

Communication Preference Profile

Interpretation Guide



PEOPLE-Oriented

Strengths

- + Shows care and concern towards others
- + Non-judgmental with relationships
- + Provides clear verbal and nonverbal feedback signals
- + Notices moods in others quickly

Challenges

- Over-involved with feelings of others
- Avoids seeing faults/non-discriminating with relationships
- Internalizes/adopts emotional states of others
- Can seem intrusive to others
- Overly expressive when giving feedback



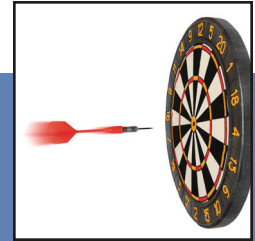
CONTENT-Oriented

Strengths

- + Looks at all sides of an issue
- + Welcomes complex and challenging information
- + Tests for clarity and understanding
- + Encourages others to provide support for their ideas

Challenges

- Overly detail-oriented
- Takes a long time to make judgments/decisions
- May intimidate by asking pointed questions
- Minimizes value of non-technical information
- Discounts information from unknowns



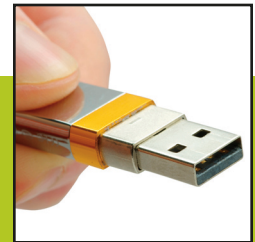
ACTION-Oriented

Strengths

- + Gets to heart of the matter quickly
- + Concentrates energy on understanding task at hand
- + Helps others focus on what is important
- + Encourages others to be organized and concise

Challenges

- Jumps to conclusions quickly
- Jumps ahead or finishes the thoughts of speakers
- Minimizes relational issues and concerns
- Tends to be impatient with rambling speakers
- Asks blunt questions/appears overly critical



TECHNOLOGY-Oriented

Strengths

- + Manages technology effectively
- + Communicates frequently
- + Responds timely to electronic communication
- + Values efficiency, speed and convenience

Challenges

- Tends to be impatient with small group interactions
- Misses important nonverbal cues and signals
- Limits creativity by imposing technology pressure
- Minimizes the importance of face-to-face contact
- May not fully evaluate responses

Remember:

- Multiple preferences are normal. It is common to score high in two preferences.
- There is no single best communication preference.
- In times of stress, you rely on your strongest preference.
- It is difficult to switch off preferences that are reinforced at work.