



PEOPLE CENTRIC COMMUNICATION

PEOPLE CENTRIC
CONSULTING GROUP®

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SCIENCE

- 68% of people say they've personally wasted time due to communication issues in their business.¹
- 53% of people have missed messages due to communication issues in their business.¹
- 42% of people have suffered from burnout, stress, and fatigue due to communication issues in their business.¹
- 75% of communications that are received are interpreted incorrectly²

ENGINEERING

- Determine your communication style
- Determine others' communication styles
- Leverage and understand the communication styles of others

We have so many methods of communication
and more access to each other than ever
before.

METHODS OF COMMUNICATION

- Email & Text
- Slack, Microsoft Teams
- Notifications on project task tools (Asana, Monday, Trello)
- Social Media & Video Conferencing
- Meetings
- Performance Appraisals
- “Can I talk to you for a second?”
- Non-verbal communication

Why isn't everyone getting the information they need to succeed?

COMMUNICATION MISCONCEPTIONS

- Messages are unidirectional
- Communication implies shared understanding
- Listening is the same as hearing
- **Our communication styles are the same.**



COMMUNICATION STYLES

Creating a common language to understand your communication style and the communication styles of others.



ACTIVITY



WHAT STYLE ARE YOU?

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- For each statement, select the top 2 that feel the most like you and move on to the next statement.



TROUBLE WITH THE QR CODE?

PEOPLE CENTRIC



Enter this link in your web browser:

tinyurl.com/PCcommstyles



COMMUNICATION STYLES



The Go-Getter

Place a high value on action and thrive on getting things done in the here and now.



The Empathizer

Place high value on human interaction and are attracted by jobs or situations in which social-interpersonal contacts with others are highly likely.



The Outliner

Place a high value on logic, ideas, and systematic inquiry.



The Whiteboard User

Place a high value on ideas, innovation, concepts, theory and long-range thinking.

THE GO-GETTER

- Talks too fast
- Direct in dialogue
- Ready to solve the problem



THE GO-GETTER

- “What doesn’t make sense to you?”
- “What will this cost?”
- “Let’s try it.”



THE EMPATHIZER

- People first.
- Defends actions of others
- Uses your name



THE EMPATHIZER

- “I feel...”
- “How will this affect our people?”
- “That reminds me of the time we...”



THE OUTLINER

- List makers
- Offers and wants all of the details
- Noncommittal under stress or change



THE OUTLINER

- “What options do we have?”
- “Give me some details...”
- “How can you support that? Tell me more.”



THE WHITEBOARD USER

- Thinks big picture
- References future events
- Leaves issues dangling, specifically when stressed



THE WHITEBOARD USER

- “What are the long term implications?”
- “What if...”
- “Here’s a twist...”



A group of diverse people, including men and women of various ethnicities, are gathered around a table in what appears to be a meeting or collaborative work environment. They are looking at documents and talking to each other. The image is overlaid with a semi-transparent blue filter.

COMMUNICATING WITH OTHERS

Which of these styles do you come into the most **conflict** with?

How can you **modify** your style to more effectively communicate with another style?

COMMUNICATING WITH A GO-GETTER

- Ask them to unpack their positions
- Freedom to think and guardrails to act
- Coach them to listen and slow down



COMMUNICATING WITH AN EMPATHIZER

- Listen but do not coddle
- Acknowledge how your decision is going to affect others
- Emphasize the big picture rather than individual perspectives



COMMUNICATING WITH AN OUTLINER

- Give them time to think
- Build strict guardrails around what information is relevant
- Give a deadline for making decisions



COMMUNICATING WITH A WHITEBOARD USER

- Timelines and deadlines
- Freedom to think
- Emphasize the importance of results as opposed to the process of ideation





PEOPLE CENTRIC COMMUNICATION

Communicating in a People Centric Culture.

COMMUNICATION STYLES



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UNDERSTAND YOUR STYLE

- Reflect on your daily conversations
- How do you react under stress?
- Your best day at work:
 - How did people communicate with you?
 - How did you communicate with people?

ACKNOWLEDGE OTHERS' STYLES

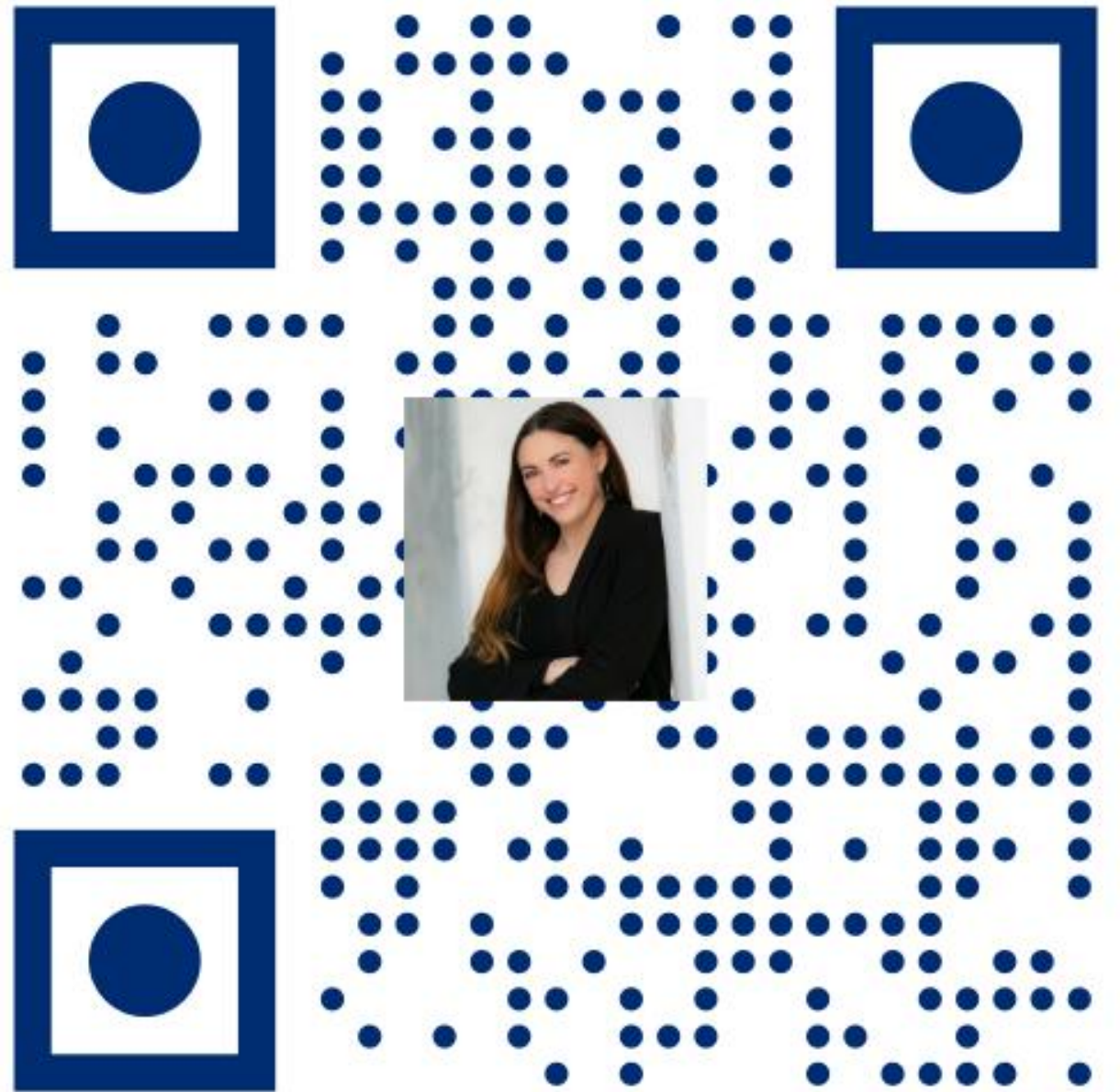
- Ask questions
- Actively listen & recognize body language
- Provide information in multiple ways
- “What is the best way I can communicate this to you?”

KEY TAKEAWAY

You already know how you like to communicate. It is how you seek to adapt to others that will help you become a better communicator.

CONTACT ME

Scan for my contact
information





QUESTIONS?