

## Facilitator Guide

Group # 4

Title: Supervisor Training “Communication Styles”

Audience for this Module:	Supervisors and supervisors-in-training.
Goal of this Module:	<ul style="list-style-type: none"> <li>• Recognize/Identify different communication styles</li> <li>• Identify the strengths of each communication style</li> <li>• Identify the challenges of each communication style</li> <li>• Formulate appropriate feedback to successfully impact each communication style</li> </ul>
Logistics: Materials, Room type/setup, Time needed, etc.)	<p style="text-align: center;"><b>You will need:</b></p> <ul style="list-style-type: none"> <li>• The CD that contains the PowerPoint presentation</li> <li>• Computers/monitors and/or Laptop and/or LCD projector to display PowerPoint presentation</li> </ul> <p>Recommended for Exercises:</p> <ul style="list-style-type: none"> <li>• Audio tape of interviews</li> <li>• Print out copies of hand-outs</li> </ul> <p style="text-align: center;"><b>Room Set-up:</b></p> <p style="text-align: center;">White Board/Dry-Erase Board, chalk board or flip chart.</p> <p style="text-align: center;"><b>Time needed:</b></p> <p style="text-align: center;">About 45 minutes for the PowerPoint Training; exercise time may vary.</p>
How to make the most of this Module	The presentation is customizable to meet with your company’s standard procedures and protocols, as long as it does not significantly change the content or nature of the training modules.
How to assess learning	Along with questions and answers during the PowerPoint training, the <b>POST</b> -PowerPoint activities will allow you to assess learning while reinforcing the material from the module.



**Marketing Research Association**

**Group IV:  
“Communication Styles”**

**Facilitator Guide**

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## Introduction

The Supervisor Training Group of the CMOR/MRA Training course focuses mainly on the supervisor side of the interviewing. This training Group provides the supervisor with important information regarding communication styles, enhancing the supervisor's ability to relate in adult-to-adult situations, and evaluating the interviewer performance in the screener/introduction.

The following presentations are included in this training Group:

- Supervisor Training – Communication Styles
- Adult Learning Principles
- Relating Adult to Adult
- Supervisor Training – Evaluating Introductions
- Giving Feedback
- Coaching Other Performances Measures

Each Facilitator Guide in this Group will provide the trainer with:

- An overview of each presentation
- Objectives to set for the participants of each presentation
- Suggestions for participation and discussion to be used in each presentation
- Suggested take away documents for each presentation

# Communication Styles

## Overview

The “Supervisor Training – Communication Styles” presentation provides the supervisor training on the following:

- Identifying the strengths of each communication style
- Identifying the challenges that are inherent with each communication style.
- Suggesting feedback characteristics that are successful with each communication style

## Objectives

By the end of this training presentation the participants should be able to successfully:

- Recognize/Identify each communication style
- Identify the strengths of each communication style
- Identify the challenges of each communication style
- Formulate appropriate feedback to successfully impact each communication style

## Points of Focus (*How to present Slides*)

- Discuss the identifiers of each communication style
- Give examples of the types of actions/statements each communication style might make
- Focus in on the type of feedback that is effective in coaching each communication style

\*\* Please note that an exam is also provided with the Facilitator Guide to assess learning from the course. \*\*

## Activities & Suggestions

Suggested activities to be used in this portion of the supervisor training module

### Revealing Your Communication Style

- This activity can be used in the training session to help each participant identify his/her own communication style, or as the opening activity, to introduce the presentation.
- Once you have completed the activity, group each participant’s name under the style they have the highest score in.
  - Column A corresponds to the “Driver” communication style

- Column B corresponds to the “Collaborator” communication style
- Column C corresponds to the “Contributor” communication style
- Column D corresponds to the “Investigator” communication style
- Can also be administered by the coaches to their team, aiding them in identifying the communication style of their team members.

### Tapes

- Record interviews that are representative of the different communication styles.
- Use these in illustrating the different communication styles.
- Have teams write out feedback scripts to illustrate how they would interact with each communication style.
- Discuss these as a group.

### Role Playing

- Divide group into 4 teams.
- Put each communication style ‘in a hat’ and have each team draw one slip of paper- that is the communication style they are to emulate.
- Write different coaching situation on slips of paper and place in the hat. Have each team draw a slip from the hat.
- Pair the teams together.
- Each team takes turn being the “coacher” and the “coachee”. The paired teams must act out the situation for the group.
- The groups then evaluate how well they acted their parts and give suggestions for changes.

### Communication Styles

- This is the take-away document that is given to the participants once they have completed this portion of the training module.

# Revealing Your Communication Style

(class activity)

Working one row at a time, rank the word groups in the blank to its left. Use a four-point scale in which 4 is the group most like you and 1 is the group that is least like you.

	<b>Column A</b>		<b>Column B</b>		<b>Column C</b>		<b>Column D</b>
___	Decisive Matter-of-Fact Straight-Forward	___	Cooperative Approachable Introspective	___	Humanitarian Self-Contained Ponderous	___	Analytical Self-Controlled Demanding
___	Driven Resolved Outspoken	___	Talkative Accommodating Enthusiastic	___	Procrastinating Patient Cool-Headed	___	Determined Perceptive Efficient
___	Tough Thick-Skinned Demanding	___	Exuberant Disorganized Resolved	___	Responsive Predictable Prepared	___	Diplomatic Cautious Detailed
___	Self-Assured Tenacious Pragmatic	___	Communicative Fanciful Friendly	___	Conservative Easy-Going Agreeable	___	Methodical Uncompromising Tactful
___	Determined Brusque Authoritative	___	Kind Emotional Articulate	___	Participatory Non- Confrontational Uncomplaining	___	Investigative Well-Ordered Discriminatory
___	Secure Single-Minded Efficient	___	Partnership Accomplished Chaotic	___	Calm Flexible Predictable	___	Logical Calculating Business-Like
___	<b>Column A Total</b>	___	<b>Column B Total</b>	___	<b>Column C Total</b>	___	<b>Column D Total</b>

## SCORING

- If your score is highest in column A, this indicates your communication style is “Driver.” You are:
  - Direct
  - Practical
  - Decisive
  - Confident
  - Clear & to the Point
  - Task oriented
- If your score is highest in column B, this indicates your communication style is “Collaborator.” You are:
  - Talkative
  - Friendly
  - Enthusiastic
  - Approachable
  - Like to Involve Others
- If your score is highest in column C, this indicates your communication style is “Contributor” you are:
  - Patient
  - Agreeable
  - Predictable
  - Easy going
  - Calm
  - A good Listener
  - Responsive to Others
- If your score is highest in column D, this indicates your communication style is “Investigator.” You are:
  - Detailed
  - Well Prepared
  - Diplomatic
  - Analytical
  - Restrained
  - Systematic



# COMMUNICATION STYLES

(take-away hand-out)

<p><b>The Driver</b></p>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>❖ Direct</li> <li>❖ Practical</li> <li>❖ Decisive</li> <li>❖ Confident</li> <li>❖ To the point</li> <li>❖ Task Oriented</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>❖ Challenges others</li> <li>❖ Impatient</li> <li>❖ Insensitive</li> <li>❖ Too Independent</li> <li>❖ Controlling</li> <li>❖ Domineering</li> </ul>	<p><b>Feedback:</b></p> <ul style="list-style-type: none"> <li>❖ Quick</li> <li>❖ Direct</li> <li>❖ To the point</li> <li>❖ Focused on what to do</li> </ul>
<p><b>The Collaborator</b></p>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>❖ Talkative</li> <li>❖ Friendly</li> <li>❖ Enthusiastic</li> <li>❖ Approachable</li> <li>❖ Involves Others</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>❖ Extra Sensitive</li> <li>❖ Lacks Follow-Through</li> <li>❖ Disorganized</li> <li>❖ Unprepared</li> <li>❖ Subjective</li> <li>❖ Feelings easily hurt</li> </ul>	<p><b>Feedback:</b></p> <ul style="list-style-type: none"> <li>❖ Conversational</li> <li>❖ Sensitive to feeling</li> <li>❖ Allow time for verbalizing &amp; venting</li> <li>❖ Focus on what to do</li> <li>❖ Focus on who can help</li> </ul>
<p><b>The Contributor</b></p>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>❖ Patient</li> <li>❖ Agreeable</li> <li>❖ Predictable</li> <li>❖ Calm</li> <li>❖ Easy going</li> <li>❖ Listens closely</li> <li>❖ Responsive to others</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>❖ Avoids Confrontation</li> <li>❖ Slow to change</li> <li>❖ Slow to give ideas</li> <li>❖ Indecisive</li> <li>❖ Withholds feelings</li> </ul>	<p><b>Feedback:</b></p> <ul style="list-style-type: none"> <li>❖ Patience</li> <li>❖ Give time to respond</li> <li>❖ Non-threatening</li> <li>❖ Ask questions</li> <li>❖ Draw them out</li> <li>❖ Supportive</li> </ul>
<p><b>The Investigator</b></p>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>❖ Detailed</li> <li>❖ Well prepared</li> <li>❖ Diplomatic</li> <li>❖ Analytical</li> <li>❖ Restrained</li> <li>❖ Systematic</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>❖ Critical</li> <li>❖ Inflexible</li> <li>❖ Insensitive</li> <li>❖ Too cautious</li> <li>❖ Imposes high standards</li> </ul>	<p><b>Feedback:</b></p> <ul style="list-style-type: none"> <li>❖ Predictable</li> <li>❖ No surprises</li> <li>❖ Analytical</li> <li>❖ Appeal to logic</li> <li>❖ Focus on why to do it</li> </ul>