

Communication Style Survey

Instructions¹: Please select from each pair of attributes the one that is most typical of your personality. Make your choices as quickly as possible. There is no wrong answer.

1. I like action.
2. I deal with problems in a systematic way.
3. I believe that teams are more effective than individuals.
4. I enjoy innovation very much.
5. I am more interested in the future than in the past.
6. I enjoy working with people.
7. I like to attend well-organized group meetings.
8. Deadlines are important for me.
9. I cannot stand procrastination.
10. I believe that new ideas should be tested before being used.
11. I enjoy the stimulation of interaction with others.
12. I am always looking for new possibilities.
13. I want to set up my own objectives.
14. When I start something, I go through until the end.
15. I basically try to understand other people's emotions.
16. I do challenge people around me.
17. I look forward to receiving feedback on my performance.
18. I find the step-by-step approach very effective.
19. I think I am good at reading people.
20. I like creative problem solving.
21. I extrapolate and project all the time.
22. I am sensitive to others' needs.
23. Planning is the key to success.
24. I become impatient with long deliberations.
25. I am cool under pressure.
26. I value experience very much.
27. I listen to people.
28. People say that I am a fast thinker.
29. Cooperation is a key word for me.
30. I use logical methods to test alternatives.
31. I like to handle several projects at the same time.
32. I always question myself.
33. I learn by doing.
34. I believe that my head rules my heart.
35. I can predict how others may react to a certain action.
36. I do not like details.
37. Analysis should always precede action.
38. I am able to assess the climate of a group.

¹ Based on the work of P Case "Teaching for the Cross-Cultural Mind" Washington, DC, SIETAR, 1981

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39. I have a tendency to start things and not finish them up.
40. I perceive myself as decisive.
41. I search for challenging tasks.
42. I rely on observation and data.
43. I can express my feelings openly.
44. I like to design new projects.
45. I enjoy reading very much.
46. I perceive myself as a facilitator.
47. I like to focus on one issue at a time.
48. I like to achieve.
49. I enjoy learning about others.
50. I like variety.
51. Facts speak for themselves.
52. I use my imagination as much as possible.
53. I am impatient with long, slow assignments.
54. My mind never stops working.
55. Key decisions have to be made in a cautious way.
56. I strongly believe that people need each other to get work done.
57. I usually make decisions without thinking too much.
58. Emotions create problems.
59. I like to be liked by others.
60. I can put two and two together very quickly.
61. I try out my new ideas on people.
62. I believe in the scientific approach.
63. I like to get things done.
64. Good relationships are essential.
65. I am impulsive.
66. I accept differences in people.
67. Communicating with people is an end in itself.
68. I like to be intellectually stimulated.
69. I like to organize.
70. I usually jump from one task to another.
71. Talking and working with people is a creative art.
72. Self-actualization is a key word for me.
73. I enjoy playing with ideas.
74. I dislike wasting my time.
75. I enjoy doing what I am good at.
76. I learn by interacting with others.
77. I find abstractions interesting and enjoyable.
78. I am patient with details.
79. I like brief, to-the-point statements.
80. I feel confident in myself

Communication Style Survey – Scoring Sheet

Instructions: Circle the items you have selected and add up the totals for each **style** (one point per answer). The maximum is 20 per **style** and your total for the four styles should be 40.

Style **Circle your answer here** **Total Score**
(max. 20)

Style 1

1 - 8 - 9 - 13 - 17 - 24 - 26 - 31 - 33 - 40 - 41 -
48 - 50 - 53 - 57 - 63 - 65 - 70 - 74 - 79

Style 2

2 - 7 - 10 - 14 - 18 - 23 - 25 - 30 - 34 - 37 - 42 -
47 - 51 - 55 - 58 - 62 - 66 - 69 - 75 - 78

Style 3

3 - 6 - 11 - 15 - 19 - 22 - 27 - 29 - 35 - 38 - 43 -
46 - 49 - 56 - 59 - 64 - 67 - 71 - 76 - 80

Style 4

4 - 5 - 12 - 16 - 20 - 21 - 28 - 32 - 36 - 39 - 44 -
45 - 52 - 54 - 60 - 61 - 68 - 72 - 73 - 77

The Four Communication Styles

The style with your highest score is considered your primary communication style. The indicators below describe how each style prefers to communicate and work. Does yours sound like you?

Style 1: What		Style 2: How	
Action		Process	
Results	Objectives	Strategies	Facts
Achieving	Doing	Organization	
Style 3: Why		Style 4: Who	
Idea		People	
Concepts	Innovation	Communication	Teamwork
Theories		Relationships	

The Main Characteristics of Communication Styles

Style	Content: People with this style talk about...		Process: People with this style are...
Style 1. Action (A)	Results	Responsibility	Pragmatic (down to earth)
	Objectives	Feedback	Direct (to the point)
	Performance	Experience	Impatient
	Productivity	Challenges	Decisive
	Efficiency	Achievements	Quick (jump from idea to idea)
	Moving ahead	Change	Energetic (challenge others)
	Decisions		
Style 2. Process (PR)	Facts	Trying out	Systematic (step-by-step)
	Procedures	Analysis	Logical (cause and effect)
	Planning	Observations	Factual
	Organizing	Proof	Verbose
	Controlling	Details	Unemotional
	Testing	Cautious	Patient
Style 4. People (PE)	People	Self-development	Spontaneous
	Needs	Sensitivity	Empathetic
	Motivation	Awareness	Warm
	Teamwork	Cooperation	Subjective
	Communications	Beliefs	Emotional
	Feelings	Values	Perceptive
	Team spirit	Expectations	Sensitive
	Understanding	Relations	
Style 3. Idea (I)	Concepts	What's new in the field	Imaginative
	Innovation	Creativity	Charismatic
	Interdependence	Opportunities	Difficult to understand
	New ways	Possibilities	Ego centered
	New methods	Grand designs	Unrealistic
	Improving	Issues	Creative
	Problems	Potential	Full of ideas
		Alternatives	Provocative