

UNIT 5: Social Styles

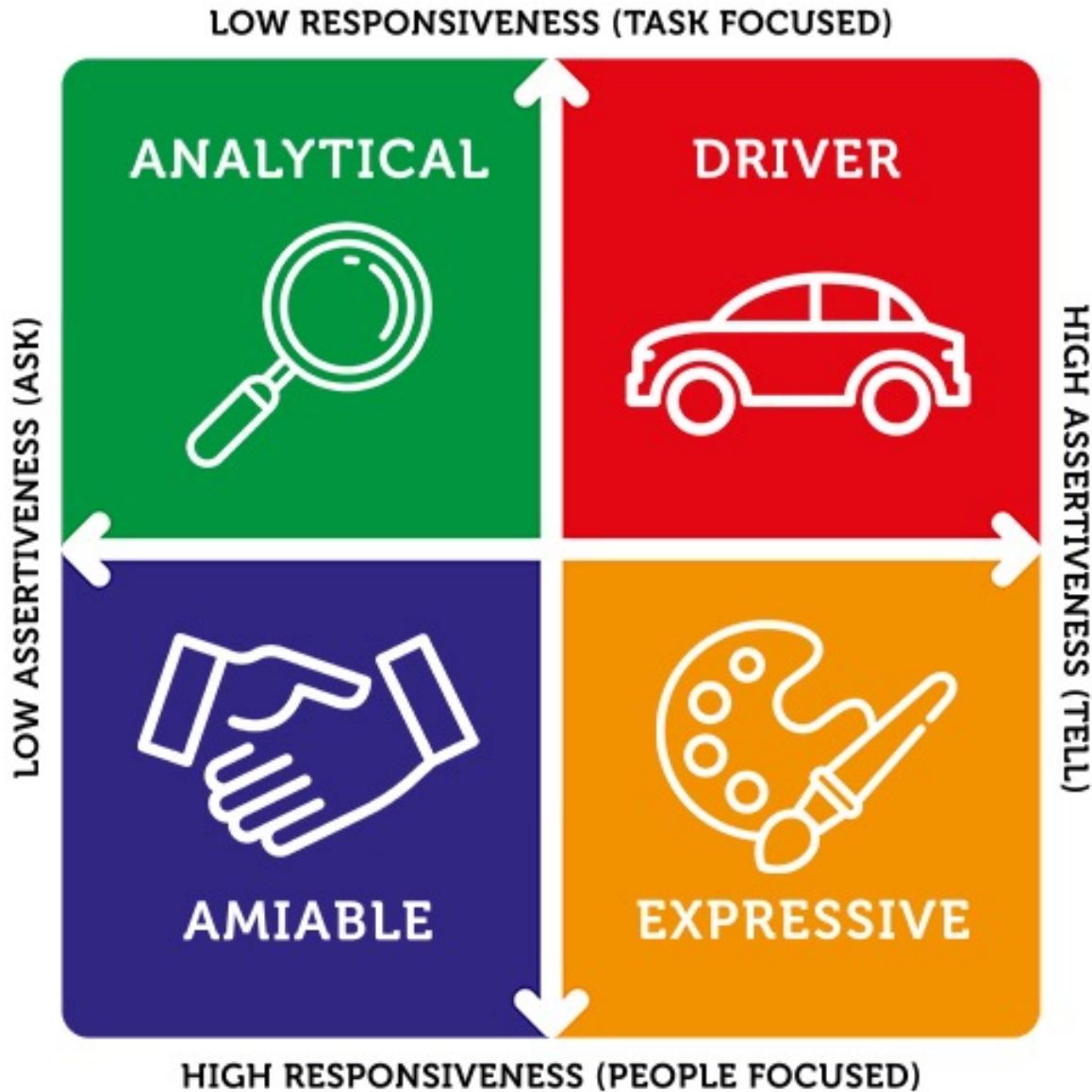


What is Social Styles

~ Is a social style model **categorizes people according to personality traits and how they interact with others.**



4 Types of Social Styles

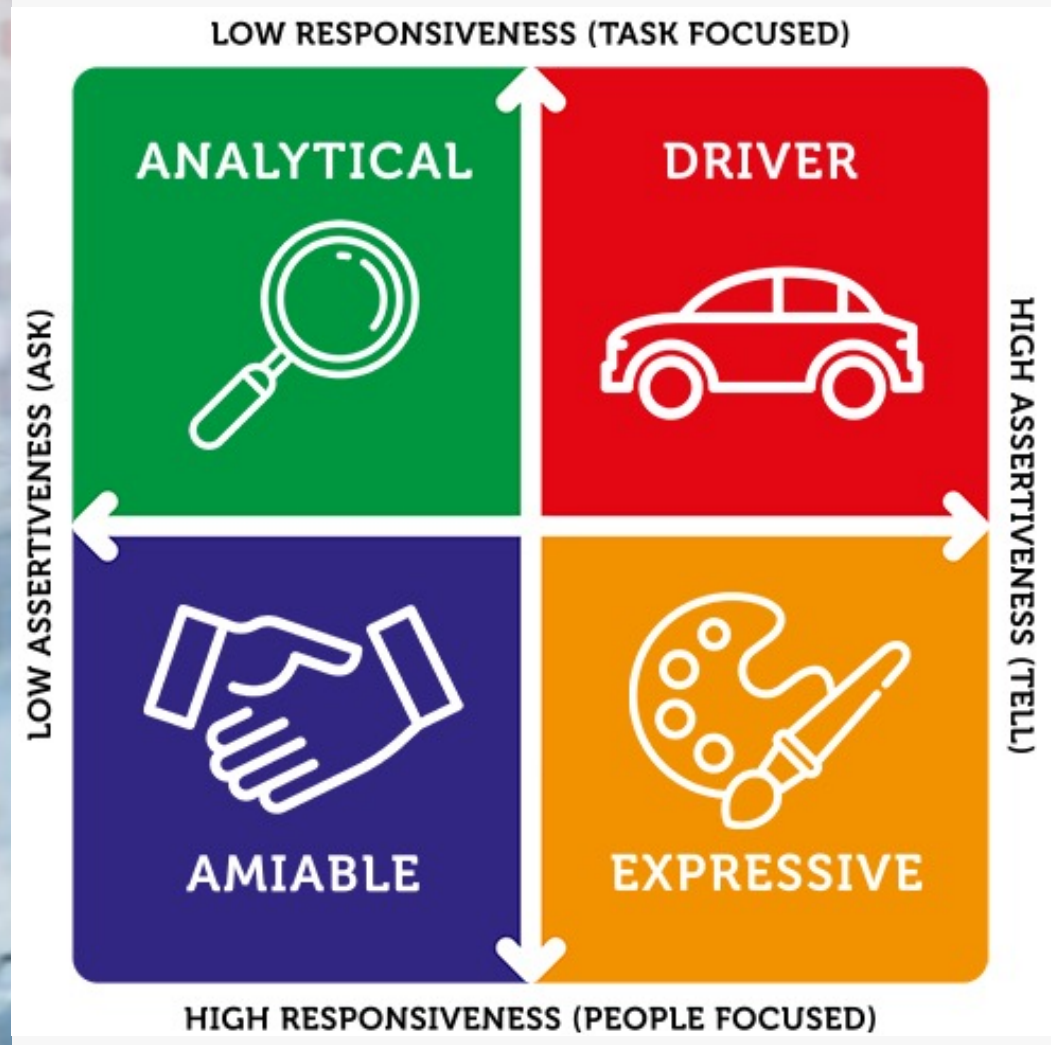


Find the meaning in Thai or Chinese.



Quiz

Match the number to the social style.





**Watch the following video
“Pros and Cons of Each Social Styles”.**

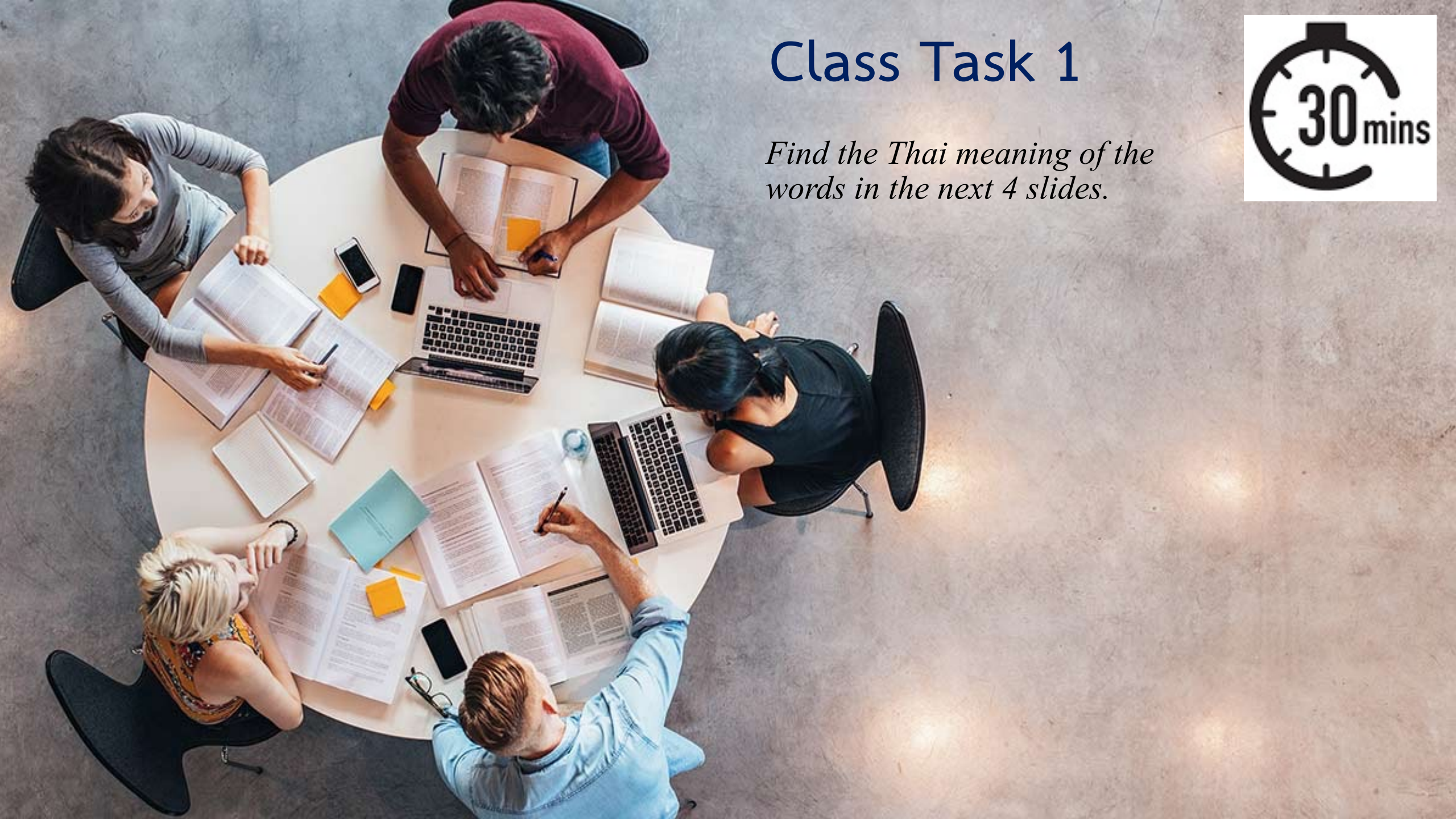
- 1) What are the key points discussed?**
- 2) Write them down.**
- 3) Present in class.**



Pros and Cons of Each Social Style

Class Task 1

Find the Thai meaning of the words in the next 4 slides.



How to recognize the DRIVING

TALKING

- “I will...”
- States, commands
- Loud, uses voice to emphasise points
- Speaks very fast

BODY LANGUAGE

- Leans forward
- Limited or no facial expression
- Intense eye contact
- Deliberate movements

COMMUNICATION STYLE

- Direct, to the point
- Outspoken
- Business-like

RESPONSIVENESS

- May appear pushy
- Reserved and cautious
- Can appear preoccupied

LISTENING PATTERN

- Can be a poor listener, likes to interrupt and summarize

WORK STYLE

- Works in priority order
- Does several things at once
- Intense, driven
- Generates ideas
- Functional, organised
- Works whirl-wind fast
- Likes change



How to recognize the EXPRESSIVE

TALKING

- “I want...”
- States, commands
- Loud and fast
- Gets easily excited

BODY LANGUAGE

- Leans forward
- Uses a lot of facial expression
- Good eye contact
- Lots of gestures

COMMUNICATION STYLE

- Animated, excitable
- Comes on a little strong
- Informal, casual

RESPONSIVENESS

- Open and warm
- Enthusiastic and animated
- Enjoys the conversation

LISTENING PATTERN

- Listens well and reacts to what you are saying, talks a lot

WORK STYLE

- Unstructured, likes freedom
- Lots of people interaction
- Makes lists of people to call and places to go
- Has a lot of interesting items and gadgets
- Novelty items readily displayed
- Fast paced
- Bored easily
- Jumps from one thing to another



How to recognize the ANALYTICAL

TALKING

- “I think...”
- Enquires
- Speaks quietly and at a moderate pace
- Does not vary voice much

BODY LANGUAGE

- Leans back
- Limited or no facial expression
- Limited eye contact
- Limited gestures

COMMUNICATION STYLE

- Specific, concise
- Clear, logical
- Formal, bottom-line

RESPONSIVENESS

- May appear unresponsive
- Reserved and cautious
- Can appear preoccupied

LISTENING PATTERN

- Listens... but may appear as though they are not

WORK STYLE

- Thorough, attentive to detail
- Step by step procedures
- Concentrates on one thing at a time
- Lots of paper
- Work is in piles
- Methodical
- Steady stream of work
- Likes a predictable routine



How to recognize the AMIABLE

TALKING

- "I feel.."
- Enquires
- Quieter and slower
- Does not vary voice much

BODY LANGUAGE

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

COMMUNICATION STYLE

- Dreamy thoughts
- May seem vague
- Informal, casual

RESPONSIVENESS

- Friendly
- Responsive
- Enjoys the conversation

LISTENING PATTERN

- Caring listener who reacts to what you are saying

WORK STYLE

- Easy going, cooperative
- Always willing to be of service
- Goes with the flow
- No strong sense of urgency
- Surrounded by sentimental mementoes
- Pictures of family and friends
- Needs time to change
- Dislikes pressure



Class Task 2

Do an online personality test.



<https://www.retaildoc.com/personality-quiz>



Watch the following video
“Your Personality and Your Brain”.

- 1) What are the key points discussed?
- 2) Write them down.
- 3) Present in class.

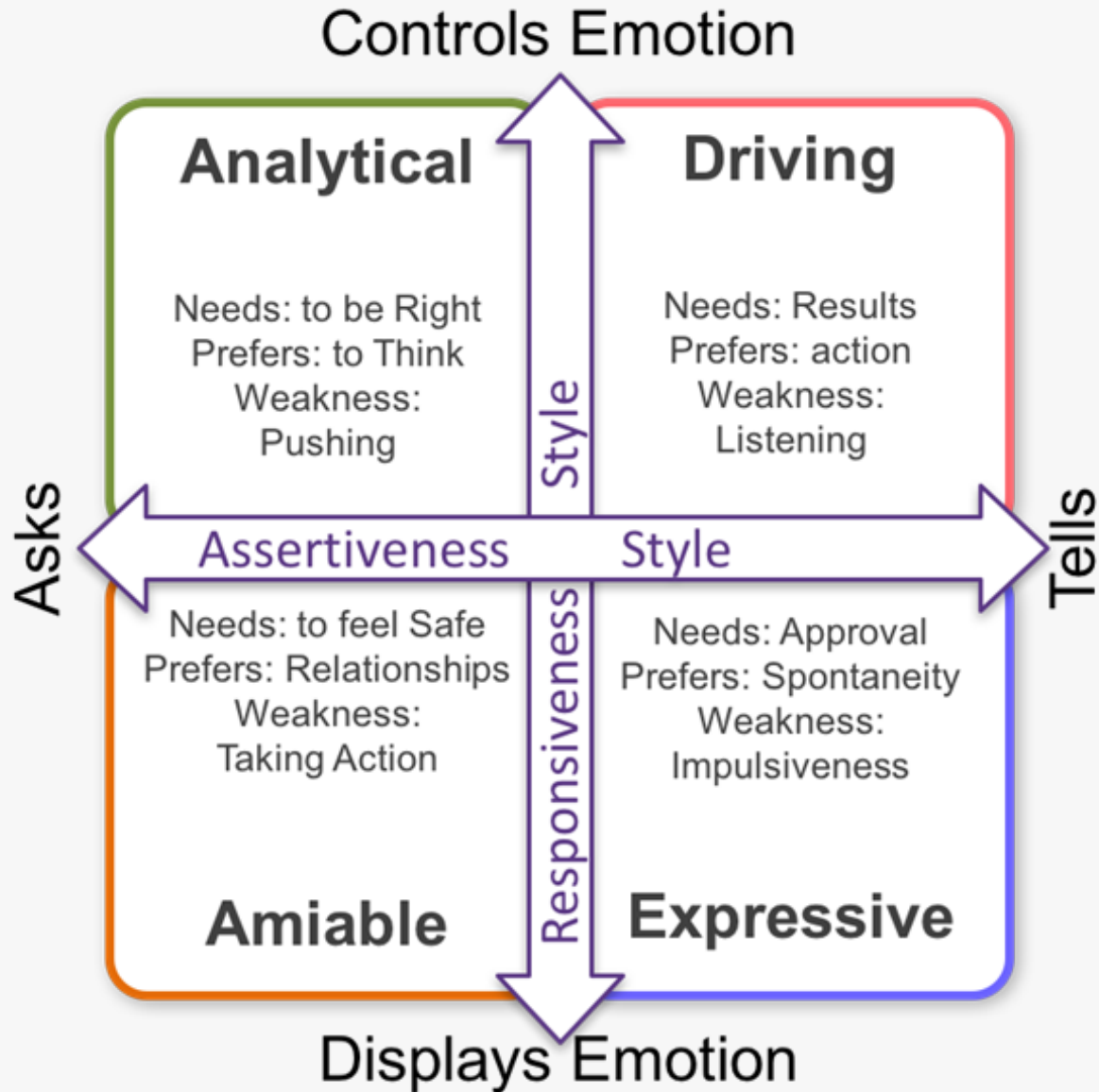


TED^x Brookings
x = independently organized TED event

Your Personality and Your Brain

Social Styles

David Merrill & Roger Reid



Quiz

Match the animal to the social style.





The Driving Eagle

Confident and Dominating

- Get to the point.
- Forget small talk.
- Let them feel their power.
- Let them make decisions.



The Expressive Peacock

People-oriented, Gets bored easily

- Show them the big picture.
- Don't give them too many details.



The Analytical Owl

Precise, Quiet, Independent

- Give them facts and figures.
- Focus on details.
- Need relevant info.



The Amiable Dove

Calm, Caring, Peace lovers

- Needs plenty of time for conversations and relationships.
- Needs time to feel safe and secure to make decisions.

Social Styles and Interviewers





Watch the following video
“Spot the social style”.

- 1) Four social styles conduct an interview. Observe how each interviewer conducts the interview. What do you notice about the way they ask the questions?
- 2) What are their social styles?

Spot the Social Style!

4 Social Styles Conducting An Interview



Analytical

Listen for :

- Looking for facts & details
- Will question intensely
- Will focus on practices

Look for:

- Moves slowly
- In retreat, distant
- Avoids eye contact

Driver

Listen for :

- Speaks with authority
- Goes straight to the point

Look for:

- Short and quick movements
- Will try to take control
- Is impatient



Amiable

Listen for :

- Will avoid hurting feelings and conflicts
- Will focus on values

Look for:

- Attentive to people
- Strong eye contact
- Warm personality
- Team player

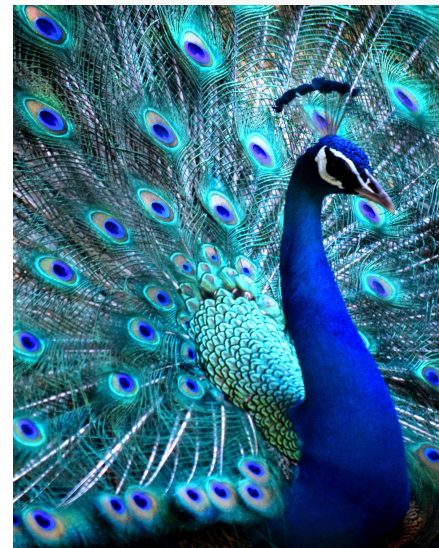
Expressive

Listen for :

- Volatile, enthusiastic and convinced
- Will go off in many directions

Look for:

- A lot of gestures
- Friendly
- Wants the room's attention





Social Styles and Customer Service



**Watch the following video
“Selling to Customer’s Social Styles”.**

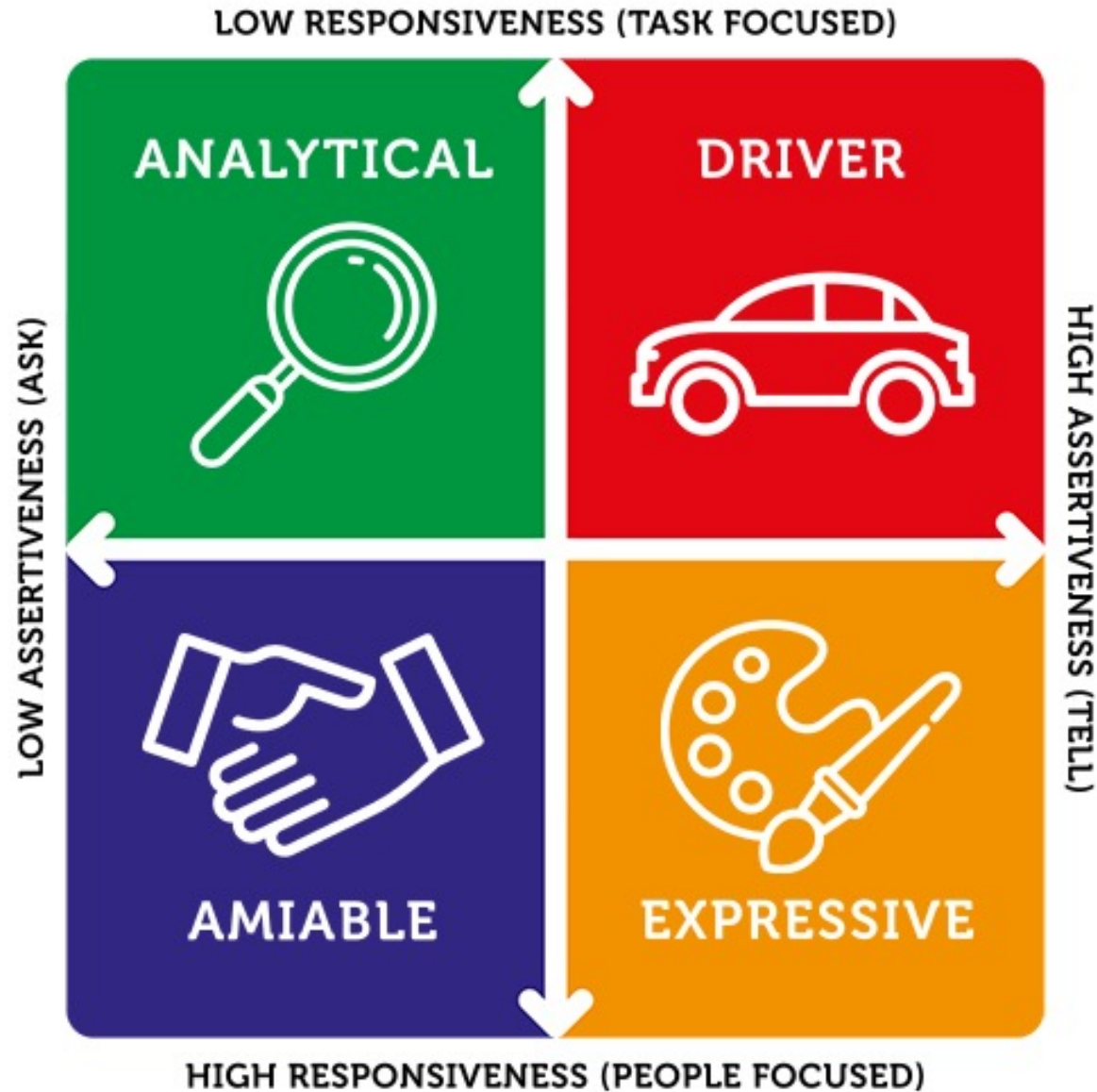
- 1) What are the key points raised in the video?**
- 2) How do you sell to each different social style?**
- 3) Present in class.**





Selling to Customer Social Styles

CONCLUSION: 4 Types of Social Styles



Thank you

