

# What INFORMATION do I tune into?

### Details

"Just the facts please"

I pay most attention to physical reality, what I see, hear, touch, taste, and smell. I'm concerned with what is actual, present, current, and real. I notice facts and I remember details that are important to me. I like to see the practical use of things and learn best when I see how to use what I'm learning. Experience speaks to me louder than words.

- I remember events as snapshots of what actually happened.
- I solve problems by working through facts until I understand the problem.
- I am pragmatic and look to the "bottom line."
- I start with facts and then form a big picture.
- I trust experience first and trust words and symbols less.
- Sometimes I pay so much attention to facts, either present or past, that I miss new possibilities.

### Big Picture

"I can see it all now"

I pay most attention to impressions or the meaning and patterns of the information I get. I would rather learn by thinking a problem through than by hands-on experience. I'm interested in new things and what might be possible, so that I think more about the future than the past. I like to work with symbols or abstract theories, even if I don't know how I will use them. I remember events more as an impression of what it was like than as actual facts or details of what happened.

- I remember events by what I read "between the lines" about their meaning.
- I solve problems by leaping between different ideas and possibilities.
- I am interested in doing things that are new and different.
- I like to see the big picture, then to find out the facts.
- I trust impressions, symbols, and metaphors more than what I actually experienced
- Sometimes I think so much about new possibilities that I never look at how to make them a reality.

# How do I make DECISIONS?

## Logic

“Does this make sense?”

When I make a decision, I like to find the basic truth or principle to be applied, regardless of the specific situation involved. I like to analyse pros and cons, and then be consistent and logical in deciding. I try to be impersonal, so I won't let my personal wishes - or other people's wishes - influence me.

- I enjoy technical and scientific fields where logic is important.
- I notice inconsistencies.
- I look for logical explanations or solutions to most everything.
- I make decisions with my head and want to be fair.
- I believe telling the truth is more important than being tactful.
- Sometimes I miss or don't value the "people" part of a situation.
- I can be seen as too task-oriented, uncaring, or indifferent.

## Empathy

“Who will be affected?”

I believe I can make the best decisions by weighing what people care about and the points-of-view of persons involved in a situation. I am concerned with values and what is the best for the people involved. I like to do whatever will establish or maintain harmony. In my relationships, I appear caring, warm, and tactful.

- I have a people or communications orientation.
- I am concerned with harmony and nervous when it is missing.
- I look for what is important to others and express concern for others.
- I make decisions with my heart and want to be compassionate.
- I believe being tactful is more important than telling the "cold" truth.
- Sometimes I miss seeing or communicating the "hard truth" of situations.
- I am sometimes experienced by others as too idealistic, mushy, or indirect.

# Where is my ENERGY?

## Extraverted

“Let’s talk this over”

I like getting my energy from active involvement in events and having a lot of different activities. I'm excited when I'm around people and I like to energize other people. I like moving into action and making things happen. I generally feel at home in the world. I often understand a problem better when I can talk out loud about it and hear what others have to say.

The following statements generally apply to me:

- I am seen as "outgoing" or as a "people person."
- I feel comfortable in groups and like working in them.
- I have a wide range of friends and know lots of people.
- I sometimes jump too quickly into an activity and don't allow enough time to think it over.
- Before I start a project, I sometimes forget to stop and get clear on what I want to do and why.

## Introverted

“I need to think on this”

I like getting my energy from dealing with the ideas, pictures, memories, and reactions that are inside my head, in my inner world. I often prefer doing things alone or with one or two people I feel comfortable with. I take time to reflect so that I have a clear idea of what I'll be doing when I decide to act. Ideas are almost solid things for me. Sometimes I like the idea of something better than the real thing.

The following statements generally apply to me:

- I am seen as "reflective" or "reserved."
- I feel comfortable being alone and like things I can do on my own.
- I prefer to know just a few people well.
- I sometimes spend too much time reflecting and don't move into action quickly enough.
- I sometimes forget to check with the outside world to see if my ideas really fit the experience.

# How do I take ACTION?

## Structure

“Just do something”

To others, I seem to prefer a planned or orderly way of life, like to have things settled and organized, feel more comfortable when decisions are made, and like to bring life under control as much as possible. I am motivated by new tasks and like to begin them as soon as I can.

The following statements generally apply to me:

- I like to have things decided.
- I appear to be task oriented.
- I like to make lists of things to do.
- I like to get my work done before playing.
- I plan work to avoid rushing just before a deadline.
- Sometimes I focus so much on the goal that I miss new information.

## Flow

“Let’s wait and see”

To others, I seem to prefer a flexible and spontaneous way of life, and I like to understand and adapt to the world rather than organize it. Others see me staying open to new experiences and information. I am motivated by deadlines rather than tasks, and this often where I do my best work.

The following statements generally apply to me:

- I like to stay open to respond to whatever happens.
- I appear to be loose and casual. I like to keep plans to a minimum.
- I like to approach work as play or mix work and play.
- I work in bursts of energy.
- I am stimulated by an approaching deadline.
- Sometimes I stay open to new information so long I miss making decisions when they are needed.

## IDEA: Communication Preferences

<b>Details “Just the facts please”</b>	<b>Big Picture “I can see it all now”</b>
5 senses Using hands-on and practical skills Making things Realistic and observant Known facts and details Practical and down to earth Step-by-step approach Specific realities and immediate application Concrete examples Build up to big picture Present plan and process See the parts to understand the whole	6 <sup>th</sup> sense, patterns and connections Using mind and imagination Problem solving Imaginative and innovative Possibilities and relationships Theories, ideas and metaphors Random approach An overview or big-picture concept Concepts and models Begin with the big picture Future possibilities and ideas See the whole to understand the parts
<b>Logic “Does this make sense?”</b>	<b>Empathy “Who will be affected?”</b>
Analysis and logic Information, research and data Seek honesty and truth Analyse and critique Need to be competent Impersonal, frank feedback Detached, objective, rational Logical reasoning, clear thinking Unemotional, firm and tough-minded Clear, precise, concise Consider principles and consequences	Personal values and ethics Connection and rapport Seek personal approval Empathise Need to be appreciated Relationships and people-focussed Prioritise values and harmony Consider the needs of others Persuasive and warm-hearted Tactful, indirect Consider the impacts on people
<b>Extrovert “Let’s talk this over”</b>	<b>Introvert “I need to think on this”</b>
Relate easily to the outer world Energised by interaction People, events, activities, things Immediate feedback and verbal responses Act before reflecting Initiate conversations Make small talk Sociable – easy to get to know Communicate more easily by talking Learn best by doing and interacting	Relate to the inner world Energised by solitude Ideas, thoughts, feelings, impressions Delayed feedback and written responses Reflect before acting Wait to be invited Comfortable with silence Reserved – take time to get to know Communicate more easily by writing Learn best by reading and reflecting
<b>Structure “Just do something”</b>	<b>Flow “Let’s wait and see”</b>
Planned, decided, orderly Make decisions quickly Seek closure Action and goal oriented Like to control events Prefer limited options Systematic and methodical Specific instructions and timelines Regular routines and schedules Complete one task then start another Motivated by a new task Focus on reaching the goal	Unplanned, flexible, spontaneous Explore/discuss options before deciding Open-ended Purpose and strategic direction focussed Like to respond to the moment Multiple options and possibilities Casual and easy-going Questions and flexibility Dynamic response to context Working on several tasks at once Motivated by an approaching deadline Focus on experiencing life

# IDEA: Communication Preferences

## Sources:

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