

Communication DNA *Family Communication Case Study*

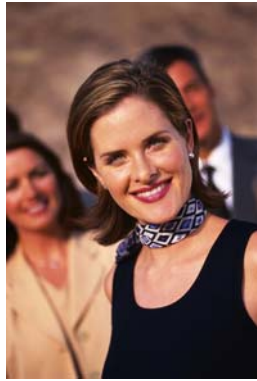
"Know Your Client's Communication Style"



The Jones Family Communication DNA

What are the family communication dynamics?

How could you help this family improve their communication?



Helen Jones
Lifestyle Desire



Tony Jones
Goal-Setting Focus



Mary - Child 1
Goal-Setting Focus



Jenny - Child 2
Stability Need



Peter - Child 3
Information Need

	Helen	Tony	Mary - Child 1	Jenny - Child 2	Peter - Child 3
Helen: Lifestyle Desire	Green	Yellow	Yellow	Yellow	Red
Tony: Goal-Setting Focus	Yellow	Green	Green	Red	Yellow
Mary - Child 1: Goal-Setting Focus	Yellow	Green	Green	Red	Yellow
Jenny - Child 2: Stability Need	Yellow	Red	Red	Green	Yellow
Peter - Child 3: Information Need	Red	Yellow	Yellow	Yellow	Green

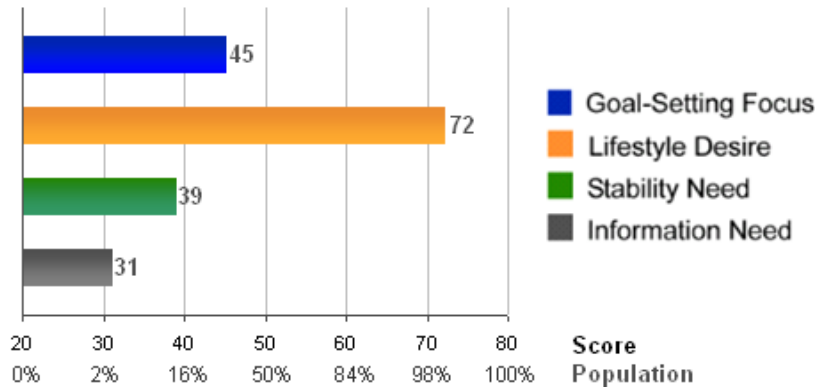
- Minimal modification required
- Some modification required
- Significant modification required



Helen Jones – Lifestyle Desire

How would you communicate with Helen?

Helen Jones



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire**
- Stability Need
- Information Need

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:

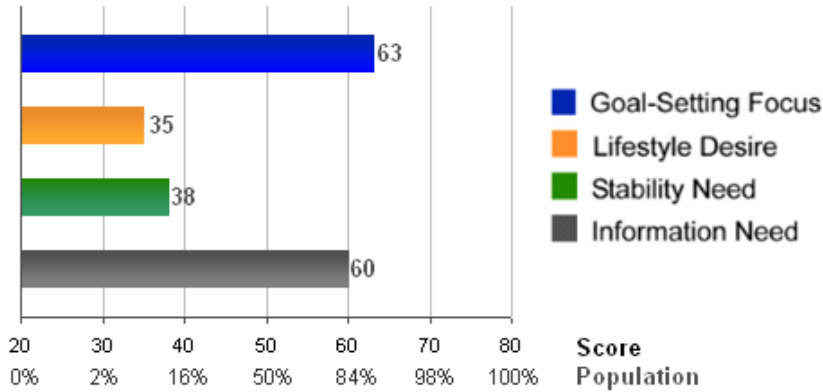
- **Life Need:**
Desire to Build Lifestyle
- **Financial Approach:**
Spending
- **Risk Approach:**
Set Boundaries
- **Service Delivery:**
Interactive
- **Meeting Conduct:**
Make it Fun
- **Information Requirement:**
Use Graphics
- **Relationship Management:**
Invite to Social Events
- **Learning Style:**
Intuitive and Instinctive



Tony Jones – Goal-Setting Focus

How would you communicate with Tony?

Tony Jones



Your Primary Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

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

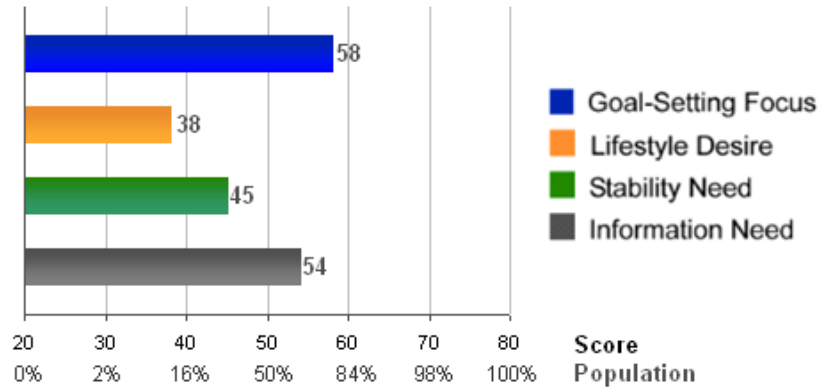
Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**
Desire to Influence
- **Meeting Conduct:**
Formal Style
- **Financial Approach:**
Goals
- **Information Requirement:**
Present the Big Picture
- **Risk Approach:**
Present Risk/Reward
- **Relationship Management:**
Provide Contacts
- **Service Delivery:**
Be to the Point
- **Learning Style:**
Allow for Discussion of Ideas

Mary (Child 1) – Goal-Setting Focus

How would you communicate with Mary?

Mary - Child 1



Your Primary Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

A person who is focused on goals is interested in opportunities to expand their world.

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- Provide Options when Communicating
- Communicate Directly
- Get to the Bottom Line
- Focus on Returns

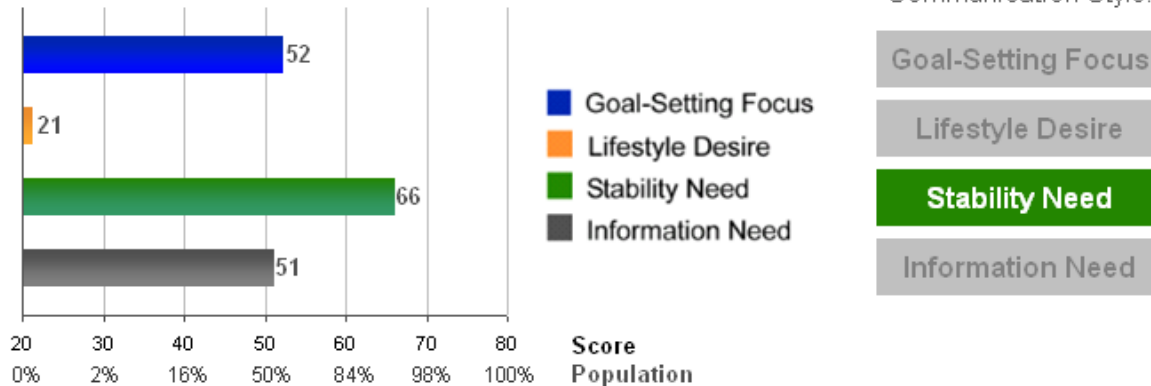
Your preference would be to have products and services provided to you recognizing the following:

- **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

Jenny (Child 2) – Stability Need

How would you communicate with Jenny?

Jenny - Child 2



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

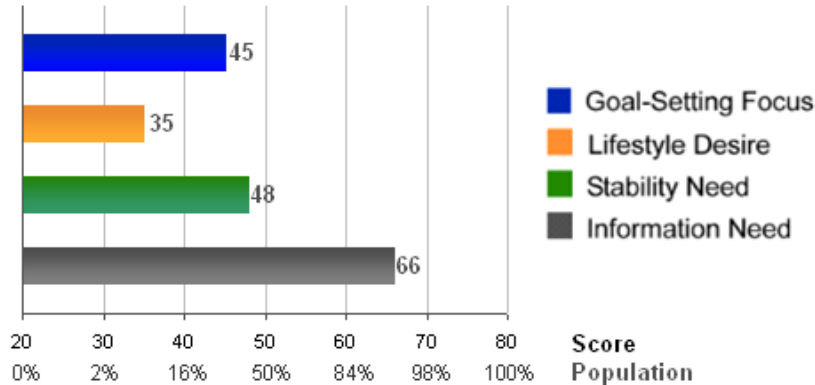
Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**
Stability and Security
- **Meeting Conduct:**
Make it Relaxed
- **Financial Approach:**
Provide Guarantees and Protection
- **Information Requirement:**
Provide Instructions
- **Risk Approach:**
Focus On Certainties
- **Relationship Management:**
Provide Education
- **Service Delivery:**
Regular Communication
- **Learning Style:**
Sensory

Peter (Child 3) – Information Need

How would you communicate with Peter?

Peter - Child 3



Your Primary
Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

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