

## 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

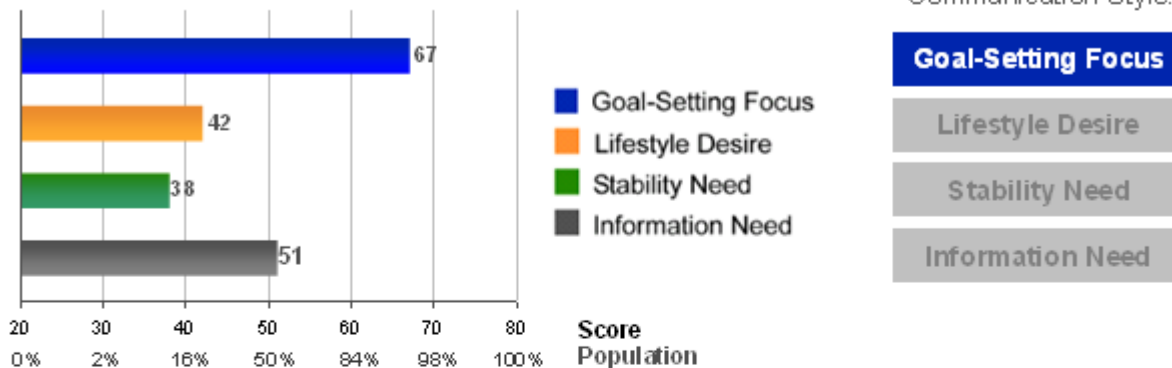
	Team Leader: Goal-Setting Focus	Team Member 1: Lifestyle Desire	Team Member 2: Stability Need	Team Member 3: Information Need
Team Leader: Goal-Setting Focus	Minimal modification required	Some modification required	Significant modification required	Some modification required
Team Member 1: Lifestyle 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
- Communicate Directly
- Get to the Bottom Line
- Focus on Returns

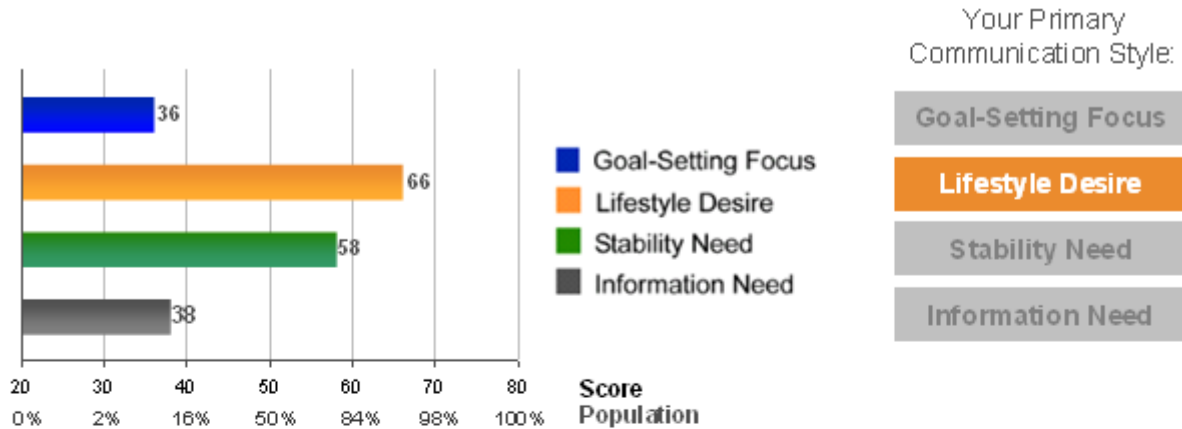
Your preference would be to have products and services provided to you recognizing the following:

- **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

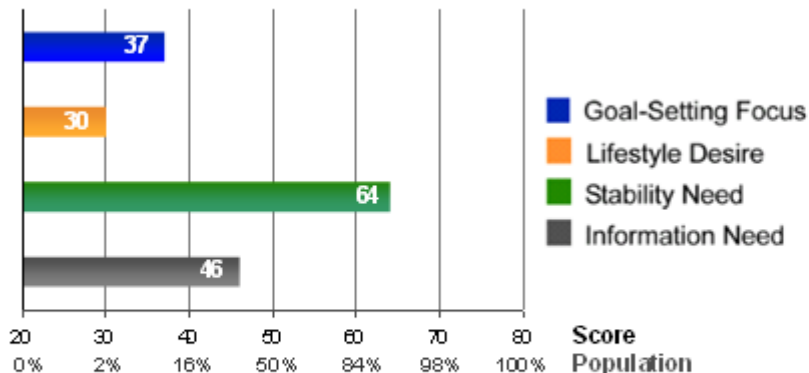
Your preference would be to have products and services provided to you recognizing the following:

- **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

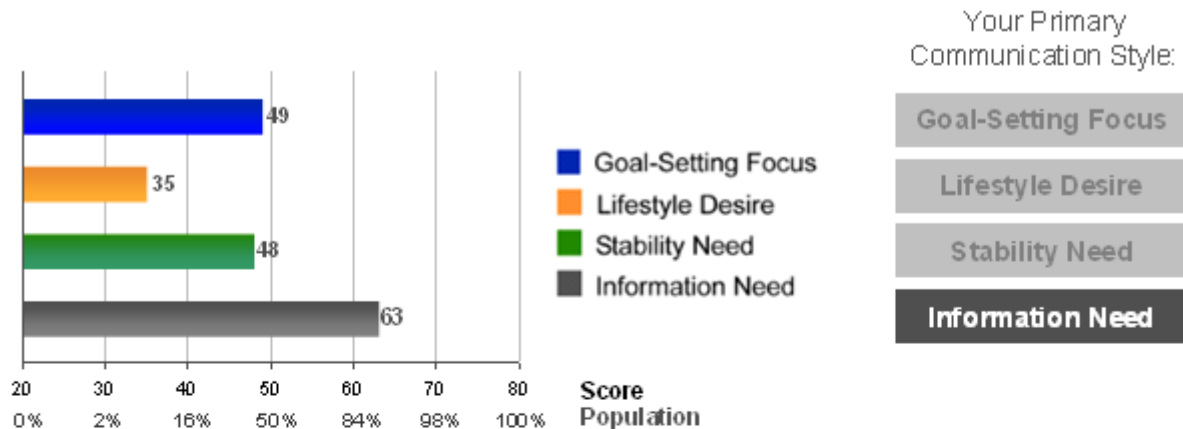
Your preference would be to have products and services provided to you recognizing the following needs:

- **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



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