

# Communication Styles

Please respond to these sets of statements describing your behavior or thinking. For each set of statements, circle the “A” or “B” response, which is most characteristic of you. In some instances, neither the “A” or the “B” may be typical for you. If this is the case, select the response which would be most like you.

1	<b>A.</b> I get right to the point.	<b>B.</b> I like to analyze the facts before I answer.
2	<b>A.</b> I like to propose original ideas.	<b>B.</b> I like working with people.
3	<b>A.</b> I like to deal with practical people.	<b>B.</b> I get excited about new concepts.
4	<b>A.</b> My feelings often guide my actions.	<b>B.</b> I usually evaluate things before I act.
5	<b>A.</b> I am a no-nonsense kind of person.	<b>B.</b> I like having some fun at work.
6	<b>A.</b> I use lots of data to help make decisions.	<b>B.</b> I can be very creative.
7	<b>A.</b> I like colleagues that are sincere.	<b>B.</b> My ideas are a little far out.
8	<b>A.</b> I use step-by-step analysis to make decisions.	<b>B.</b> I think long-range planning is a waste of time.
9	<b>A.</b> My intuition is often pretty accurate.	<b>B.</b> I appreciate fully documented procedures.
10	<b>A.</b> I am pretty sensitive to the feelings of others.	<b>B.</b> I usually focus on immediate needs.
11	<b>A.</b> I’m usually logical/consistent in my actions.	<b>B.</b> I often help friends solve their problems.
12	<b>A.</b> I like to deal with abstract ideas.	<b>B.</b> I like to get things done.
13	<b>A.</b> I am concerned with getting the work out.	<b>B.</b> I like to assess all alternatives before acting.
14	<b>A.</b> I can be too intellectual for some people.	<b>B.</b> I try to analyze why people do things.
15	<b>A.</b> I am a practical and realistic person.	<b>B.</b> I am a “big picture” person.
16	<b>A.</b> I can be too quick to express my feelings.	<b>B.</b> I can be impersonal and detached.
17	<b>A.</b> I like short meetings with solid objectives.	<b>B.</b> I like to socialize during meetings.
18	<b>A.</b> I’m known as being levelheaded.	<b>B.</b> I sometimes base decisions on a strong hunch.
19	<b>A.</b> I sometimes get too emotional.	<b>B.</b> I’m great at ideas but poor at implementation.
20	<b>A.</b> I like to read reports backed up by analysis.	<b>B.</b> I get bored reading reports.
21	<b>A.</b> I like brainstorming sessions.	<b>B.</b> I dislike people with “half-baked” ideas.
22	<b>A.</b> I base my thinking on how I feel at the moment.	<b>B.</b> I like to take immediate action on problems.
23	<b>A.</b> I don’t like to change my proven methods.	<b>B.</b> I’m concerned about changes that affect morale.
24	<b>A.</b> I daydream about the future.	<b>B.</b> I’m concerned about today’s problems.

25	<b>A.</b> I accomplish much in a given amount of time.	<b>B.</b> I like to take my time and get all the facts.
26	<b>A.</b> My imagination sometimes gets carried away.	<b>B.</b> I'm known as a good problem solver.
27	<b>A.</b> I'm impressed by results.	<b>B.</b> I'm impressed by the potential of ideas.
28	<b>A.</b> I'm impressed by people who have good social skills.	<b>B.</b> I'm impressed by people who are well organized.
29	<b>A.</b> I'm primarily concerned about today.	<b>B.</b> I often reflect upon my past experiences.
30	<b>A.</b> I'm concerned about the past, present and future.	<b>B.</b> I often think about future events.
31	<b>A.</b> I'm occasionally seen as too sensitive.	<b>B.</b> I'm occasionally seen as being "out in left field."
32	<b>A.</b> I like facts rather than theories.	<b>B.</b> I like to complete projects that I start.

*Based on C.G. Jung's Theory of Psychological Types*

To manage and ultimately communicate with prospects, clients, centers of influence, and even friends effectively, it is important that a sales leader be aware of his or her personal style, as well as those of others. This survey is designed to provide an agent of broker with a simple psychological framework of four styles that might be encountered within a networking or sales scenario. This instrument is only designed to be suggestive, rather than predictive, of actual behavior.

# Communication Styles

Circle the letters that reflect your statement selections. Be careful when scoring.

	Sensor	Thinker	Intuitior	Feeler
1.	A	B		
2.			A	B
3.	A		B	
4.		B		A
5.	A			B
6.		A	B	
7.			B	A
8.	B	A		
9.		B	A	
10.	B			A
11.		A		B
12.	B		A	
13.	A	B		
14.			A	B
15.	A		B	
16.		B		A
17.	A			B
18.		A	B	
19.			B	A
20.	B	A		
21.		B	A	
22.	B			A
23.		A		B
24.	B		A	
25.	A	B		
26.			A	B
27.	A		B	
28.		B		A
29.	A			B
30.		A	B	
31.			B	A
32.	B	A		
<b>Total circled per column</b>				
	<b>Sensor</b>	<b>Thinker</b>	<b>Intuitior</b>	<b>Feeler</b>

# Sensor

## Suggested Strengths:

- **Action Oriented** – Acts quickly; a doer.
- **Decisive** – Makes quick decisions and without hesitation.
- **Impulsive** – Can make decisions out of impulse, without thinking about consequences or chooses to deal with the consequences later.

## Suggested Limitations:

- **Poor Planner** – Often does not take the time to sit and plan.
- **Compulsive** – May act by a compulsion or obsession.



**Time frame is NOW. Live for today.**

# Thinker

## Suggested Strengths:

**Detail Oriented** – The small things matter and are noticed.

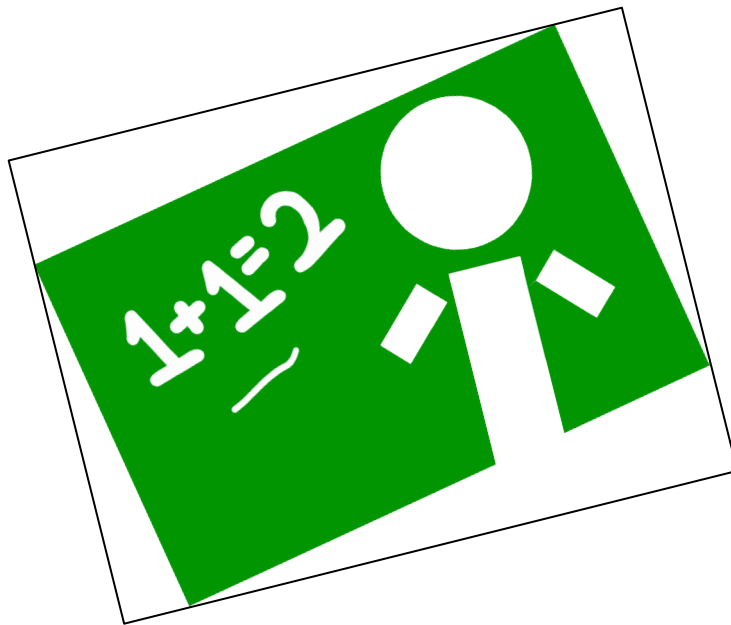
**Rational** – Likes things based on reason or logic; needs to know the facts and consequences.

**Objective** – Makes decisions based on fact, not subjectively based on feelings.

## Suggested Limitations:

**Nitpicking** – Picks up on every minute detail.

**Unemotional** – May be seen as insensitive by other styles.



**Time frame is ALL TIME. Balances past, present and future.**

# Intuitor

## Suggested Strengths:

**Idea Generator** – Has visions that affect the future.

**Conceptual** – Creates new things out of imagination.

**Creative** – Has an artistic nature.

## Suggested Limitations:

**Total Dreamers** – Visions of great things to come, may be unrealistic.

**Trendy** – Tends to like the latest fashion, technology, etc.



**Time frame is THE FUTURE. Live for tomorrow.**

# Feeler

## Suggested Strengths:

**People Oriented** – A total people person.

**Perceptive** – Exhibits perception (feeling, anticipating, and reading between the lines.)

**Persuasive** – Has such a good feel for people that they know how to persuade people how to do things.

## Suggested Limitations:

**Poor Listener** – They think they already have all the answers; they are seen as asking questions they don't wait to get answers for (works the room.)

**Manipulative** – Knows how to make people do "what they may not normally do."



**Time frame is THE PAST. Likes security of days gone by and nostalgia.**