

Communication DNA®

DNA Unlocking Relationship Performance Guide



Welcome to Communication DNA®

Communication DNA® is a proprietary solution used to discover a person's unique communication and learning style for the real time customization of sales, marketing and service activities to enhance client engagement and Relationship Performance.



The guide is primarily intended to provide you with a quick snapshot on how to interpret and then apply the insights for each of the 4 Primary Communication DNA styles in working with different team mates and clients or customers to increase engagement.

You will find that the unique insights provided in this guide will enable you to more easily pinpoint the key attributes of each of the primary communication styles and/or refresh your memory of the key points that should be communicated when facilitating clients or customers, and when working with team mates.

Whenever you are working with someone, you can refer to the guide to quickly get focused on their communication style and modify how you relate to meet their needs. You may find it handy to keep this guide at your desk.

Summary of 4 Different Communication Styles

Communication Keys for Behaviorally Smart Conversations			
Communication Style	Strengths	Struggles	What They Want
Goal-Setting (Allow Them to Discuss It)	Speaks Directly and Candidly	Could Be Too Forceful, Abrupt, Interrupting	Provide Options, Get to Bottom Line, Present Opportunities
Lifestyle (Allow Them to See It)	Open and Engaging	May Be Too Transparent and Uninhibited	Openly Express Views, Verbalize Provide Broad Facts
Stability (Allow Them to Feel It)	Shows Empathy and Warmth	May Compromise Too Much and Be Too Diplomatic	Keep it Relaxed, Speak Softly, Share Your Feelings
Information (Allow Them to Read It)	Provides Specifics and Details	May Be Too Serious, Modest, Not Interactive	Provide Facts, Provide Specifics, Demonstrate Transparency

Goal-Setting Communication DNA Style



Unique communication keys for a person with **Goal-Setting** Communication DNA Style include:

- Communication strength: Comfortable speaking directly and candidly
- Provide options when communicating - give alternatives, enable person to make the choice
- Get to the bottom line



Meeting Tips For Interacting With a Goal-Setting Person



1. No long stories, keep to the point
2. Keep meeting agenda short and focused
3. Prioritize objectives around their goals
4. Start with the big picture, not too much detail on one part of it
5. Lay out the options so a decision can be made
6. Provide bullet points
7. Clearly outline risk/reward from best and worst case scenario
8. Ask for their thoughts on recommendations
9. Ask how involved they want you in the planning process
10. Recognize them with referrals to other influencers

Lifestyle Communication DNA Style



A person who is focused on lifestyle desires engagement, openness and making connections. Who do you enjoy networking with?

Unique communication keys for a person with **Lifestyle** Communication DNA Style include:

- Communication strength: Open, engaging and communicates with enthusiasm
- Use verbal communication – telephone them, provide audio's
- Openly express thoughts and opinions



Meeting Tips For Interacting With a Lifestyle Person



1. Keep to an overview of the strategy, and not too much detail
2. Smile a lot and keep an up-beat, positive tone
3. Have meetings in a relaxed environment, and allow more time
4. Let them talk openly but keep on track
5. Address their lifestyle goals
6. Provide clean and simple graphics to invoke emotions (less words)
7. Talk about “spending budgets” and returns in a range
8. Ask what their “gut feeling” is on your recommendations
9. Make decisions interactively together and provide opinions of others
10. Recognize them with invitations to social events

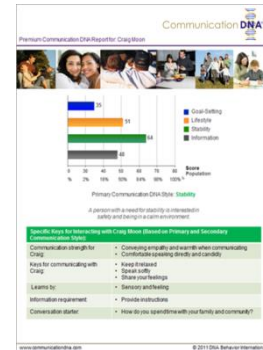
Stability Communication DNA Style



A person with a need for stability is interested in safety and living in a calm environment. How do you spend time with your family and community?

Unique communication keys for a person with **Stability** Communication DNA Style include:

- Communication strength: Conveys empathy and warmth when communicating
- Speak in a Calm Manner – talk with an even tempo, minimize tension, be relaxed
- Use a Soft Tone



Meeting Tips For Interacting With a Stability Person



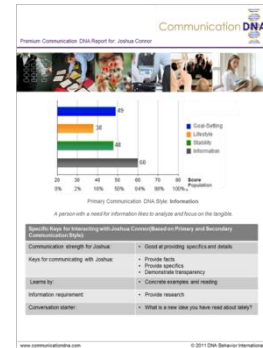
1. Discuss their family and life issues upfront
2. Communicate at a slower pace and do not make them feel pressured – keep it even
3. Have office meetings in a more living room environment
4. Show with empathy that you care about their well-being and desire the best outcome for them.
5. Give them step-by-step instructions to avoid any feelings of chaos.
6. Provide lower end estimates of returns and keep them diversified
7. Communicate security and the safety buffers
8. Ask them how much contact they would like with you and what type (email, phone etc)
9. Indicate your feelings about the recommendations and get them to discuss theirs
10. Invite them to group workshops and demonstrate how solutions work

Information Communication DNA Style



Unique communication keys for a person with **Information** Communication DNA Style include:

- Communication strength: Good at providing specifics and details
- Provide facts when communicating – enable them to analyze, support statements with research
- Closed-ended questions



Meeting Tips For Interacting With an Information Person



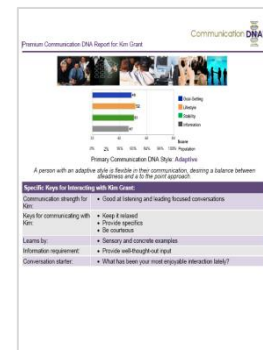
1. Set a structured agenda and have prepared questions.
2. Meet in a more formal environment in the office.
3. Expect yes/no answers.
4. Offer details and analysis.
5. Avoid abstract ideas in communication, and keep to specifics.
6. Present the research performed to come to the specific conclusion.
7. Provide case studies as examples rather than having a high-level, conceptual discussion.
8. Show the risks are minimized (not eliminated) in the recommendations.
9. Say what you are going to do and then do it. Be very transparent.
10. Provide them with newsletters and books, economic information.

Adaptive Communication DNA Style

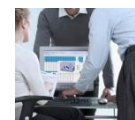


Unique communication keys for a person with **Adaptive** Communication DNA Style include:

- Communication strength: Good at listening and leading focused conversations
- Keep it relaxed when communicating – provide specifics, be courteous
- Provide well thought-out input



Meeting Tips For Interacting With an Adaptive Person



1. Set a structured agenda but keep it friendly and relaxed.
2. Meet in a warm, functional and practical office environment.
3. Listen with caring concern and be prepared to draw their true views out.
4. Provide guidance and research, but adapt the pace for the situation.
5. Keep them focused on making decisions, and check in regularly.
6. Present the alternative perspectives but provide direction.
7. Provide case studies as examples and show how the ideas are in line with their goals.
8. Show how the risks are minimized to provide security and how results will be obtained.
9. Demonstrate your competence and keep the plans very clear. Be very reliable.
10. Provide them with education and books, and invite to more quiet events.

DNA Matrix for Adapting Communication

Communication DNA Style	Goal-Setting Advisor	Lifestyle Advisor	Stability Advisor	Information Advisor
When working with Goal-Setting Communication DNA Styles	Minimal modification required: <ul style="list-style-type: none"> • Present goals • Focus returns • Offer options 	Some modification required: <ul style="list-style-type: none"> • Move more quickly to the bottom line • Minimize enthusiasm • Recognize they may not enjoy small talk 	Significant modification required: <ul style="list-style-type: none"> • Be more direct • Keep conversations formal • Recognize they may come across as cold 	Some modification required: <ul style="list-style-type: none"> • Avoid unnecessary details • Present the big picture • Recognize they may be put off by too much detail too soon
When working with Lifestyle Communication DNA Styles	Some modification required: <ul style="list-style-type: none"> • Provide graphics • Explain how bottom line will impact lifestyle • Recognize they may be bored with formal meetings 	Minimal modification required: <ul style="list-style-type: none"> • Invite to social events • Set boundaries to keep focused • Engage in small talk 	Some modification required: <ul style="list-style-type: none"> • Be more energetic • Express emotion and allow them to express views • Recognize they may focus on possibilities not certainties 	Significant modification required: <ul style="list-style-type: none"> • Be more interactive • Avoid jumping into facts and research too soon • Recognize they may lose focus if the lifestyle benefit is not clear
When working with Stability Communication DNA Styles	Significant modification required: <ul style="list-style-type: none"> • Soften the tone • Follow up regularly to ensure they are comfortable • Recognize they may feel pressured if not given enough time and warmth 	Some modification required: <ul style="list-style-type: none"> • Speak more calmly • Create a relaxed environment • Recognize they may not enjoy impersonal environments 	Minimal modification required: <ul style="list-style-type: none"> • Offer feelings • Express emotions and ask that they share theirs • Provide instructions 	Some modification required: <ul style="list-style-type: none"> • Lighten up meetings • Ask how they feel about the facts • Recognize they may want a guarantee of security
When working with Information Communication DNA Styles	Some modification required: <ul style="list-style-type: none"> • Have research available • Demonstrate how risks are minimized • Recognize they may need to retreat and think to make decisions 	Significant modification required: <ul style="list-style-type: none"> • Concentrate on being reliable • Focus on being structured • Recognize they may get irritated by imprecise communication 	Some modification required: <ul style="list-style-type: none"> • Provide action steps • Focus more on facts than feelings • Recognize they may appear to be unexpressive 	Minimal modification required: <ul style="list-style-type: none"> • Offer detailed research • Ask if more information is needed • Stay focused on the practical

Contact Us

We sincerely hope that this guide is helpful in making the Communication DNA experience more practical in terms of understanding and adapting to the different communication and learning styles of your team mates and clients or customers so that you can unlock the potential of your relationships.

For more information about Communication DNA contact:

DNA Behavior International
5901-A Peachtree Dunwoody Rd
Suite 375
Atlanta, GA 30328
(770) 274-0311
inquiries@dnabehavior.com
<http://www.communication.com>