



## Communication DNA® White Paper

### Enhance Your Communication

*"Once a human being has arrived on this earth, communication is the largest single factor determining what kinds of relationships he makes with others and what happens to him in the world about him"*

*- Virginia Satir, People Making*

What is your Communication DNA style? Do you know the Communication DNA style of others you interact with? Are you getting a positive response from the people you interact with? Have you experienced how trust can be built when there is improved communication and consequently better decisions made?

Effective communication is a foundational starting point in building a sound relationship with any person that you interact with. Further, the quality of the relationship with any person has a direct impact on the quality of decisions that get made.

What happens when the communication is poor is that people start making decisions around each other because the trust has been diminished. Also, poor decisions can get made because the information has not been heard as intended. For instance, this will be the case for life and financial decisions made by couples and families, business decisions, and also interactions between advisors and clients. Reflect on how you behave when someone communicates poorly with you.

What is important to recognize is that our communication styles are driven by our natural behavioral styles. Therefore, we naturally communicate based on who we are and how we see the world. Of course, how the other person hears the message depends on who they are. So often there is a gap that needs to be bridged between "what was said and what was heard". One of the keys to success in any relationship is closing this gap by communicating with the other person on their terms and not your own. How the message is communicated becomes as important as the message itself. This is not always easy because when we are under pressure or out of our comfort zone, we will tend to revert back to our natural behavior.

Over the past few years, we have performed extensive research using our behavioral profiling systems to determine how people communicate. Whilst each person will have a unique set of preferences, there are 4 primary Communication DNA styles which define how a person would typically wish to be communicated with.

These have been categorized as follows:

1. Goal Setter - present opportunities and vision
2. Lifestyle Builder - seeks status, affluence and fun
3. Stabilizer - requires stability and safety
4. Information Gatherer - provide analysis and make the message tangible

Based on each of the 4 primary communication styles there are unique communication keys. Further, in presenting products and services or making key decisions, the following unique needs must be recognized:

1. Life Need
2. Financial Approach
3. Service Delivery Style
4. Meeting Conduct
5. Information Requirement
6. Relationship Requirement
7. Learning Style

An important new area of behavioral research relating to communication is a person's learning style, i.e. whether a person is more Anchored (experiential) or Creative (new idea driven), or whether the person is more left-brained (logic and reasoning) or right-brained (stories and feelings). This difference in behavior (not intellect) has a very significant impact on how people should be communicated with. For instance, a financial advisor presenting a new real estate fund or estate planning solution could be heard very differently depending on the client's learning style. Further, it will impact the client's perception of how risky the transaction is regardless of the actual level of risk, and that perception may have little to do with the client's actual risk propensity or tolerance.

### **The Five Steps to Building Effective Communication**

The key steps for building effective communication can be summarized as follows:

1. Identify Your Communication DNA Style - identify your natural "hard-wired" propensity to communicate so that you know how others should communicate with you and your natural starting point for communicating with others. Please complete your complimentary Communication DNA

profile on our home page at [www.communicationdna.com](http://www.communicationdna.com) to learn which of the 4 primary Communication DNA styles you are.

2. Discover the Communication DNA Style of Others - identify how your spouse, partner, family and team members, and your clients wish to be communicated with based on their natural behavior. To learn more about the 4 primary Communication DNA styles, visit [www.communicationdna.com](http://www.communicationdna.com)
3. Build Communication Awareness - discuss with your spouse, partner, family and team members, and your clients how you each wish to be communicated with, and appreciate the potential differences.
4. Adapt Your Communication - adopt the “Platinum Rule” of relationships by communicating on the other person’s terms, not on your own. If you have a business, use the Communication DNA database to start tailoring all of your communications and information flows based on the 4 primary Communication DNA styles of your clients.
5. Self-Coaching - before and after discussions with those you have interacted with, refer to your and their Communication DNA profiles to assess where there was positive energy in your communication and where the conversation was stressful.

Communication DNA is a service of The DNA Institute. If you are interested in finding out more about how to use the Communication DNA profiling system in your business and our related DNA services, please visit [www.communicationdna.com](http://www.communicationdna.com) or contact us at [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)

For more insight into communicating with clients, please refer to Chapter 7 of Hugh Massie's book "Financial DNA: Discovering Your Unique Financial Personality for a Quality Life".