



# Coaching **DARE** communication styles



# The driver

The Driver is a **high achiever** – a **mover** and **shaker** who is definitely **not averse to risk**. The individual is extroverted, strong-willed, direct, practical, organized, forceful, and decisive.

Look for someone who tells it the way it is and is very persuasive. Watch out or you'll be worn down and bowled over. A driver is task- rather than relationship-oriented and wants immediate results.

This individual is not concerned with how something is done, but what is being done, and what results can be expected. "What" is his or her battle cry. "What's going on? What's being done about it? What you should do is ...!"

The Driver can be stubborn, domineering, impatient, insensitive, and short-tempered, with little time for formalities or niceties. He or she can also be demanding, opinionated, controlling, and uncompromising – or even overbearing, cold, and harsh.

The Driver's pleasure is power, control, and respect. His or her pain is loss of respect, lack of results, and the feeling that he or she is being taken advantage of.

When communicating with a Driver

- Focus on the task
- Talk about expected results
- Be businesslike and factual
- Provide concise, precise, and organized information
- Discuss and answer "what" questions
- Argue facts, not feelings
- Don't waste time
- Don't argue details
- Provide options

# The analytical

The analytical is **polite** but **reserved, logical, fact** and **task-oriented**. This person's focus is on precision and perfection.

Other strengths include persistence, diligence, caution, and a systematic approach.

Weaknesses involve being withdrawn, boring, quiet, reclusive, and even sullen at times. If he or she seems indecisive, it's because of a need to assess all the data. Perfectionism can be a fault if the Analytical pushes it too far. This person is definitely not a risk-taker.

The Analytical needs to be right, and won't openly discuss ideas until confident in a decision. His or her pleasure is accuracy. Pain is to be wrong and criticized.

When communicating with an Analytical:

- Be systematic, thorough, deliberate, and precise
- Focus on the task
- Be prepared to answer many "how" questions
- Provide analysis and facts
- Don't get too personal
- Recognize and acknowledge the need to be accurate and logical
- Don't rush unnecessarily
- Expect to repeat yourself
- Allow time for evaluation
- Use lots of evidence
- Compliment the precision and accuracy of the completed work

# The relator

**Devoted, consistent, dependable, and loyal**, the Relator is a hard worker and will persevere long after others have given up.

He or she is a team player, cooperative and easy to get along with, trustful, sensitive and a good listener. Working in groups with cooperative individuals, the Relator tries to avoid confrontation. He or she enjoys company, performs best in a stable environment, and often has a stabilizing effect on others.

Weaknesses include indecision and an inability to take risks. Relators are often too focused on others, conforming, quiet, and passive. They often won't speak up for themselves, are too compliant and nice, and often painstakingly slow to make decisions.

The Relator's pleasure is stability and cooperation. His or her pain is change and chaos.

When communication with a Relator

- Be relaxed and agreeable
- Maintain the status quo
- Be logical and systematic
- Create a plan with written guidelines
- Be prepared to answer "why" questions
- Be predictable
- Agree clearly and often
- Use the word "we"
- Don't push
- Don't rush
- Compliment him or her as a team player
- Be a good listener

# The **expressive**

The Expressive, a **verbally adept personality**, is engaging, accommodating, supportive of others, persuasive, socially adept, and relationship - rather than task-oriented.

He or she loves to be one of the gang, and is always ready for something new and exciting, especially if the gang is ready to participate. Additional strengths include enthusiasm, diplomatic skills, and the ability to inspire others.

Weaknesses involve impatience, a tendency to generalize, verbal assaults, and sometimes irrational behavior. The Expressive can also be egotistical, manipulative, undisciplined, reactive, unorganized, and abrasive.

The Expressive readily exchanges information and life experiences. His or her main need is to be appreciated and accepted. The Expressive's pleasure is recognition and approval. His or her pain is isolation and lack of attention.

When communicating with an Expressive

- Focus on developing a relationship
- Try to show how your ideas will improve his or her image
- Be enthusiastic, open, and responsive
- Relate to the need to share information, stories, and experience
- Be forthcoming and willing to talk
- Ask and answer "who" questions
- Remember to be warm and approachable at all times
- Work to minimize his or her direct involvement with details or personal conflicts