? <input type="checkbox"/>4. Detail ? <input type="checkbox"/>5. Combination? <input type="checkbox"/> <p>Other notes</p>