



Strengthening Success Team Lead Capacity

Communication Styles Matrix

An overview of four common communication styles that can be found on any team and how Team Leads can make the appropriate responses for each style.

Communication Styles Matrix

FACTORS	EXPRESSER	DRIVER	RELATER	ANALYTICAL
How to Recognize	They get excited.	They like their own way: decisive & strong viewpoints.	They like positive attention, to be helpful, & to be regarded warmly.	They seek a lot of data, ask many questions, behave methodically & systematically.
Tends to Ask	Who? (the personal dominant question)	What? (the results-oriented question)	Why? (the personal non-goal question)	How? (the technical analytical question)
What They Dislike	Boring explanations & wasting time with too many facts.	Someone wasting their time trying to decide for them.	Rejection, treated impersonally, uncaring & unfeeling attitudes.	Making an error, being unprepared, & spontaneity.
Reacts to Pressure and Tension by	“Selling” their ideas or being argumentative.	Taking charge or taking more control.	Becoming silent, withdrawing, & being 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 & goals.	Friends & close relationships.	Activity & business 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 for goals & methods for achieving each goal.	Interpersonal & communication skills.
Likes to Save	Effort. They rely heavily on hunches, intuition, feelings.	Time. They like to be efficient & get things done now.	Relationships. Friendship means a lot to them.	Face. 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 & activities to be accomplished.	Structure a framework or “track” to follow.