



Infection Control
University of South Florida
College of Public Health

PHC 6314, Week 2:
"Communication Styles, Part 2 of 2"

USE HEALTH


our practice is passion.

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The Social Styles Model

4 categories:

- Amiable
- Driver
- Expressive
- Analytical

4 

Purpose: Studying different behavior styles can allow you to predict behavior & develop positive effective relationships

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Everyone has a different way of communicating; therefore, we must ADAPT:

- Analyze patterns & characteristics
- Determine the style of others
- Assess your own style
- Plan to accommodate others' needs
- Treat others as they want to be treated



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Infection Control & Communication Styles



- Infection control personnel must have strong communication skills
- The most effective people in interpersonal relationships are those who are able to identify the other person's "win" & help them achieve it
- *"People do things for their own reasons, not ours"*

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The Assertiveness Dimension

- **Assertiveness:** energy or effort one expends to control or influence others
- The assertiveness scale has four quartiles (A,B,C,D)

A	B	C	D
Less Assertive (Ask-Oriented)	Shy, unassuming, reserved	Bold, talkative, aggressive	More Assertive (Tell-Oriented)

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The Responsiveness Dimension

- Responsiveness can be defined as reacting more readily to influences, appeals, or stimulation AND expressing feelings, impressions, and emotions

1	2	3	4
Less Responsive (Controls Feelings)	Stern, guarded, tough	Emotional, impulsive, relaxed	More Responsive (Shows Feelings)

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Forming the Profile


EMOTE

	D	C	B	A	
ASK	AMIABLE		EXPRESSIVE		4
	ANALYTICAL		DRIVER		3
					2
					1
					TELL
					CONTROL

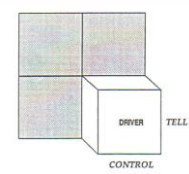
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The Driving Style “Control Specialists”



- Driver behavior is characterized by telling & controlling feelings
- Assertive & self-controlled
- Task-oriented
- Drivers know what they want & work hard to achieve their goals



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The Driving Style: Major Themes



- Let’s get it done now & get it done right”
- Only concerned with the here & now
- Very little regard for the past or present
- Swift & efficient responses
- *Not concerned with feelings of others or personal relationships*

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The Expressive Style “Social Specialists”




- Expressives tell & emote
- Highly assertive AND responsive
- Place less importance on tasks & more on relationships
- In relationships, they combine personal power & emotional expression




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The Expressive Style: Major Themes




- Spend their efforts trying to achieve future dreams
- Sometimes appear flighty, impractical, & unrealistic
- Imaginative & creative
- Act out of intuition

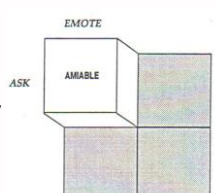


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The Amiable Style “Support Specialists”



- Amiables ask & emote
- Display their feelings openly
- Like to maintain harmony in interpersonal relationships



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Body Language



DRIVER

- Leans forward
- Limited facial expressions
- Intense eye contact
- Deliberate movements

EXPRESSIVE

- Leans forward
- Controlled facial expressions
- Good eye contact
- Lots of gestures

ANALYTICAL

- Leans back
- Limited facial expressions
- Limited eye contact
- Limited gestures

AMIABLE

- Leans back
- Some facial expressions
- Good eye contact
- Regular gestures

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Communication Style & Responsiveness



DRIVER

- Direct, outspoken, formal
- May appear pushy
- More reserved and cautious
- Can appear preoccupied

EXPRESSIVE

- Animated, excitable, informal
- Open & warm
- Can come on too strong
- Enjoys conversation

ANALYTICAL

- Specific, concise, logical
- May appear unresponsive
- Reserved & cautious
- Can appear preoccupied

AMIABLE

- Dreamy thoughts, vague, informal
- Friendly & responsive
- Enjoys conversation

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Listening Pattern



- **Driver**
 - Poor listener, wants to control conversation
- **Expressive**
 - Listens & reacts
- **Analytical**
 - Listens, but may appear as though they're not
- **Amiable**
 - Good listener & cares about what you're saying

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Work Style



- **Driver**
 - Intense, driven, & generates ideas
- **Expressive**
 - Unstructured, likes freedom, interacts with many
- **Analytical**
 - Thorough, attention to detail, step by step
- **Amiable**
 - Easy going, cooperative, willing to be of service

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Driver Style

DO

- Focus on the present
- Be brief & efficient
- Talk about short-term goals
- Give them options
- Let them feel in control
- Emphasize the importance of the task

DON'T

- Focus on the long-term
- Give too much detail
- Be ambiguous
- Get too personal
- "Beat around bush"
- Get into control contest
- Back down

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Expressive Style

DO

- Focus on the future
- Illustrate concepts with stories
- Stimulate their creative impulse
- Show personal interest
- Stress how they will stand out from others

DON'T

- Get straight down to business
- Dwell on details
- Be impatient
- Talk down to them
- Put down their enthusiasm & excitement

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Analytical Style

DO

- Focus on past, present, & future
- Talk facts
- Be logical & organized
- Tell them exactly what you want & when
- Allow time to ponder

- Be vague, inconsistent, or illogical
- Be intolerant of details
- Rush things
- Be too personal or casual
- Press for immediate action

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Amiable Style

DO

- Focus on tradition
- Be flexible
- Be easy & informal
- Be personal & personable
- Emphasize a team approach

DON'T

- Push for too much detail
- Press hard to change things
- Hurry them
- Confront or attack them
- Be dictatorial

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Things To Remember

- The Social Style Model does **NOT** represent
 - Personality
 - Good or bad behavior
 - Mental health
- Beware of
 - Generalities (*simplistic stereotyping*)
 - Snap judgments- avoid them!

*Always remember,
75% of the
world is not in your
quartile!*

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Summary of Key Ideas-1

1. Classifying behavior helps meet needs in trying to relate successfully to others
2. The profile measures our social style. It describes behavior only.
3. Social style is a combination of ASSERTIVENESS & RESPONSIVENESS
4. There is NO BEST social style

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Summary of Key Ideas-2

5. There are **4** social styles:
 - Driver:** high-assertive/low-responsive (Tell-Control)
 - Expressive:** high-assertive/high-responsive (Tell-Emote)
 - Amiable:** low-assertive/high-responsive (Ask-Emote)
 - Analytical:** low-assertive/low-responsive (Ask-Control)

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Summary of Key Ideas-3

6. A major theme runs through each style
7. Gain information relevant to a person's social style by listening, observing, examining
8. There are several do's & don'ts for each communication style

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