

— Cracking the Communication Code —

Why People Don't Always Hear What You're Trying to Say



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*People don't respond to what you say.
They respond to what they hear.*



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Active/Changing the Environment

Dominant

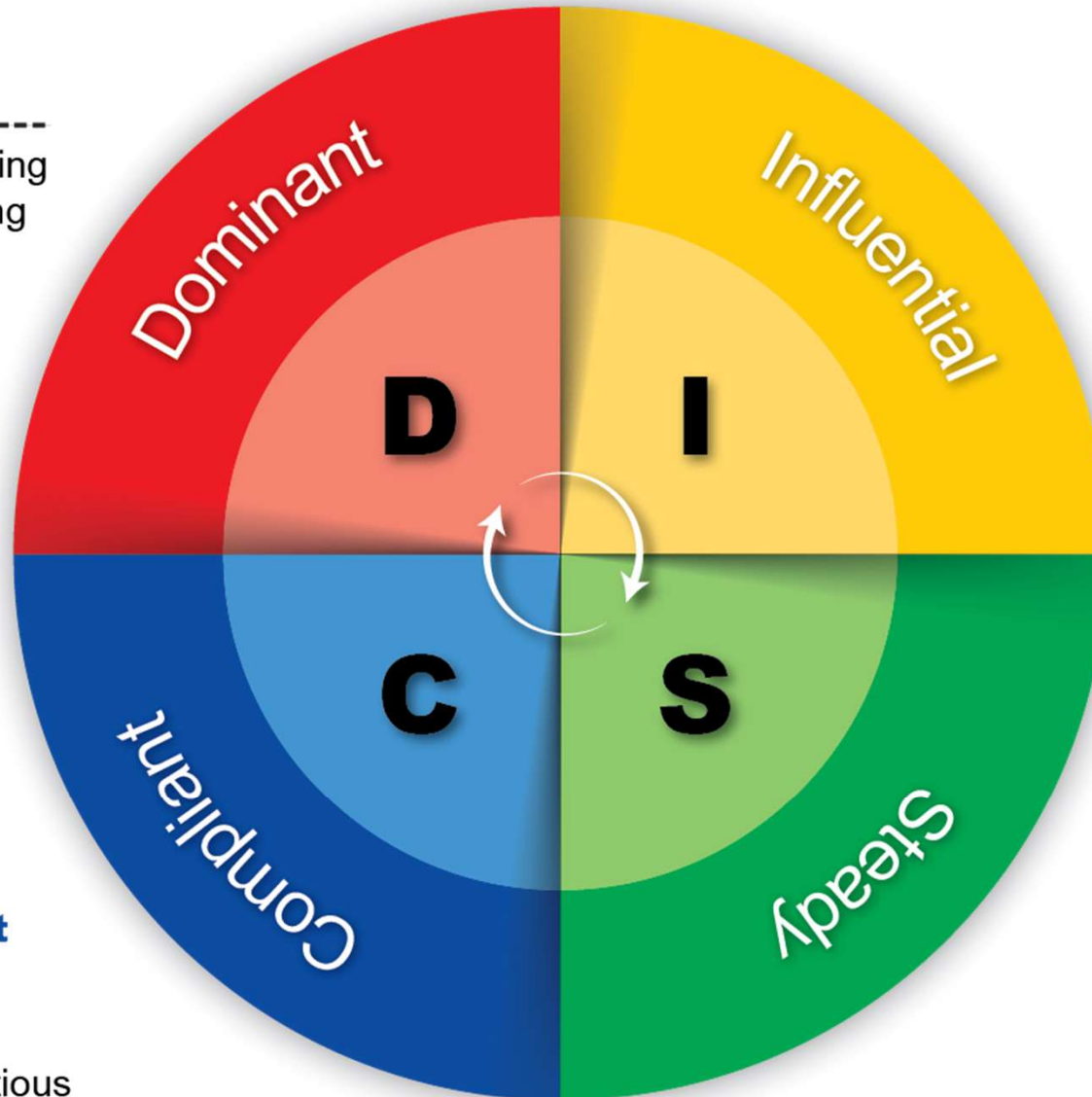
- Direct
 - Decisive
 - Doer
-
- Domineering
 - Demanding

Influential

- Inspirational
 - Interactive
 - Interesting
-
- Impulsive
 - Irritating

Task
Focus

People
Focus



Compliant

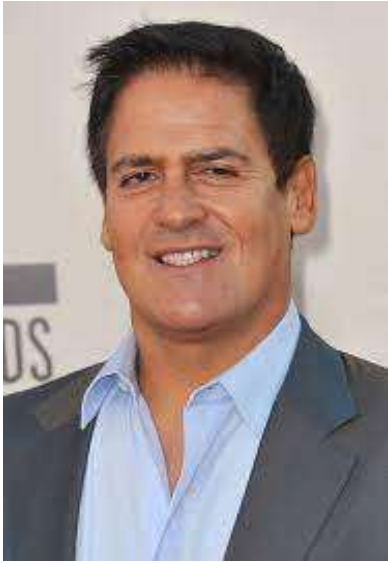
- Cautious
 - Careful
 - Conscientious
-
- Calculating
 - Condescending

Steady

- Stable
 - Supportive
 - Sincere
-
- Slow
 - Sensitive

Reflective/Maintaining the Environment

— *D: Dominant* —



decisive, determined,
and goal-oriented

Strengths:

- Strong decision-making abilities
- Excellent problem-solving skills
- Natural leaders, assertive and proactive
- Driven to achieve results and meet goals

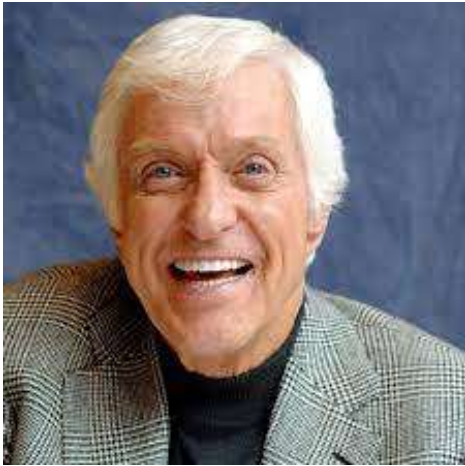
— *D: Dominant* —

Communication Tips:

- Be clear and concise; avoid unnecessary small talk
- Appreciate their desire for efficiency and results
- Show confidence in their abilities but be prepared for fast decisions



— I: *Influencing* —



social, enthusiastic, and persuasive.

Strengths:

- Great communicators and networkers
- Can motivate and inspire others
- Energetic, positive, and optimistic
- Excellent team players with a focus on cooperation

— I: *Influencing* —

Communication Tips:

- Engage them with enthusiasm and positivity
- Offer praise and recognition for their contributions
- Provide structure when needed but avoid stifling their creativity



— *S: Steady* —



calm, reliable, and supportive

Strengths:

- Loyal, supportive, and cooperative
- Great team players who foster collaboration
- Strong emotional intelligence and patience
- Consistently reliable and dependable

— *S: Steady* —

Communication Tips:

- Be patient and gentle in your approach
- Show appreciation for their dependability and team spirit
- Provide a calm and predictable environment but encourage them to step outside their comfort zone when needed



— *C: Cautious* —



detail-oriented, analytical, and
focused on accuracy

Strengths:

- Strong analytical skills and attention to detail
- Highly organized, systematic, and accurate
- Good at solving complex problems and improving processes
- Dependable and focused on achieving high standards

— *C: Cautious* —

Communication Tips:

- Provide clear, factual information and evidence
- Be respectful of their need for precision and organization
- Avoid rushing them and give them time to analyze details thoroughly



What every style needs

- A person with a D style needs clarity and efficiency.
- An I needs connection before correction.
- An S needs trust and reassurance.
- A C needs information and confidence that the details have been considered.

Talking with Families

A photograph of four people (two men and two women) of diverse backgrounds, all smiling and laughing together. They are positioned in a row, facing slightly towards each other. The background is a solid dark teal color. A yellow banner is overlaid across the middle of the image, containing the text.

Sometimes the most helpful thing we can do isn't
explain something better.
It's explain it differently.

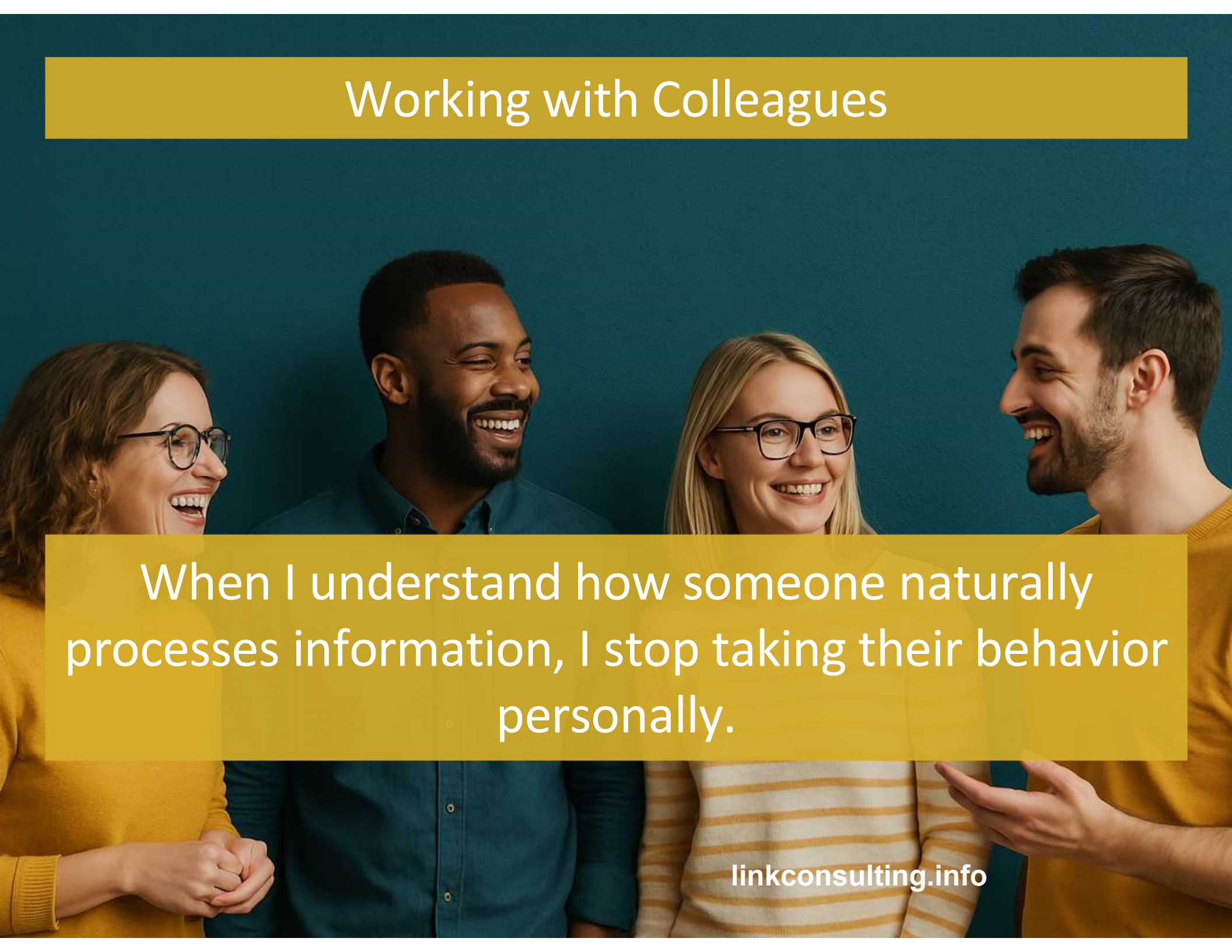
Communicating with Referral Partners

A photograph of four people—two women and two men—of diverse backgrounds, smiling and laughing together. They are positioned in a row, facing slightly towards each other, creating a sense of connection and joy. The background is a solid dark teal color.

When people feel understood, trust grows.
And trust is the foundation of every strong referral
relationship.

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Working with Colleagues

A photograph of four people (two men and two women) of diverse backgrounds, all smiling and laughing together. They are standing in a row against a dark teal background. The woman on the far left has curly brown hair and wears glasses and a yellow sweater. The man next to her has short dark hair and a beard, wearing a blue button-down shirt. The woman next to him has long blonde hair and wears glasses and a yellow and white striped sweater. The man on the far right has short dark hair and a beard, wearing a yellow sweater. A large yellow rectangular box is overlaid on the bottom half of the image, containing white text.

When I understand how someone naturally processes information, I stop taking their behavior personally.

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What does this person need from me in order to hear what I'm trying to communicate?



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If today's session sparked your
curiosity about your own
communication style, I'd love to help
you discover it.

jvaldez@linkconsulting.info

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