

COMMUNICATION PREFERENCES

As a starting point let's have a first glans at your own communication preferences.

Below you will see a graph with 4 columns. Each one contains adjectives which you will need to prioritise in this order:
 1 – Not like me at all; 2 – Occasionally like me; 3 – Often like me; 4 – Mostly like me

State the number in the front of each adjective. Do not think long. The first impulse is often the right one. All test should take no more than 3-4 minutes:

Column 1		Column 2		Column 3		Column 4	
Assertive		Communicative		Amiable		Accurate	
Competitive		Persuasive		Deliberate		Careful	
Direct		Influential		Dependable		Logical	
Driving		Positive		Persistent		Precise	
Forceful		Verbal		Kind		Systematic	
Self-starter		Networker		Good listener		Perfectionist	
Adventurous		Enthusiastic		Predictable		Curious	
Daring		Sensitive		Sincere		Consistent	
Self-Certain		Open		Patient		Tactful	
Decisive		Influencing		Steady		Restrained	
TOTAL		TOTAL		TOTAL		TOTAL	

What is the total number for each column?

You can distribute your numbers on the scale:

Director	Artist	Friend	Analyst
40	40	40	40
38	38	38	38
36	36	36	36
34	34	34	34
32	32	32	32
30	30	30	30
28	28	28	28
26	26	26	26
24	24	24	24
22	22	22	22
20	20	20	20
18	18	18	18
16	16	16	16
14	14	14	14
12	12	12	12
10	10	10	10

The character which has a higher score is you're the most preferable style and the letter with the lowest score is your less preferable style. If you have a score of 34-40, this suggest that you have strongly pronounced characteristics of the style.

Your score may change if you or when you are under stress. It may also shift with the change in your personal or professional circumstances or if you consciously choose to develop a particular skill or a personal attribute.

Here is a general overview of the model:

