

"1 Opt" Communication Snowflake

Selected Communication Characteristics of Strategic Styles

REACTIVE STIMULATOR (RS)

Easily distracted
Be fast and focused
Limit detail to actionable items
Use emotion to convey conviction
Dismissive or welcoming volatility
Justify based on outcome
Stress actionable content
Start with brief summaries
Convey a sense of urgency
Use "cues" to adjust delivery
Plan for fast decisions
Short-term involvement
Anticipate terse responses
Experimental stance favored

PERFORMER

Avoid emotion in content
Have detail available and use it
Methodical and focused delivery
Avoid analogies and metaphors
Distant and reserved approachability
Justify based on certainty
Focus on process involved
Stress certainty of outcome
Be consistent and measured
Stress efficiency and effectiveness
Expect comprehensive responses
Minimal continuing involvement
Anticipate measured responses
Do not expect quick decision

LOGICAL PROCESSOR (LP)

Approachable but distant
Use emotion very sparingly
Have "why" (not how) detail ready
Relationship focus (what causes what)
Use measured, thoughtful delivery
Dwell on things that are of interest
Justify based on intellectual integrity
Show how it "fits in" with other things
Address subjects in logical sequence
Stress completeness of understanding
Involvement based on intellectual interest
Expect thoroughly considered responses
Anticipate elaborate, rational responses
Plan for tentative, cautious decisions

CONSERVATOR

HYPOTHETICAL ANALYZER (HA)

RELATIONAL INNOVATOR (RI)

Easily distracted
Highly detail averse
Easily approachable
Be fast and expansive
Use emotional delivery
Justify based on magnitude of gain
Use visual aids to convey ideas
Use analogies and metaphors
Stress novelty of content
Convey a sense of urgency
Anticipate expansion of scope
Potential for intense involvement
Expect incomplete responses
Plan for fast decisions

PERFECTOR