

Communication DNA *Team Communication Case Study*

"Know Your Team's Communication Style"



The Jupiter Team Communication DNA

What are the team's communication dynamics?

How could you help this team improve their communication?



Alex
Team Leader
Goal-Setting Focus



John
Team Member 1
Lifestyle Desire



Sarah
Team Member 2
Stability Need



Laura
Team Member 3
Information Need

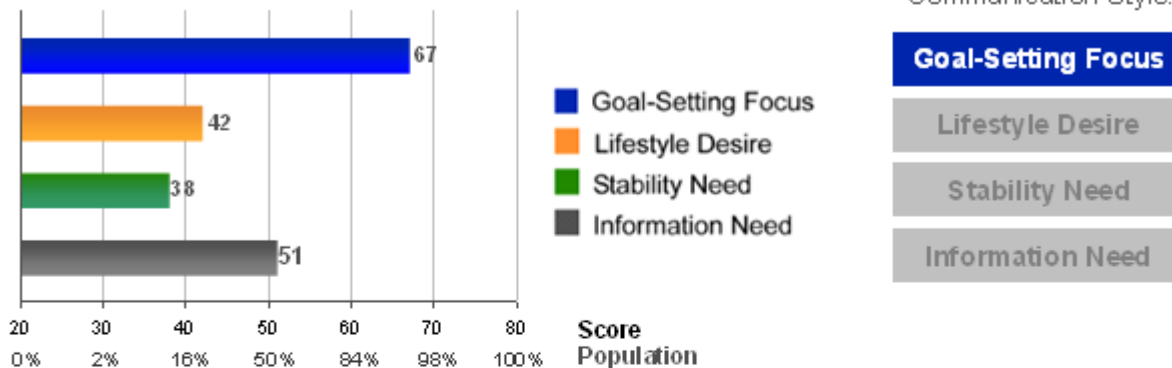
	Team Leader: Goal-Setting Focus	Team Member 1: Lifestyle Desire	Team Member 2: Stability Need	Team Member 3: Information Need
Team Leader: Goal-Setting Focus	Minimal modification required	Some modification required	Significant modification required	Some modification required
Team Member 1: Lifestyle Desire	Some modification required	Minimal modification required	Some modification required	Significant modification required
Team Member 2: Stability Need	Significant modification required	Some modification required	Minimal modification required	Some modification required
Team Member 3: Information Need	Some modification required	Significant modification required	Some modification required	Minimal modification required

- Minimal modification required
- Some modification required
- Significant modification required

Alex (Team Leader) - Goal-Setting Focus

How would you communicate with Alex?

Alex - Team Leader



A person who is focused on goals is interested in opportunities to expand their world.

You would like to be communicated with on the following terms:

- Provide Options when Communicating
- Get to the Bottom Line
- Communicate Directly
- Focus on Returns

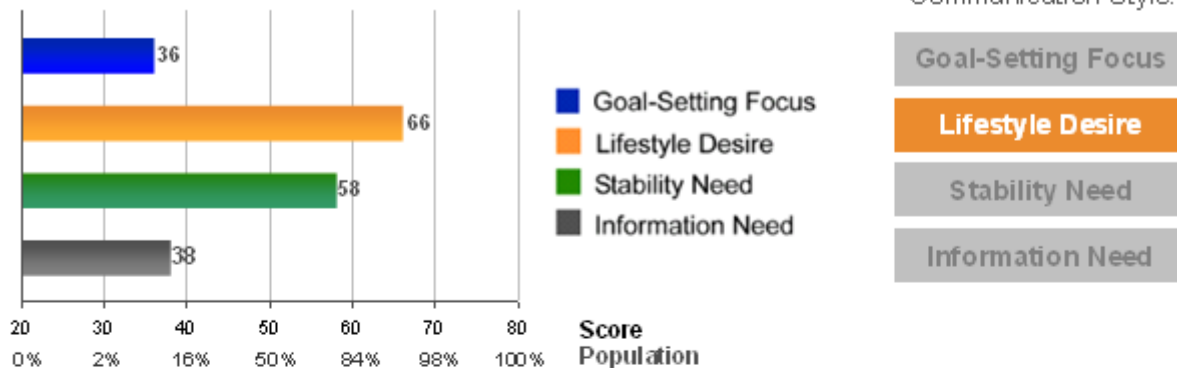
Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**
Desire to Influence
- **Financial Approach:**
Goals
- **Risk Approach:**
Present Risk/Reward
- **Service Delivery:**
Be to the Point
- **Meeting Conduct:**
Formal Style
- **Information Requirement:**
Present the Big Picture
- **Relationship Management:**
Provide Contacts
- **Learning Style:**
Allow for Discussion of Ideas

John (Team Member 1) – Lifestyle Desire

How would you communicate with John?

John – Team Member 1



A person who is focused on lifestyle desires status, affluence and fun.

You would like to be communicated with on the following terms:

- Use Verbal Communication
- Present Broad Facts
- Openly Express Thoughts and Opinions
- Communicate with Enthusiasm

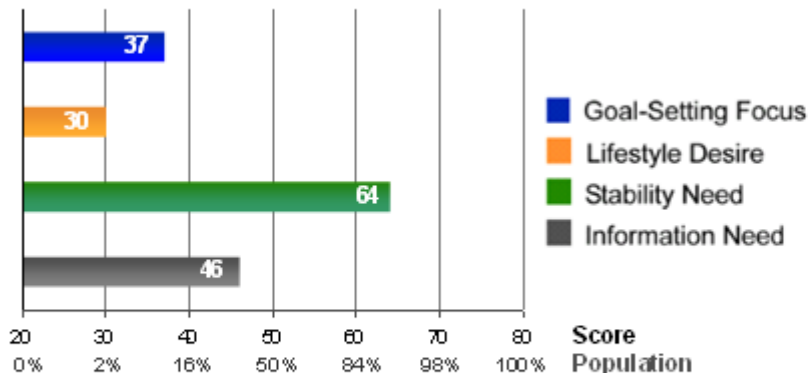
Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**
Desire to Build Lifestyle
- **Financial Approach:**
Spending
- **Risk Approach:**
Set Boundaries
- **Service Delivery:**
Interactive
- **Meeting Conduct:**
Make it Fun
- **Information Requirement:**
Use Graphics
- **Relationship Management:**
Invite to Social Events
- **Learning Style:**
Intuitive and Instinctive

Sarah (Team Member 2) – Stability Need

How would you communicate with Sarah?

Sarah – Team Member 2



Your Primary Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

A person with a need for stability is interested in safety and living in a calm environment.

You would like to be communicated with on the following terms:

- Speak in a Calm Manner
- Offer Feelings when Communicating
- Use a Soft Tone
- Express Emotions

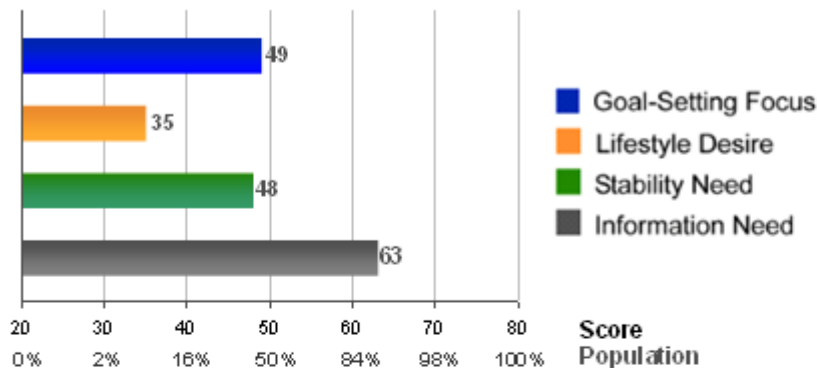
Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**
Security
- **Financial Approach:**
Guarantees
- **Risk Approach:**
Focus On Certainties
- **Service Delivery:**
Regular Communication
- **Meeting Conduct:**
Relaxed
- **Information Requirement:**
Instructions
- **Relationship Management:**
Provide Education
- **Learning Style:**
Sensory

Laura (Team Member 3) – Information Need

How would you communicate with Laura?

Laura – Team Member 3



Your Primary Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

A person with a need for information likes to analyze and focus on the tangible.

You would like to be communicated with on the following terms:

- Provide Facts when Communicating
- Use Specifics
- Closed Ended Questions
- Demonstrate Transparency

Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**
Order and Focus
- **Financial Approach:**
Budgets
- **Risk Approach:**
Minimize risks
- **Service Delivery:**
Be Reliable
- **Meeting Conduct:**
Structured
- **Information Requirement:**
Provide Research
- **Relationship Management:**
Send Newsletters
- **Learning Style:**
Make it Tangible