

CHART 7

Speak to the Types

If the other person...	Then...
Has an office that looks like no one works there, is always extraordinarily well-groomed, and doesn't like small talk...	It's likely they will want you to communicate using data, facts, and figures. Do not try to schmooze with them, it will backfire. Come prepared to meetings with all the information needed to make or support your case so that a decision can be made logically and rationally.
Is someone who is always organizing the holiday parties or picnics, remembers everyone's names and the names of their dogs, and who has a lot of personal memorabilia in the office...	It's likely they will respond best to communications using feelings, values, and precedents. Start your conversations with a little small talk then shift to the business at hand. When trying to influence this person, show that you've checked with others and your proposal was well-received or explain how it will benefit the people impacted by it.
Usually has little time or patience for long conversations, has an office that looks like a bomb went off in it, and shows little concern for style or fashion...	Use an executive summary, communicating only in bullet points. Present your ideas in a way that suggests action can be quickly taken and results will be happen sooner than later. Be prepared to answer questions, but don't provide more information than is absolutely required to make your point.
Seems like a big-picture thinker, someone who sometimes lives in a world of ideas more than reality, can be creative, and has an office that sports toys, novelty items, or modern art...	Your best bet to effectively influence them is to present your ideas as state-of-the-art or cutting edge in ways that will competitively position your company or department. Speak logically and factually, but with an emphasis on the future or how your proposal will distinguish the company from others in the field.