



IAC2301  
INTRODUCTION TO  
AIRLINE CUSTOMER  
SERVICE

**Unit 4: Social styles**

- <https://youtu.be/wRBx8IkV-kQ>

### What's Your Social Style?

The infographic illustrates four social styles using cartoon characters:

- Expressive:** A man with his arms outstretched, representing a person who is outgoing and enthusiastic.
- Amiable:** A man with one hand raised, representing a person who is friendly and cooperative.
- Analytical:** A man sitting at a desk with a laptop, representing a person who is detail-oriented and logical.
- Driver:** A man pointing forward, representing a person who is assertive and goal-oriented.

**CoCubes**  
An Aon Company

**Aon**  
Empower Results™

Sources: Book - Miller, David W., Roger H. Reid. Personal Styles and Effective Performance. CRC Press, 1<sup>st</sup> Edition, 1981.

## DAVID MERRIL AND ROGER REID'S SOCIAL STYLES MODEL

The Social Styles Model is a 2x2 matrix defined by three axes:

- Vertical Axis:** CONTROL (top) vs. EMOTES (bottom)
- Horizontal Axis:** ASKS (left) vs. TELLS (right)
- Diagonal Axis:** RESPONSIVENESS (top-left to bottom-right) vs. STYLE (top-right to bottom-left)

	CONTROL	EMOTES
ASKS	<b>ANALYTICAL</b> Task focussed Fact-oriented Problem-solving Organised Avoids group work Over-critical Cautious Likes to be right	<b>DRIVING</b> Competitive Seeks being in charge Fast-acting Plans carefully Decisive Results-oriented Dislikes inefficiency Impatient
TELLS	<b>AMIABLE</b> Relates well to others Good at listening Wants to be respected Dislikes conflict Seeks security Slow decision-making Prefers to follow Fears change	<b>EXPRESSIVE</b> Intuitive Creative Outgoing Interacts well Persuasive Fears being ignored Dislikes routine Easily exaggerates

**Legadima** Human Capital

# Social style

- The social style model categorizes people according to personality traits and how they interact with others.
- Organizations use these models to enhance communication and collaboration among team members.



- Research into workplace success have shown that all people are **one of four** SOCIAL STYLES, each with preferred ways of acting, thinking and making decisions.
- Understanding those preferences, and applying Versatility strategies, helps you determine the best way to successfully interact with everyone.
- There are 4 social styles



# 1. Analytical style

- **Thoughtful, Reserved & Slow-paced**
- People with an Analytical SOCIAL STYLE are typically described by others as quiet, logical and sometimes reserved or cautious. They tend to appear distant from others and may not communicate unless there is a specific need to do so.
- **Their Need:** To Be Right
- **Their Orientation:** Thinking
- **Their Growth Action:** To Declare

- Individuals with analytical social style are cautious, rational, thoughtful, and serious.
- They focus on facts, statistics, and detailed information.
- Such customers tend to ask many questions but remain reserved in their interactions. They like to follow standard operational procedures and conventional methods of doing things.
- When making decisions, analytical customers prefer to make informed decisions based on their own judgment and hard facts.

## Analytical Style Highlights

- **Slower** paced
- Make efforts to **organize**
- Show **less** concern for **relationships**
- Work in a **historical** timeframe
- Take action cautiously
- Tend to **avoid personal involvement**

# Analytical style

**6 TIPS ANALYTICAL STYLE**  
How to Work with Analytical Style People

<b>1</b> take your <b>TIME</b>	<b>4</b> <b>RESPECT</b> their processes
<b>2</b> <b>COMMUNICATE</b> clearly & concisely	<b>5</b> ask directly for their <b>FEEDBACK</b>
<b>3</b> <b>DON'T PRESSURE</b> for answers	<b>6</b> give them <b>SPACE</b>

## Strategies for Working with The Analytical Style Person

1. Take your time
2. Communicate clearly and concisely
3. Don't pressure for answers
4. Respect their process
5. Ask directly for their feedback
6. Give them space



## ***How to tackle analytical customers?***

You need to be ready to provide clear and detailed answers. They prefer data, information, or instruction to be presented in an organized manner.

A good way to impress such customers is to use specific examples to explain your point.

Allow facts to speak for themselves, even as you explain the pros and cons of anything in a systematic manner.

Do not forget to offer background data that might help them in making their decision.

## 2. Driving style

### **Controlling, Decisive & Fast-paced**

People with a Driving SOCIAL STYLE are seen by others as **direct, active, forceful and determined.**

They initiate social interaction and they focus their efforts and the efforts of others on the goals and objectives they wish to get accomplished.

**Their Need: Results**

**Their Orientation: Action**

**Their Growth Action: To Listen**

- People having the driver social style are smart, determined, focused, direct, and action-oriented.
- They prefer things to happen at a fast pace and lose patience with too much detail or a longwinded answer.
- Drivers are independent and assertive and do not take much time to make decisions.
- For them, getting a brief overview of any product or matter is enough to make up their mind. They love to be in control and do things their own way.

## Driving Style Highlights

- **Faster** paced
- Make efforts to **set the pace**
- **Less** concerned for the value **in relationships**
- Work in the **present** timeframe
- Tend to **direct the actions** of others whether or not they are the leader
- Tend to **avoid interaction**

# 6 TIPS DRIVING STYLE

How to Work with Driving Style People

1	<b>RESPECT</b> their time	4	show your <b>COMPETENCE</b>
2	<b>STICK TO</b> the facts	5	<b>EARN THEIR TRUST</b> before expecting it
3	follow up on your <b>PROMISES</b>	6	let them have some <b>CONTROL</b>

## Strategies for Working with The Driving Style Person

1. Respect their time
2. Stick to facts
3. Follow up on promises
4. Show your competence
5. Earn their trust
6. Let them have some control

## ***How to tackle driver customers?***

- While dealing with drivers, always be professional and efficient.
- Since they value time and are task-oriented, try to identify their objective and provide to the point solutions.
- Steer clear of making small talk with them or providing irrelevant details. Instead, try to convince them with facts and logic. Be concise and relevant in order to appease such customers.

### 3. Amiable style

- **Friendly, Supportive & Relationship-focused**
- People with an Amiable Style openly display their feelings to others. They appear **less demanding and generally more agreeable than others**. They are interested in achieving a rapport with others who often describe them as informal, casual and easy going.
- **Their Need:** Personal Security
- **Their Orientation:** Relationships
- **Their Growth Action:** To Initiate

- Customers who possess an amiable style are agreeable, supportive, responsive, friendly, soft-spoken, and people-oriented by nature.
- For such people – team work, co-operation, acceptance, and respect of other's opinion matter a lot.
- They focus on developing relationships before they indulge in business. Amiable customers may need time to build rapport, but they are quick decision makers.
- Such customers conduct business with people whom they consider to be trustworthy.



## Amiable Style Highlights

- **Slower** paced
- Make efforts to **relate**
- Show less concern for effecting change
- Work in the **present** timeframe
- Show **supportive** action
- Tend to **avoid conflict**

# 6 TIPS AMIABLE STYLE

How to Work with Amiable Style People

1	<b>APPROACH</b> conflict carefully	4	draw out their <b>OPINIONS</b>
2	<b>GET TO</b> know them	5	handle issues in <b>PRIVATE</b>
3	consider their <b>PERSPECTIVES</b>	6	always be <b>COURTEOUS</b>

## Strategies for Working with The Amiable Style Person

1. Approach conflict carefully
2. Get to know them
3. Consider their perspectives
4. Draw out their opinions
5. Handle issues in private
6. Always be courteous

## ***How to tackle amiable customers?***

- The best way to deal is to establish a personal relationship with them.
- Engage them in a lively chat before getting down to business.
- If you are providing customer support to an amiable customer, emphasize on why your solution or product will meet their requirements.
- Being agreeable and pointing out low-risk solutions is a good approach to win over such customers.

## 4. Expressive style

### **Enthusiastic & Emotional**

People with an Expressive SOCIAL STYLE tend to be more willing to make their feelings known to others.

They can appear to react impulsively and openly show both positive and negative feelings.

They are typically described by others as personable, talkative and sometimes opinionated

Their Need: Personal Approval

Their Orientation: Spontaneity

Their Growth Action: To Check

- Enthusiasm, assertion, spontaneity, responsiveness, and creativity.
- Such customers are charismatic, confident, and engaging.
- They love to talk a lot and possess strong persuasive skills.
- For an expressive customer, building relationships is a means to gain power or recognition.
- They are impatient with details but are happy to focus on the big picture.

## Expressive Style Highlights

- **Faster** paced
- Make efforts to get involved
- Show less concern **for routine**
- Work in the **future** timeframe
- Tend to act **impulsively**
- Tend to avoid **isolation**

# 6 TIPS EXPRESSIVE STYLE

How to Work with Expressive Style People

1	<b>LAUGH</b> with them	4	<b>RECOGNIZE</b> their contributions
2	<b>LISTEN</b> to their opinions	5	<b>LIGHTEN</b> <b>UP</b>
3	<b>THINK BIG</b> picture	6	form a <b>FRIENDSHIP</b>

## Strategies for Working with The Expressive Style Person

1. Laugh with them
2. Listen to their opinions
3. Think big picture
4. Recognize their contributions
5. Lighten up
6. Form a friendship

- People with an expressive personality tend to be slow in making decisions.
- It is best to deal with them patiently and discuss all aspects of the product/service without going into much detail.
- Ensure to summarize the main points and present them concisely to draw the complete picture.
- Also, remember that such people tend to buy products based on the recommendations of people they know. Therefore, keep your best testimonials at hand while dealing with expressive customers.



# reference

<https://tracom.com/social-style-training/model>

<https://coggle.it/>