

# Communicating with D's

---

## Do

- Be brief and to the point
- Paint the big picture
- Stick to the topic
- Disagree with the facts, not with the person
- Demonstrate your competence
- Let us take the lead, if possible
- Be prepared to provide solutions to problems
- Be fast – prepare ahead of time if you need to
- Highlight key points
- Provide concrete data
- Emphasize practical aspects of your ideas
- Be confident

## Don't

- Ramble or waste time
- Take it personally if we are decisive or blunt
- Don't chit chat or do a lot of small talk
- Come to us with the decision already made
- Try to take charge
- Get lost in the details without remembering the big picture
- Offer multiple ideas – propose your best one
- Make promises you can't deliver on
- Expect us to open up right away
- Be vague

# Communicating with I's

---

## Do

- Allow time for relating and socializing
- Put details in writing – we'll need to refer back to these
- After a meeting, be clear about who is going to do what and by when
- Provide testimonials from people who we see are important
- Listen to us
- Approach things informally
- Be relaxed and sociable
- Create a fun, lively atmosphere
- Listen to how we feel
- Keep the conversation light – or give us some humor breaks in a serious conversation
- Give us praise – make us look good in front of others
- Expect us to be a little too optimistic – help keep us realistic

## Don't

- Be impersonal or task-oriented
- Leave decisions undecided
- Let us get lost in conversation
- Avoid lots of details in conversation, but provide them another way (like a written sheet)
- Be quick to criticize
- Don't talk down to us
- Limit the conversation to the issues at hand
- Get impatient if we go on a tangent

# Communicating with S's

---

## Do

- Start with personal comments – break the ice
- Listen and be responsive
- Slow down and allow time for decision-making
- Build and maintain trust
- Give us time to process changes
- Explain how changes will benefit us
- Emphasize our importance and show sincere appreciation
- Have a secure, safe or familiar environment
- Build a relationship before getting down to business
- Be warm, relaxed and inviting
- Focus on feelings
- Show how ideas have worked well in the past
- Practice active listening
- Summarize what you've heard from us

## Don't

- Rush into business or the agenda
- Change things for the sake of change – give us a reason
- Force a quick response
- Promise on something you can't deliver
- Be demanding or forceful
- Care about us just as an employee
- Push us into a corner to make a decision

# Communicating with C's

---

## Do

- Prepare for the conversation in advance
- Provide facts and supporting information
- Follow through
- Give us space
- Be prepared to answer our questions
- Be tactful and reserved
- Be loyal
- Organize the conversation in a logical order
- Break down your recommendations – give details and explanations
- Include options and alternatives
- Give pros and cons
- Use words like “know” and “think”

## Don't

- Be disorganized or messy
- Force a quick decision
- Be unclear about your expectations
- Get too emotional
- Expect small talk and chit chat
- Be overly critical of our work
- Use emotional words like “feel”