Communication DNA®

Your DNA Customized Meeting Guide for:
Chris Coddington

Provided by your advisor: **Sample Advisor**

Providing insights to assist in
tailoring the meeting structure, style
and content based on your client's
unique communication style.

Primary Communication DNA Style: **Information**
Secondary Communication DNA Style: **Goal-Setting**

Specific Keys to Structure an Engaging Meeting with Chris Coddington

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

Appreciate that Chris is:
- Good at providing specifics and details
- Comfortable speaking directly and candidly

Communicate with Chris on these terms:
- Provide facts
- Provide specifics
- Provide options

Considerations for Adapting Your Own Unique Communication Style to Chris's Style

Sample, Your Primary Communication DNA Style is Adaptive. When Communicating With Chris:

- Provide the specifics

- Ask if more information is needed

- Offer detailed research

10 Essential Tips for Interacting with Chris

1. Set a structured agenda and have prepared questions.

2. Meet in a more formal environment in the office.

3. Expect yes/no answers.

4. Offer details and analysis.

5. Avoid abstract ideas in communication, and keep to specifics.

6. Present the research performed to come to the specific conclusion.

7. Provide case studies as examples rather than having a high-level, conceptual discussion.

8. Show how the risks are minimized (not eliminated) in the recommendations.

9. Say what you are going to do and then do it. Be very transparent.

10. Provide them with newsletters and books, economic information.

Powerful Questions for Making the Meeting More Meaningful to Chris

- What information is important to you to know in creating your plans for the future?

- What is your comfort level in exploring new avenues to achieve your goals?

- What steps do you take to manage unexpected events?

- What is your approach to taking new opportunities?

- What actions do you typically take when things do not work out?