



# COMMUNICATING EFFECTIVELY

## Predictive Index® Tip Sheet

### THE A DRIVE

#### High A

Direct; Blunt; Telling style; Comfortable with conflict; Confident and aggressive, believes their ideas are best; Focused on results; Thinks by taking things apart and therefore asks “who? what? when? why? how much?”; Will negotiate; May interrupt; May struggle with listening

#### Hints for Communicating to High As:

- Ask what you want to tell
- Instead of saying “you can’t” provide clear options and a question
- Give up idea ownership
- Give choices

#### Low A

Tries to defuse or avoid perceived conflict in communication; Will procrastinate difficult conversations that might “make waves”; Agreeable and willing to accommodate the decisions and attitudes of others; Doesn’t want to disappoint; Worries that they’ve offended someone with their comments; May soften or dilute their message for fear of hurting someone or “making a big deal”

#### Hints for Communicating to Low As:

- Create a safe environment
- Ask to get their ideas or opinions
- Remove conflict from both your verbal and non-verbal communication
- Provide direction and cues regarding exactly what you want from them
- Don’t interrogate or ambush them



## THE B DRIVE

Talks to think; “Selling” style; “Spin cycle;” Agendas are invitations; Communication is a means to meet their needs; Will talk more as they are getting to know you or are trying to influence you; Persuasive; Inspiring; Fun; Upbeat; Stories and visual pictures; Conceptual; Very attune to non-verbal signals; Will use political acumen to get what they want; Feelings oriented

### High B

#### Hints for Communicating to High Bs:

- Show enthusiasm for their ideas
- Indulge them by listening to their stories and expressive communication style
- Talk face to face or over the phone instead of email
- Be positive FIRST
- Use humor that makes them feel special (i.e. “Beth, I know you’re the Sales Queen around here, but I can’t roll out the red carpet every time you get a fish on the hook.”)
- Give them “shine time”

Thinks to talk; Introspective; Calls it like they see it; Sincere; Communication is to exchange data and facts; Agendas are work assignments; May be blunt or abrasive; Minimizes verbal communication - “Yep’s and Nope’s;” Needs formal channels of communication; If you don’t ask the right questions, they may not tell

- “I assume if you need to know you will ask”; Not able to couch or “sugar coat”; Not tuned in to non-verbal’s or political undercurrents

### Low B

#### Hints for Communicating with Low Bs:

- Give them heads-up about what you want to discuss and time to think
- Provide them with data not feelings
- Minimize chit chat and face to face communication
- Use email to preview and review
- Be clear and concise



## THE C DRIVE

### High C

Thinks and communicates through a process; Starts at the beginning and works to the end; Needs closure for each communication; Communicates one thing at a time; Calm, patient & easy going unless you push or pressure them; Good listener; Communicates sequentially; Invests time in genuine communication

#### Hints for Communicating with High Cs:

- Don't interrupt
- Ask when a good time is
- Let them know how long you expect the conversation to take
- Make certain types of communication predictable with a schedule, set format, protocols etc.
- Don't rush them
- Be personal and genuine when talking to them
- Give them "face time"

### Low C

Tense; Fast paced; In a hurry; Starts at the end and back fills; No need to finish; Easily distracted; Struggles stay engaged in long, drawn-out conversation; Communicates on the go

#### Hints for Communicating with Low Cs:

- Get to the right to the point
- Minimize distractions
- Walk and talk
- Highlight or bullet important things in long written communication
- State your purpose immediately (i.e. I'm here to share options for the new marketing campaign and get your final decision on the timing of rollout.)



## THE D DRIVE

Provides expected level of information or more; Seeks clarity and “more information;” Communicates in relation to historical perspective & knowledge; Focuses on means (not ends); Communicate by relating message to things they know or have experienced - “What has been”; Minimize risk; Set boundaries

### Hints for Communicating with High Ds:

#### High D

- Get your facts straight
- Provide enough information
- Be specific
- Don’t gloss over or minimize obstacles/issues
- Structure your communication (agendas, email summaries, templates etc.)
- Ask them if they need anything else from you before ending the conversation

Bullet points; Resists certain types of information; Free form communication is best; Thinks “outside the box,” Not concerned with proof or historical perspective - “What could be”; Will voice unpleasant, unpopular or untested ideas; Will tune out if given too much info

#### Low D

### Hints for Communicating with Low Ds:

- Let them wing it
- Minimize structure, but be crystal clear about the non-negotiables
- Bullet points
- “Blank sheet” approach
- Be open and flexible to their unorthodox ideas