

CONTROLLERS CONFERENCE

*for the Construction &
Real Estate industry*

Communicating with Style

Heather Kean, Moss Adams
Manager, Training and Development



With which audiences do
you communicate?

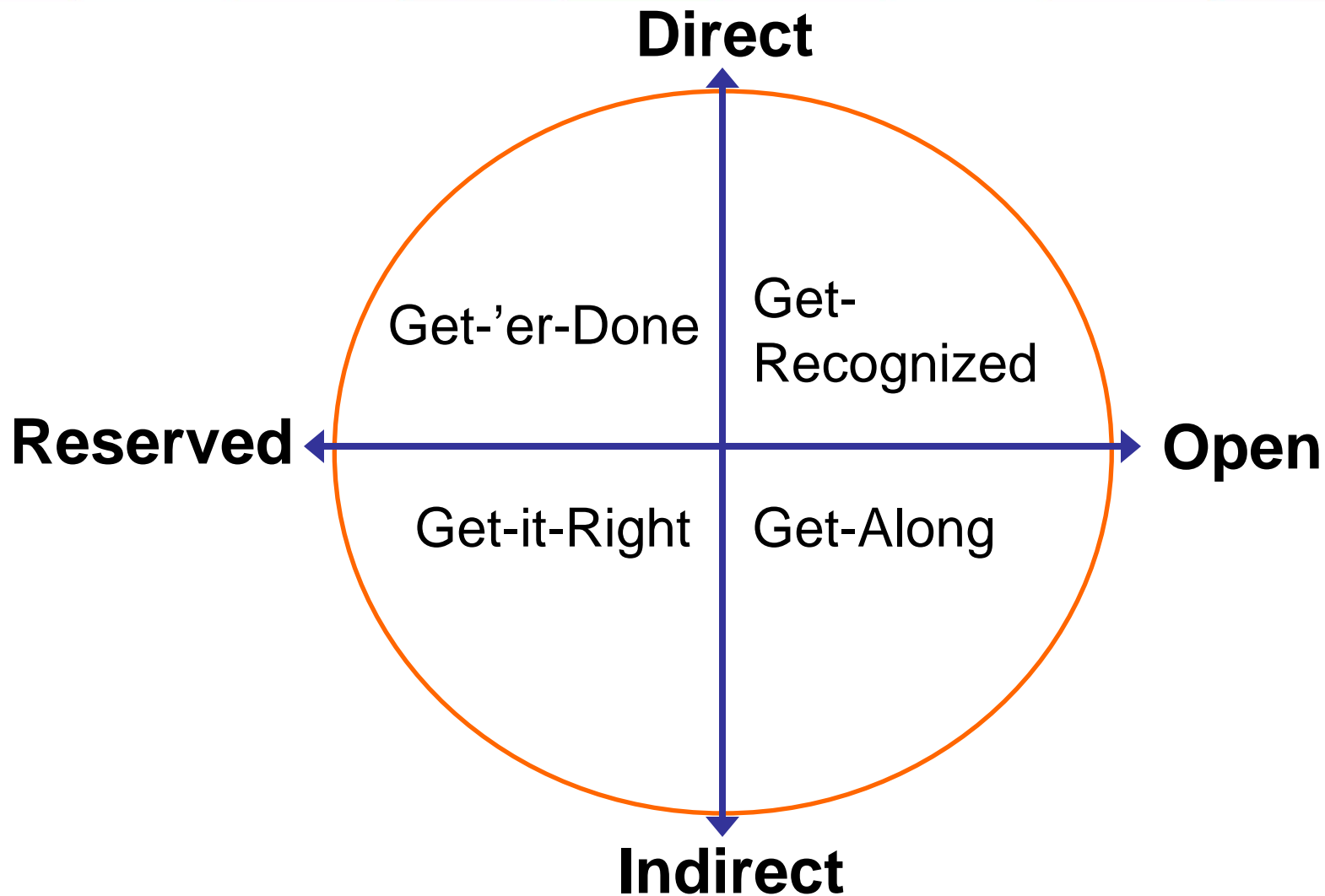


What messages do you
need to communicate?

How to communicate most effectively

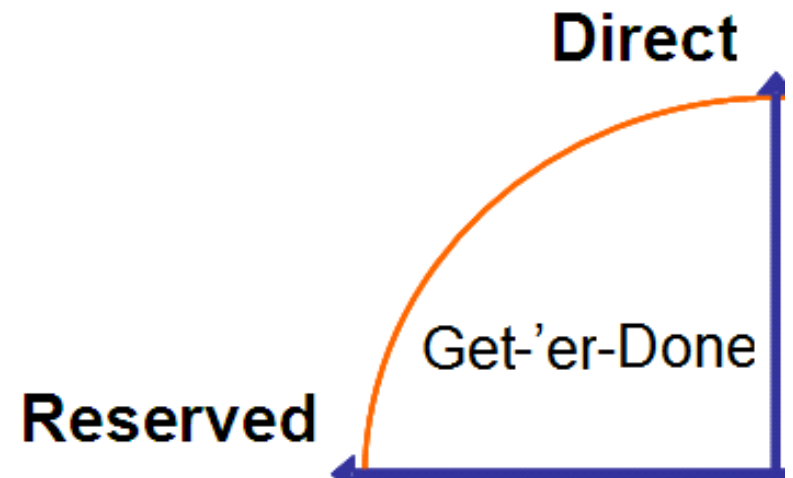
1. What is your natural communication style?
2. What is your audience's preference?
3. How can you increase your effectiveness with all styles?

Understanding Communication Styles



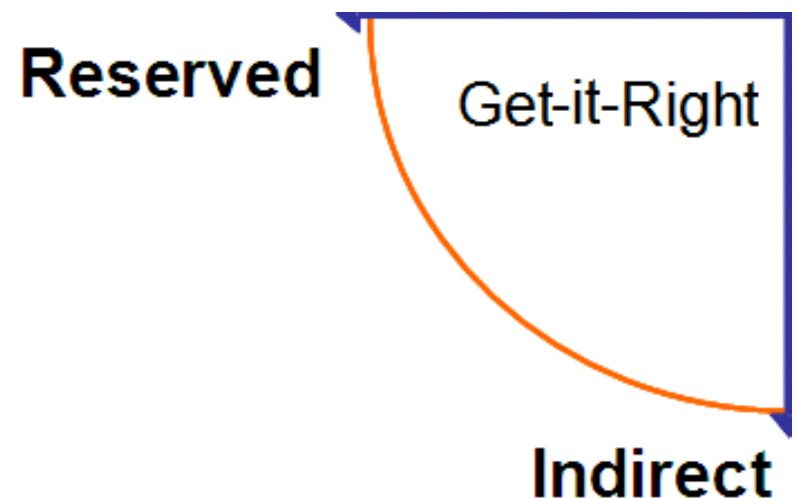
Get-er-Done - Key Characteristics

- Emphasis on Results
- Does not share feelings
- Decisive
- Fast-Paced
- Likes Control
- Takes Risks
- Juggles Many Tasks
- Competitive



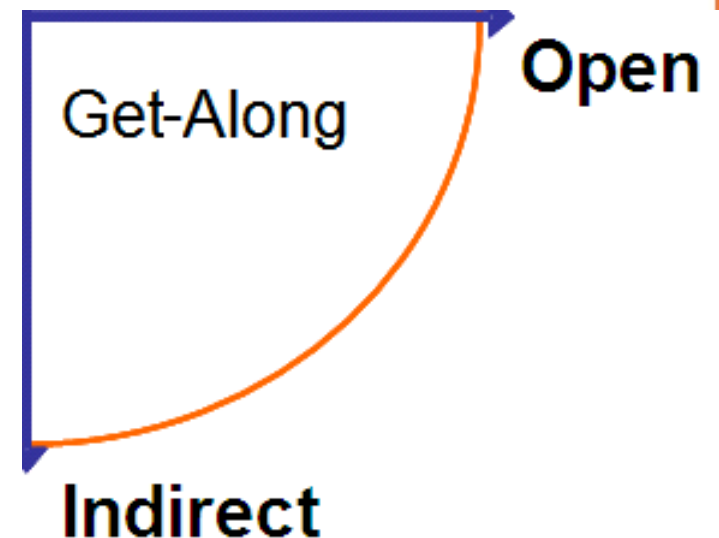
Get-it-Right - Key Characteristics

- Logical
- Likes Structure
- Detailed
- Takes Minimal Risk
- Accurate
- Methodical
- Follows Directions
- Needs Time
- An Efficient Perfectionist



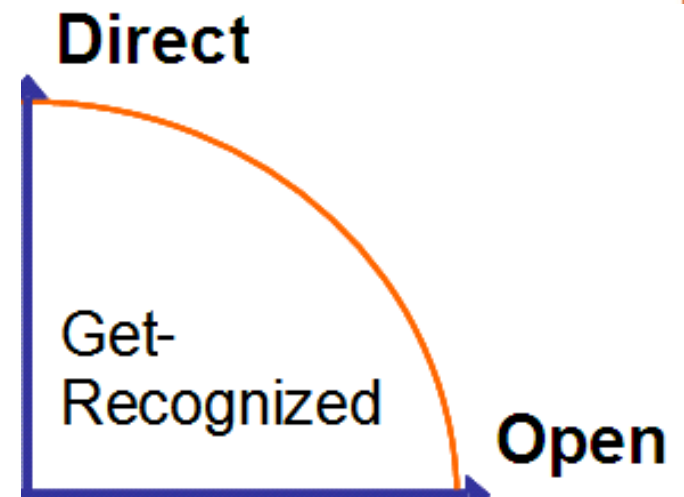
Get-Along - Key Characteristics

- Warm and Friendly
- Patient
- Loyal
- Supportive
- Team Player
- Has Difficulty Saying No
- Needs Guarantees
- Shares Feelings
- Good Listener



Get-Recognized - Key Characteristics

- Relationships Important
- Fast-Paced
- Persuasive
- Spontaneous
- Enthusiastic
- Needs Inclusion
- Likes to Influence
- Not Afraid of Risks



THE GOLDEN RULE

“Treat others the way
you would like to be
treated.”

THE GOLDEN RULE

~~“Treat others the way
you would like to be
treated.”~~

THE GOLDEN RULE OF
COMMUNICATION

“Treat others as their style indicates they would like to be treated.”

Identifying Others' Styles

- Environment
- Pace
- Tone
- Attitude

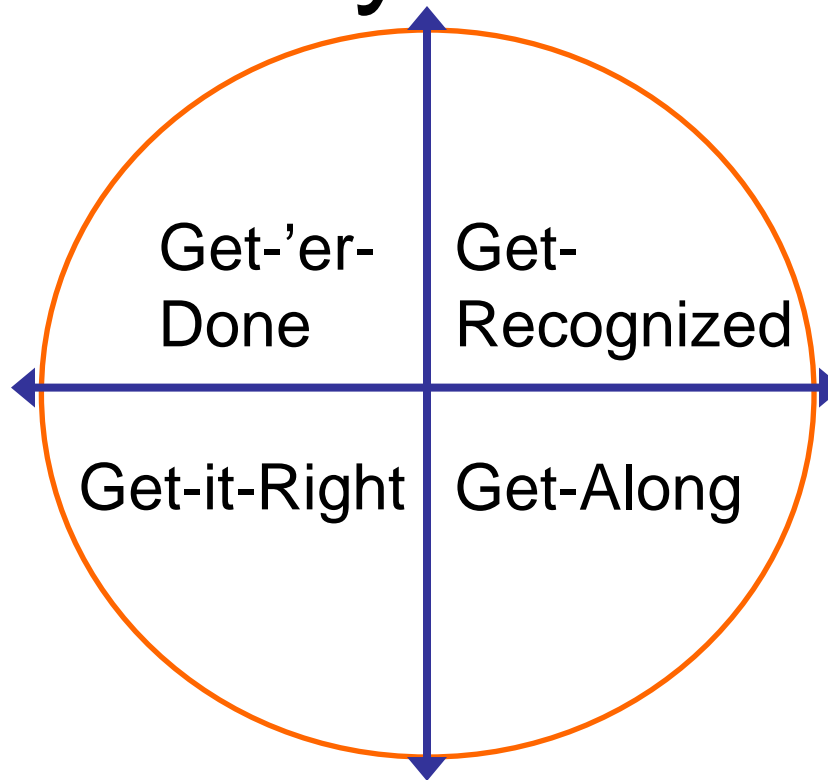
Identifying Others' Styles

	Environment	Pace	Tone	Attitude
Get-er-Done	<ul style="list-style-type: none">• Trophies, awards• Pictures with well-known people	<ul style="list-style-type: none">• Speaks quickly• Walks briskly	<ul style="list-style-type: none">• Loud tone• Formal Speech	<ul style="list-style-type: none">• Direct• Doesn't stop to say hello
Get-it-Right	<ul style="list-style-type: none">• Tidy• Charts, graphs	<ul style="list-style-type: none">• Brief Speech• Even delivery	<ul style="list-style-type: none">• Little vocal variety	<ul style="list-style-type: none">• Precise• Avoids emotion• Focuses on specifics
Get-Along	<ul style="list-style-type: none">• Family pictures• Sentimental items	<ul style="list-style-type: none">• Speaks slowly• Patient Speech	<ul style="list-style-type: none">• Soft tones	<ul style="list-style-type: none">• Listens• Supportive
Get-Recognized	<ul style="list-style-type: none">• Clutter• Personal Slogans	<ul style="list-style-type: none">• Animated• Speaks quickly	<ul style="list-style-type: none">• Loud tone• Lots of inflection	<ul style="list-style-type: none">• Generalizes• Persuasive



How does your style
interact with others?

How can you communicate more effectively with all styles?



Tips with a “Get-er-Done”

- Focus on their goals and objectives
- Keep your relationship businesslike
- Argue facts, not personal feelings
- Be well organized in your presentation
- Ask questions directly
- Speak at a relatively fast pace
- Get to the point
- Let them set time parameters

Tips with a “Get-it-Right”


- Focus on facts, not opinions
- Be thorough and organized
- Provide data when possible
- Be precise in your presentations
- Avoid gimmicks
- Allow time for analysis
- Mutually agree on time frame

Tips with a “Get-Along”

- Focus on your relationship
- Be supportive of their feelings
- Make sure you understand their needs
- Be informal
- Maintain a relaxed pace
- Give them time to build trust in you
- Give more time for decision process

Tips with a “Get-Recognized”

- Focus on opinions and inspiring ideas
- Be supportive of their ideas
- Don't hurry the discussion
- Engage in brainstorming
- Be entertaining and upbeat
- Allow them to share their ideas freely
- Ask questions about them



What will you do
differently tomorrow?

**CONTROLLERS
CONFERENCE**

*for the Construction &
Real Estate industry*

Communicating with Style

Heather Kean

206-302-6841

Heather.Kean@MossAdams.com

MOSS ADAMS_{LLP}