

## Communication Style Preference Inventory

When we communicate, each of us has a preferred style of processing information and relating. These four styles are:

**Thinking** - analyzing

**Intuiting** - the immediate knowing or learning of something without the conscious use of reasoning - woman's intuition

**Sensing** - acting

**Feeling** - caring

All of us use all four functions. They do not describe our entire personality, just one aspect of it - how we like to process information. Most of us are most comfortable communicating in a particular style. When we are able to recognize the styles, we can adapt our own style to meet the needs of those with whom we communicate, so that we can be more effective in reaching shared understandings. Thus, a Board will work together better.

Each of us uses all four styles, and we can change as we need to, depending upon how we need to reach the other person. For example, if you have an idea, and you want your Governor to approve of it, you will want to present it in the way you know she is most comfortable receiving information.

Each style is valuable and brings an important dimension to our group. Let's look at the four styles a little more...

### Categories of Differences

Communication differences generally occur over style and emphasis. Here are four categories of differences that come from our personal preferences in the way we relate to reality and process information. We use all four of these styles. Generally, we prefer one to the others and this affects our communication. Which one is your preferred style?

**Thinker** – Likes to analyze and interpret data; is analytical in processing information; prefers to deal with facts and provide data; is details oriented – Theme “What does the data tell me?” – Good in positions like treasurer. Wants information to analyze before making decision. Sometimes seen as “rigid” – methodical and prudent.

**Intuitior** – Good in positions like selling membership; public relations – Future based; innovative; theoretical. Likes to look at the big picture; is creative and innovative in processing information; prefers to focus on goals and long term results; prefers to deal with ideas and concepts; is future oriented and time based. Theme: How will this impact us in the future?

**Sensor** – Likes to get things done – now! Processes information to make fast decisions and determine actions; prefers to focus on methods and actions; is results oriented. Works hard; Makes lists; Thrives on risk...is a speed queen! Theme: Let's do it! Or How can we do it now?

**Feeler** – smallest group; likes to consider others and their feelings; processes information from an affective viewpoint; prefers to focus on values and emotions; is people-oriented. Sensitive. Nurturing. Use as mentors. Theme: How do I feel about this – How will others feel?

At your meetings watch what questions are asked and the comments that are made by each of your group, and when you work together to plan, see if you flex your communication style to meet the needs of others.