

Communication Success with Four Personality Types



Reference Guide

Preston Ni, M.S.B.A.

Professor of Communication Studies

www.nipreston.com

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Table of Contents

Introduction	6
Part I: Communication Success with Four Personality Types	
The Four Personality Types	8
The Helpful Nurturers	9
Communication Success with Nurturers	10
The Creative Idealists	13
Communication Success with Idealists	14
The Cerebral Realists	17
Communication Success with Realists	18
The Strategic Directors	21
Communication Success with Directors	22
Part II: Additional Skills and Strategies for the Four Personality Types	
Are You Too Nice? Seven Ways to Gain Appreciation & Respect	27
Seven Ways to Say “No” and Keep Good Relations	32
How to Be Ultra Productive	33

How to Find Your Best Career & Get Paid Doing What You Love	36
Are You a Poor Communicator? How to Improve	39
Five Keys to Enhancing Your Emotional Intelligence	43
References	49

“The secret to success is to understand the point of view of others.”

— *Henry Ford*

“Know yourself, know others. One hundred battles, one hundred victories.”

— *Chinese proverb*

Introduction

What is human behavior? In what ways are we similar and different? How can we successfully communicate with one-another?

This reference guide, in part, is an interpretation of several well-known personality type indicators. These tests are increasingly utilized by organizations in hiring, professional development, and performance evaluation. The indicators are available on the web as well as in print (see references). The purpose of this guide is to present an overview of four major personality types, identify their strengths and challenges, and provide information on how to communicate more effectively with each type as family, friends, colleagues, manager, and customers.

Please keep several points in mind as you read this material:

First, this information is for reference only. There's always a risk with personality sorters of putting people in boxes. Even when a person clearly matches one personality type, not everything written about the type may match the person. We're far too complicated to fit neatly into broad categories.

Second, most of us have a dominant personality type, with one or two secondary types. These traits can change and evolve over time.

Lastly, each of the four personality types has a higher and a lower maturity version. While the higher maturity version of each type generally succeeds in life, both personally and professionally, the lower maturity version typically suffers from specific problems. We will identify the strengths and challenges of, as well as keys to successful communication with each type below.

As Buddha once said, "A finger pointing at the moon is not the moon itself. An intelligent person makes use of the finger to see the moon." There are many ways to help achieve greater human understanding and communication success. The information presented in this guide may point to one.

Part I

Communication Success with

Four Personality Types

The Four Personality Types

The four personality types are: The **Helpful Nurturers**, the **Creative Idealists**, the **Cerebral Realists**, and the **Strategic Directors**. In the following pages they will be referred to as **Nurturers**, **Idealists**, **Realists**, and **Directors**.

It's generally not too difficult to identify the primary personality type of an individual, based on her or his persona, communication style, and to some extent profession.

Here are some of the most dominant traits of each type:

Nurturers tend to be “nice”, supportive, sensitive, and friendly.

Idealists tend to be energetic, motivating, persuasive, and fun.

Realists tend to be detail oriented, task driven, analytical, and matter of fact.

Directors tend to be powerful, achievement conscious, control oriented, and productive.

While the dominant personality type of most individuals tends to be fairly easy to observe, the secondary personality type (or types) tends to take some knowing of a person to deduce. Most people have one dominant, one or two secondary, and one weakest type. The following pages describe each personality type in detail, including strengths and challenges, outline relationships with other types, and recommend communication strategies with each type as they pertain to family, friends, co-workers, managers, and customers.

The Helpful Nurturers

Common Professions: People-oriented and service professions, such as nursing, counseling, social work, K-6 education, executive assistant, and customer service.

Traits

Sociable. Value interpersonal relationships. Subjective decision-making. Conduct often based on values and intuition. Emotion oriented. Persuasive. Take care of others. Often embrace supportive roles. Romantic introvert.

Challenges

Personal feelings can get in the way of objectivity. Can be too Passive. Can't say "No". Conflict avoidant. Take care of self last. Sacrifice for others at expense of self.

Relationship with Other Types

Idealist positive: Admire Idealists. Want energy to rub-off. Want to be part of the fun.

Idealist negative: Overwhelmed by high energy of Idealist.

Realist positive: Glad capable Realist can handle details of task.

Realist negative: Think of Realist as cerebral, cold and impersonal; lacking human sensitivity and consideration.

Director positive: Feel supported by "people person" Director.

Director negative: Find Director intimidating and domineering.

Core Needs: Nurturers want to be liked, accepted, understood, and loved.

Core Fear: Nurturers fear rejection. For some Nurturers, rejection can feel like emotional death.

Validating Core Needs: As genuine and appropriate, remind Nurturers on a regular basis how much you appreciate who they are, what they do, and the quality of the relationship.

In Summary: For a Nurturer, a day without a smile, kind words, and friendliness from others is like a flower without air, sunshine, and water. The flower will wilt, just as the Nurturer's heart will grieve. Love and appreciate a Nurturer, and the Nurturer will love and appreciate you back ten-fold.

Keys to Success for Nurturers

1. Honor oneself and practice self-respect.
2. Take care of self as well as others.
3. Set boundaries and learn ways to say "no" diplomatically.
4. Avoid unappreciated, thankless sacrifice.
5. Objective decision making based on pros and cons, facts and evidence.
6. Stand up for self and avoid being taken advantage of.
7. Speak up for fair wants and needs without guilt.
8. Ask for help when reasonable & needed.

See also the following topics from Part II of this reference guide:

Are You Too Nice? Seven Ways to Gain Appreciation & Respect (page 27)

Seven Ways to Say "No" and Keep Good Relations (page 32)

Five Keys to Enhancing Your Emotional Intelligence (page 43)

Communication Success with Nurturers

Key: Validate Nurturers' Core Needs - To be liked, accepted, and loved. In daily interactions, stress acceptance of person and quality of relationship.

Consider applying the following if you're *genuine* in your intentions:

With Nurturer Partner, Family Members or Friends:

- Emphasize the importance of relationship. Remind them often how much you value them in your life, and how important the relationship is to you.
- Be sensitive to unspoken needs. Don't wait for Nurturers to ask for help, as they

rarely will. When appropriate, see what they need, and help them without asking. Nurturers can be very touched by this, for they feel they have found that rare individual who understands at least some of their often unspoken needs.

- Show appreciation, offer tender loving care. Do or give something special to pamper them. For they tend not to pamper themselves, and will really appreciate the gesture when someone thinks of them.

As Co-Workers:

- Show appreciation for all that they do for others.
- Mention how much you appreciate them as colleagues.
- Ask if they feel okay about their role in a group or task.

As Your Manager:

- Meet regularly to check-in, maintain good working relationship.
- As appropriate, converse about selected harmless, personal information.
- Show appreciation for support.
- Compliment both publically and especially privately on what they do for you, others, and the organization.
- Validate feelings before discussing important subjects and tasks.

As Customers:

- Let them know you value your relationship with them as customers.
- Stress how your products or service can help the ones they love, and contribute to their happiness and/or well-being.
- Emphasize personal, on-on-one service. Mention how they'll be taken good care of as your special customers.

In Problem Solving and Relationship Challenges:

- Separate the person from the issue. When challenges arise, stress that the issue does not affect the quality of the relationship.
- Stress security of the relationship before discussing issues. Let them know that you value them in the relationship, and at the same time the issue needs to be resolved.
- Let them know how much you appreciate their willingness to problem-solve with you.
- Thank them warmly and show appreciation when they show support, compromise, or sacrifice. Be sure to let them know you notice their efforts.

There's more to this excerpt!

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