

How Communicate More Effectively via Email

Understanding Communication styles



Communication Style and Description

Analysts/Thinkers are those for whom a sense of order, logic and sound reasoning are necessary ingredients to communicating. For the analyst, alternatives are always considered before arriving at a decision. Analysts take time for reflection and can separate emotion from fact. At their worst, they can come across as unbending, rigid and unfeeling. Their email can be seen by other styles as needlessly lengthy and detailed.

Amiables/Relators/Feelers are the analysts' psychological opposites. They're people-centered and have a deep sense of loyalty. Amiables care about the way processes are implemented, because they're sensitive to the reactions of others. They're challenged when they're required to implement procedures that have a negative consequence on co-workers and can be seen as too "soft" to make hard decisions. They've been known to forward chain email and inspirational messages.

Drivers/Sensers are fact-based action people. They need to see legitimate evidence before they make a move. Drivers don't have hunches. "Where's the beef?" and "Show me the money" are phrases that resonate with them. When asked: "When do you need this?" their reply is often: "Yesterday." Drivers can be seen as blunt, insensitive, "bulls in a china shop" and short on patience. They have been known to send email in ALL CAPS.

Expressives/Intuitors are the psychological opposites of Drivers; they frequently see things that others miss. They are "big picture" visionaries who loathe detail. Expressives believe that others also can see the future and can "connect the dots" in the same way they do. Their leaps of logic in email can cause dizzying reactions from their driver, amiable and analyst colleagues.

- The concepts and information above taken from article by Maureen Sullivan on careerjournal.com
- Refer also to 'People Styles at Work' by Boulton and Boulton

How to communicate by email with this style

Be sure that the message is logical and fact-based and that you support your suggestions with relevant data. Demonstrate that you've considered alternatives before you arrived at your recommendations. Above all, be fair and don't cloud your message with emotion.

Include a greeting and a cordial closing. Amiables appreciate messages that are values-based and people-sensitive. They respect tradition and will be receptive to hard or bad news if they know issues important to them were considered before a decision was made.

Get right to the point. Drivers appreciate messages that can be measured rather than felt. Use bullet points and make suggestions for possible actions. Practicality and a sense of urgency are key elements for a driver.

You're writing to an ideas person who's a forward-thinking individual. Appeal to their sense of originality by using a novel approach. Include these types in your buddy lists when changes need to be implemented or when piloting a new program or product. Praise their worthy suggestions.