

# Communicating Effectively: An Essential's View

Stephanie Smith P.E., [Stephanie.Smith@RMPCorp.com](mailto:Stephanie.Smith@RMPCorp.com)

Brian Camey, [Brian.Camey@RMPCorp.com](mailto:Brian.Camey@RMPCorp.com)

Risk Management Professionals ♦ [www.RMPCorp.com](http://www.RMPCorp.com) ♦ (949) 282-0123

## Brief History and Background on the "Primary Emotions"

Reference: Marston, W. M. (1928). *Emotions of Normal People*. New York: Harcourt, Brace and Company.

### Dominance (D)

- To exercise control over things
- To prevail

### Inducement (I)

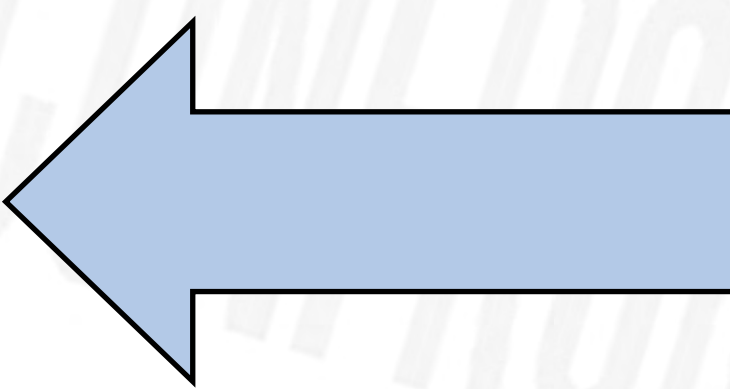
- To influence or act on something
- To lead to action

### Submission (S)

- To give up to another
- To yield

### Compliance (C)

- To be complacent or courteous
- To align



D

### Dominance

- Authoritative
- Determined
- Task-oriented

I

### Influence

- Inspirational
- Sociable
- Supportive

S

### Steadiness

- Dependable
- Supportive
- Sympathetic

C

### Conscientiousness

- Thorough
- Organized
- Detail-oriented

## Understanding the Different Personality Types

Dominance (D)	Inducement (I)	Submission (S)	Compliance (C)
<ul style="list-style-type: none"> <li>• Controlling / likes control.</li> <li>• Task-oriented – Wants to get the task done and move on to the next thing.</li> <li>• Professionalism.</li> <li>• High confidence.</li> <li>• Risk taker – Makes decisions based on instinct.</li> <li>• Quick decision maker.</li> <li>• Premium options and customized</li> </ul>	<ul style="list-style-type: none"> <li>• Likes interaction and influencing others.</li> <li>• Optimistic – Will see the positive side of almost everything.</li> <li>• Creative – Will come up with creative solutions to problems.</li> <li>• Impulsive decision maker.</li> <li>• Sociable – Excellent in environments where a personable personality is needed.</li> <li>• Trusting.</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoys lifestyles that provide security and steadiness.</li> <li>• Peacemakers – Will try to help resolve issues and keep the peace in conflict.</li> <li>• Good at processing information.</li> <li>• Needs more guidance and clear instructions.</li> <li>• Calming presence.</li> <li>• Good listeners.</li> </ul>	<ul style="list-style-type: none"> <li>• Values accuracy and caution.</li> <li>• Procedural and calculated.</li> <li>• Likes data.</li> <li>• Able to solve complex problems.</li> <li>• Independent and self-reliant.</li> <li>• Holds high expectations for themselves and others.</li> <li>• Rule-followers.</li> </ul>

## How to Communicate Effectively to Each Personality Type

DO	DO	DO	DO
<ul style="list-style-type: none"> <li>• Get to the point.</li> <li>• Likes the "bottom line"</li> <li>• Be decisive / direct</li> <li>• Present the solution and request comment.</li> <li>• Ask for a decision and give options.</li> </ul>	<ul style="list-style-type: none"> <li>• Bring up trends and patterns.</li> <li>• Get their attention.</li> <li>• Bring solutions that will be positive and "lead the way."</li> <li>• Be creative in solutions.</li> <li>• Bring up solutions by highlighting the popularity it will have.</li> </ul>	<ul style="list-style-type: none"> <li>• Propose safe or traditional options.</li> <li>• Be able to back up your solutions with evidence.</li> <li>• Make "S" feel comfortable during the conversation.</li> <li>• Have an even exchange ("I'll do...if you'll...")</li> <li>• Anticipate that they want to plan</li> </ul>	<ul style="list-style-type: none"> <li>• Be more formal.</li> <li>• Respect their privacy.</li> <li>• Aim for high-quality.</li> <li>• Use data analysis for results.</li> </ul>
DON'T	DON'T	DON'T	DON'T
<ul style="list-style-type: none"> <li>• Expect sensitivity.</li> <li>• Provide too many details.</li> <li>• Don't "walk on eggshells".</li> <li>• Get caught up in their intensity.</li> <li>• They can appear confrontational.</li> <li>• They can be laser-focused.</li> </ul>	<ul style="list-style-type: none"> <li>• Use lots of data.</li> <li>• Be too serious or stick to a serious subject for too long.</li> <li>• Use negativity or pessimism to get ideas across.</li> <li>• Discouraged when they lose focus on</li> </ul>	<ul style="list-style-type: none"> <li>• Rush them into an answer or decision.</li> <li>• Be too open-ended or vague.</li> <li>• Change topics or discussion too quickly.</li> <li>• Assume they aren't leaders.</li> </ul>	<ul style="list-style-type: none"> <li>• Rush the conversation.</li> <li>• Put them on the spot.</li> <li>• Be too disorganized or emotional.</li> </ul>

## Final Thoughts

From our personal and professional relationships to our safety culture at our workplaces, effective communication is ingrained in our daily lives. In particular, the safety culture in our workplaces, the preparation for emergencies, and our professional development depend on everyone's ability to communicate effectively.