



Communicating with different personality types

To Communicate with Extraverts

- ? Talk to them, preferably face to face; don't use writing (as a primary means of communicating) to them unless necessary or as a follow-up.
- ? Present to groups, since extraverts will want to interact/consult with others.
- ? Respond immediately to questions, comments, etc.
- ? Emphasize action.
- ? Entertain them socially in addition to (or even while) doing business.

To Communicate with Introverts

- ? Write to them first, then talk.
- ? Allow them plenty of time for prior thought.
- ? Allow them plenty of time for reflection afterwards.
- ? Present to individuals.
- ? Gently draw them out.
- ? Don't drag them to social functions; just stick to business, in the business setting.

To Communicate with Sensing Types

- ? Be certain to make clear to them what you are talking about.
- ? Stay down to earth and practical.
- ? Give plenty of facts and evidence.
- ? Go into detail, and don't skip over things.
- ? Emphasize tangible results (especially near term as opposed to far in the future).
- ? Use plenty of concrete examples.
- ? Keep it simple if possible and appropriate, and be careful to ensure and verify that they are following you.

To Communicate with Intuitive Types

- ? Give the big picture, the broad implications, the long term possibilities.
- ? Emphasize concepts and ideas.
- ? Don't get bogged down in details.
- ? Stress unmet challenges that could be overcome; try to inspire them.
- ? Emphasize the novel, the unusual, the innovative.
- ? present what they need, and then let them "take the ball and run with it"; expect and welcome their ideas and additions, modifications, etc.

To Communicate with Thinking Types

- ? Get straight to the point; be as brief, concise, and pithy as you can and still be able to present a complete and cogent argument.
- ? Present clear goals and objectives; precisely define terms and explain what you mean.
- ? Present advantages and disadvantages, including all known pros and cons.
- ? Emphasize rational processes and consequences.
- ? Use logical, not emotional, arguments; play to the head, not the heart.

To Communicate with Feeling Types

- ? Be warm and friendly; treat them kindly in large ways and small; make them feel special.
- ? Begin with appreciation, areas of agreement.
- ? Emphasize human benefits and happiness.
- ? Remember that you cannot "logic them into submission."
- ? Use personal anecdotes and examples, and let them know some personal details about you.
(This gives them the chance to like you and feel they have things in common with you, considerations that are especially important to feeling types).

To Communicate with Judging Types

- ? Be prompt and punctual. (If presenting to a group, and some..most likely the Ps..haven't shown up, note the scheduled starting time and announce exactly how long you will wait for stragglers; if possible, go ahead and do something the others can catch up with later).

- ? Be sure you are well organized in your presentation; let them know your plan, and follow it; be sure to begin at the beginning and end at the end.
- ? Be decisive, not wishy-washy; draw conclusions.
- ? Expect a quick decision on their part; don't figure you can go back and fill in the blanks or change things later.
- ? Emphasize schedules, deadlines, and timetables (but remember you will be held to them).
- ? Don't bomb them with the unexpected-they hate surprises!

To Communicate with Perceiving Types

- ? If presenting to a group, don't start right on the dot; half of them won't be there, and they will be mad at you for following the schedule so tightly.
- ? Present things in tentative, modifiable form; present options.
- ? Let them draw the conclusions.
Avoid deadlines if possible, and don't press them for an immediate decision. (Presented with a now or never demand, they may very well react by doing nothing.)
- ? Follow up, since they may need a gently nudge once they've had plenty of time to make up their minds.
- ? Don't be too slick in your presentation; you can actually turn them off and/or make them suspicious this way.