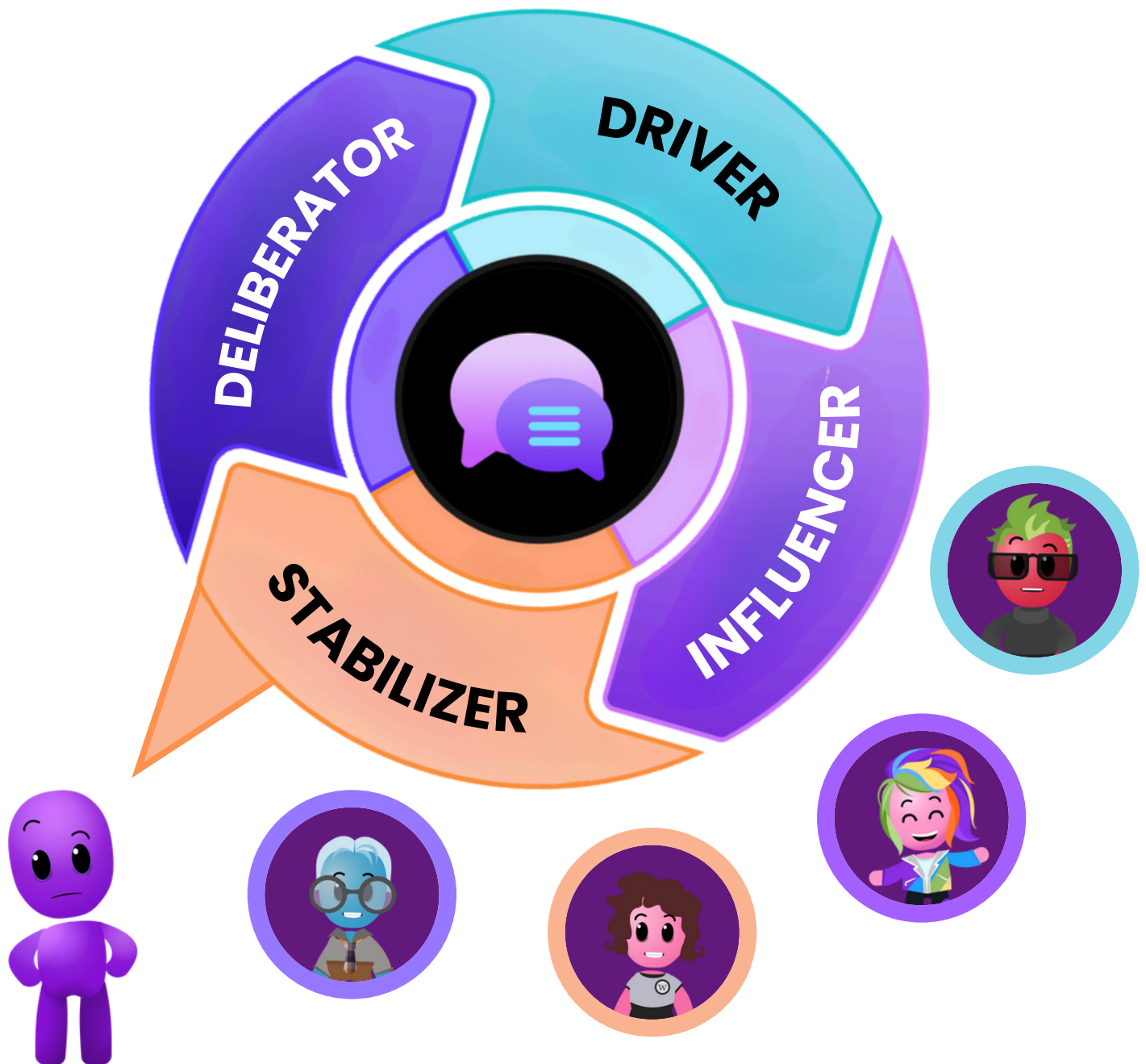




Communication Styles

Learn to communicate effectively by tailoring your message to reach people with different Communication Styles.





Communication Styles



DRIVER

Assertive, direct, results-oriented. Makes decisions quickly and tends to take charge. Focused on achieving goals.

INFLUENCER

Outgoing, enthusiastic, and persuasive. Thrives in social settings, enjoys building relationships, and is skilled at motivating others.



STABILIZER

Calm, reliable, and cooperative. Prefers stability and harmony. Excels at support, maintaining loyalty, and creating a peaceful environment.

DELIBERATOR

Analytical, detail-oriented, systematic. Values accuracy, quality, and thoroughness. Excels at planning, organizing, and maintaining high standards.



Whether speaking one-on-one or to larger groups, keeping the Styles in mind helps you connect with others, inspire action, and drive results with clarity and impact.



Comm Styles Wheel

Utilize the Communication Style Wheel to help tailor your message for group communication. Tackling each point ensures that you engage listeners of all styles.



When communicating with a group, be sure to address the **WHAT (Drivers)**, **WHY (Influencers)**, **WHO (Stabilizers)**, and **HOW (Deliberators)** to engage all styles.



Communicating with

Drivers

Be Brief. Be Bright. Be Gone.

Drivers

tend to be assertive, direct, and results oriented. They make decisions quickly and take charge of situations. They are focused on achieving goals.

Do's



1. Get to the point; be direct
2. Let them take charge and run meetings where appropriate
3. Praise them by focusing on the results/outcomes achieved

Don'ts



1. Spend a lot of time chit-chatting unless they initiate
2. Micromanage them
3. Take things personally (Drivers are often very blunt)



Motivating Drivers

- 01 Give them a challenge to meet.
- 02 Name the intended outcome/goal and keep the ball moving toward success.
- 03 Put them in positions/roles where they are empowered

Quick Communication Tips

For Stabilizers

A Driver's directness can feel jarring to Stabilizers, who prioritize harmony. They may say things you'd hesitate to, out of concern for others' feelings. Remember, their bluntness is about momentum, not malice—so take a breath and stay grounded when conflict arises.

For Deliberators

You probably appreciate a Driver's results-oriented nature, but may notice they skip over details. Be prepared to offer top-level summaries, and when details matter, explain how they connect to the big picture.

For Influencers

Drivers are less interested in personal connection during projects. Keep communication direct and focused. In conflict, lean on persuasion to make your case rather than turning it into a power struggle.

For Other Drivers

it can be challenging to have two people who like to be in charge and now, need to share the spotlight. To avoid power struggles down the line, clearly delineate who will be responsible for what.





Communicating with Influencers

Be Engaging. Be Enthusiastic. Be Interactive.

Influencers

are often outgoing, enthusiastic, and persuasive. They thrive in social settings, enjoy building relationships, and are skilled at motivating others.

Do's



1. Take time to be friendly, ask them about themselves, and keep an open-door policy
2. Provide an opportunity for them to bring their creativity and/or personal inspiration to a project
5. Give them feel-good feedback

Don'ts



1. Be too blunt or matter of fact
2. Neglect politeness and following social norms

Motivating Influencers

- 01 Place them in positions to lead and inspire cross-functional teams and projects.
- 02 Focus on team-building – they value relationships.

Quick Communication Tips

For Stabilizers

Influencers have strong persuasive skills and a tendency to take charge in social situations. Stabilizers should be cautious not to let influencers dominate conversations entirely. Assert yourself to ensure that your thoughts and perspectives are heard and considered too.

For Deliberators

Deliberators analyze details extensively. When communicating with Influencers, be cautious not to overanalyze or nitpick every aspect of their ideas. Instead, focus on understanding the broader concepts and the value that they bring to the table.

For Drivers

Balance assertiveness with diplomacy. Influencers will respond better to a collaborative and inclusive approach rather than a commanding style. Be sure to include a few personal aspects in your conversations, as having a bond will improve teamwork.

For Other Influencers

Fellow Influencers can quickly become friends, but sometimes may feel inclined to compete for attention. Stay collaborative – focus on common ground, exploring synergies, and working together towards shared goals.





Communicating with Stabilizers

Be Calm. Be Clear. Be Caring.

Stabilizers

are usually calm, reliable, and cooperative. They prefer stability and harmony, and excel at providing support, maintaining loyalty, and creating a peaceful environment.

Do's



1. Appreciate them with kindness and a gentle greeting
2. Be personable, build rapport and trust. Stabilizers want to feel comfortable with those around them.
4. Allow them time to process

Don'ts



1. Jump into a meeting or work topic without taking a moment to check in with them personally
2. Use harsh tones or an "in your face" approach

Motivating Stabilizers

- 01 Foster a safe, friendly environment for them
- 02 Put them in positions where they can be in service to the group.

Quick Communication Tips

For Deliberators	Deliberators often prioritize thoroughness over keeping an interaction warm. Stabilizers will be more likely to hear and appreciate your insights if you frame them as helpful tips rather than criticisms.
For Influencers	Influencers are often outgoing which might contrast with a Stabilizer's preference for a steady environment. When communicating with Stabilizers, be patient, create a comfortable space for expression, and avoid excessive energy or rapid-fire ideas.
For Drivers	Drivers' assertiveness can clash with Stabilizers' need for harmony. Slow down, listen actively, and show appreciation to create a more balanced, collaborative dynamic.
For Other Stabilizers	Because both of you want to avoid making the other feel bad, you might find yourselves in a situation where no one speaks up about a problem before it snowballs. Remember that honest feedback in the form of constructive criticism is kinder than allowing an issue to go unchecked.





Communicating with Deliberators

Be Detailed. Be Logical. Be Precise.

Deliberators

are analytical, detail-oriented, and systematic. They value accuracy, quality, and thoroughness. Deliberators excel at planning, organizing, and maintaining high standards.



Do's



1. Appreciate the accuracy and quality of their work
2. Provide work assignments in writing
3. Communicate with thorough information and well thought-out plans

Don'ts



1. Keep them out of the loop
2. Spend too much time on matters unrelated to task at hand

Motivating Deliberators

- 01 Put them in roles where quality and accuracy are important
- 02 Provide them with access to the right information and resources

Quick Communication Tips

For Stabilizers

Take advantage of your natural tendency to provide support and reassurance. Your steady presence helps ease their overthinking and boosts confidence in their decision-making.

For Drivers

Though you might prefer to keep things moving fast, exercise patience when communicating with Deliberators and allow them sufficient time to process information and make thoughtful decisions.

For Influencers

When conveying information to Deliberators, it is essential to provide it in a concise and well-organized manner. Presenting key points clearly and structuring the information logically will help deliberators understand and process the message more effectively.

For Other Deliberators

Since you both value detail, create space for open, thoughtful dialogue—but watch the clock. Stay mindful of the big picture to avoid getting stuck in the weeds.



Communication Style Pairing Guide

Understanding how different communication styles interact can help you adjust your approach and create smoother, more effective conversations. Use this guide to anticipate potential friction points and learn the best way to engage with each style.

If you're a	Driver	Influencer	Stabilizer	Deliberator
Driver	Direct & Fast-Paced Get clear on roles to avoid power struggles. Let them take charge where appropriate.	High-Energy but Focused Keep the conversation engaging but ensure there's a clear goal to avoid getting sidetracked.	Softened Approach Needed Build trust first before pushing for quick action. Give them space to process.	Be Patient & Precise Let them think through details and avoid rushing decisions. Keep discussions structured.
Influencer	Be Engaging but Efficient Get to the point, but allow some social interaction first. Keep it dynamic to hold their attention.	Easy Flow but Watch for Competition Collaborate and share the spotlight, but avoid talking over each other.	Slow Down & Listen Stabilizers prefer a steady pace, so avoid overwhelming them with rapid-fire ideas.	Structure Your Ideas Influencers can be big-picture thinkers, but Deliberators need clarity and details. Present information logically.
Stabilizer	Be Direct but Warm Make sure they feel valued before jumping into business. Allow them time to respond.	Let Them Warm Up Influencers' energy can be a lot—be patient and give them space to engage at their own pace.	Natural Fit but Watch for Avoidance Both of you may avoid conflict, so make sure concerns are voiced openly.	Offer Reassurance First Stabilizers like harmony, so frame analytical feedback as helpful rather than critical.
Deliberator	Stick to the Facts Be clear, logical, and allow time for them to analyze before making decisions.	Keep It Structured Avoid overwhelming them with excitement; present information in a well-organized way.	Provide Calm Support Help them feel secure in discussions by balancing structure with reassurance.	Deep Discussions Work Well Just be mindful of time—both of you may overanalyze! Keep an eye on the bigger picture.

Key Takeaways

Drivers thrive on efficiency and action but should soften their approach with Stabilizers and give Deliberators time to process.

Influencers excel in social interactions but should be mindful of overwhelming Stabilizers and ensure clarity when working with Deliberators.

Stabilizers value harmony and patience but need to ensure they assert themselves when communicating with Drivers and Influencers.

Deliberators prioritize logic and details but should stay aware of when to speed up for Drivers and simplify ideas for influencers.

By adapting your communication style to the person you're speaking with, you'll create more productive and positive interactions across all personality types!

Worksheet 1

Communication Style Reflection

1. What is your primary communication style?

2. Do you think you have a secondary communication style? If so, what is it?

3. What are the strengths of your primary style?

4. What challenges come with your style?

5. Which style do you find hardest to communicate with, and why?

6. Think of a time when your style created a misunderstanding. What happened, and what could have helped?

7. What's one adjustment you could make to better communicate with someone who has a very different style from you?

Flexing Styles

All of us can flex into different communication styles when the situation calls for it. Think about a time when you naturally used each of the four styles – even if it's not your default.

Flexing Styles	When have you acted this way?	Why do you think you shifted into that style?
Driver	<div></div>	<div></div>
Influencer	<div></div>	<div></div>
Stabilizer	<div></div>	<div></div>
Deliberator	<div></div>	<div></div>

Worksheet 2

Audience-Tuning: Planning for One-on-One Conversations

Pick four people you communicate with regularly (a boss, teammate, partner, etc.). What do you suspect their style is? How can you adjust your communication to better connect with them?

Person:

Their suspected style:

What they value in conversation:

What do I usually do in conversations with them that might not land well?

One adjustment I could make when speaking to them:

Person:

Their suspected style:

What they value in conversation:

What do I usually do in conversations with them that might not land well?

One adjustment I could make when speaking to them:

Person:

Their suspected style:

What they value in conversation:

What do I usually do in conversations with them that might not land well?

One adjustment I could make when speaking to them:

Person:

Their suspected style:

What they value in conversation:

What do I usually do in conversations with them that might not land well?

One adjustment I could make when speaking to them:

Worksheet 3

Audience – Tuning: Planning for Group Presentations

Consider a scenario where you must address a diverse audience. Use the Comms Wheel to make sure your message resonates with every communication style in the room.


First, write your main message – whether that's the key piece of information you want to deliver or the big idea you want your audience to buy into.

Main Message:

Now, list the key stakeholders you'll be speaking to and their suspected styles.

Then, fill in the most salient information for each Communication Style below.

DRIVER	INFLUENCER
WHAT is the Goal?	WHY does this matter?
<div></div> <div></div>	<div></div> <div></div>
How will success be measured?	What impact will it have?
<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
DELIBERATOR	STABILIZER
HOW will this be executed?	WHO will be affected?
<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
What details and data support it?	How does this contribute to stability?
<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>



The Comms Wheel is a circular diagram with a central black circle containing a purple speech bubble icon. Surrounding this is a ring divided into four colored segments: light blue (top-left, labeled 'WHAT'), light purple (top-right, labeled 'WHY'), orange (bottom-right, labeled 'WHO'), and light blue (bottom-left, labeled 'HOW'). The wheel is connected to the four quadrants of the worksheet by thin lines.

While it's important to address all four styles, if you're speaking to an audience that leans heavily towards one, you can plan to adjust how much time you devote to each element.



Communication Styles

Key Takeaways

1. Everyone Has a Style

People communicate in different ways. Understanding whether someone is a Driver, Influencer, Stabilizer, or Deliberator helps you tailor your approach for better conversations.

2. Balance Strengths and Challenges

Every style brings value. The key is knowing when to lean into strengths and when to flex towards another approach.

3. Great Communication is About Understanding

The goal isn't to change people – it's to meet them where they are so that conversations flow more smoothly.

4. Adjusting Your Style Builds Stronger Connections

The best Communicators adapt their approach to match the person they're speaking with. Utilize the Comms Style Wheel for both individual and group communication.