

“GETTING YOUR WAY”

“I Opt”™ STRATEGIC STYLE COMMUNICATION STRATEGIES

REACTIVE STIMULATOR INFORMATION PREFERENCES

- ◆ Concentrate on major points—*give details only on request*
- ◆ Focus on near-term action—*give “logic” only if required*
- ◆ Pace delivery rapidly—*use short and intense bursts*
- ◆ Motivate with emotion—*be demonstrative, use emphasis*
- ◆ Mention the need for change—*justify only on request*
- ◆ Use hard facts and expectations—*try not to be “subtle”*
- ◆ Hold brief, frequent sessions—*RS’s tend to bore easily*
- ◆ Provide reinforcements—*do not expect long retention*
- ◆ Tell what is wanted—*expect fast action, be sure what you want*

LOGICAL PROCESSOR INFORMATION PREFERENCES

- ◆ Be logical, internally consistent—*be unemotional in delivery*
- ◆ Expect skepticism—*offset it with visible integrity*
- ◆ Use extensive operational details—*what is and will happen*
- ◆ Concentrate on near-term, action oriented issues
- ◆ Justify changes—*show HOW things will be better*
- ◆ Identify benefits—*precision, efficiency, ease of doing, etc*
- ◆ Clearly define expectations—*clearly target desired outcome*
- ◆ Hold long, intensive sessions—*LP’s do not bore easily*
- ◆ Prepare for challenges and questions—*expect to be tested*
- ◆ Expect change to take time—*LP’s like to be sure of things*

RELATIONAL INNOVATOR INFORMATION PREFERENCES

- ◆ Concentrate on major points—*give details only on request*
- ◆ Outline the major concepts—*service, innovation, impact, etc.*
- ◆ Pace delivery rapidly—*use short and intense bursts*
- ◆ Motivate with emotion—*be demonstrative, use emphasis*
- ◆ Explain the “what” and “why” of change—*less on HOW*
- ◆ Use analogies (“*its just like . . .*”) and comparisons—*extensively*
- ◆ Condense and focus—*RI’s do not have long attention spans*
- ◆ Provide reinforcements—*do not expect long retention*

HYPOTHETICAL ANALYZER INFORMATION PREFERENCES

- ◆ Use consistent presentation—*be unemotional in delivery*
- ◆ Outline long-term consequences—*even for short-term ideas*
- ◆ Provide a “big picture” framework—*show how it “fits in.”*
- ◆ Expect skepticism—*offset it with visible integrity*
- ◆ Offer methodological details—*what you did to get proposal*
- ◆ Justify changes—*show WHY things will be better*
- ◆ Explain other options considered—*be sure not to miss any*
- ◆ Hold long, intensive sessions—*HA’s do not bore easily*
- ◆ Prepare for challenges and questions—*expect to be tested*
- ◆ Expect change to take time—*HA’s like to be sure of things*