GROUP INSIGHTS



HOW YOU PREFER OTHERS TALK TO YOU RESPONDENTS (8):

JOHN Q. PUBLIC; CINDY BILLINGS; BETSY BROWN; JACK DEMBY; DAN DAVIS; CHRIS COOPER; RONALD CHALMERS; JOHN DEMAGGIO

Keep irrelevant matters to an absolute minimum (5)	JOHN Q. PUBLICDAN DAVIS	CINDY BILLINGSJOHN DEMAGGIO	JACK DEMBY
Get to the point. Don't worry too much about hurting your feelings (4)	JOHN Q. PUBLICJOHN DEMAGGIO	CINDY BILLINGS	JACK DEMBY
Don't be afraid to disagree openly with you as long as you appear to be relishing active debate (4)	JOHN Q. PUBLICRONALD CHALMERS	BETSY BROWN	CHRIS COOPER
Where possible, present you with the big idea first and then wait for your response before offering more detail (4)	CINDY BILLINGSRONALD CHALMERS	• DAN DAVIS	CHRIS COOPER
Present the matter in categorical terms – "should we proceed or not?" (4)	CINDY BILLINGSJOHN DEMAGGIO	BETSY BROWN	JACK DEMBY
If the subject is important, talk to you alone (3)	• JOHN Q. PUBLIC	• DAN DAVIS	RONALD CHALMERS
Approach you initially in a group first – then ask for a word alone if the issue requires it (3)	BETSY BROWN	JACK DEMBY	• JOHN DEMAGGIO
If there is a financial component to discussions, emphasize it freely, particularly where you will benefit personally (3)	BETSY BROWN	CHRIS COOPER	RONALD CHALMERS

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Make it obvious that the topic has been thought through. Approach the issue with you point by point (2)	• JACK DEMBY	JOHN DEMAGGIO	
Emphasize those results which will offer general benefit or which will support your system of personal values (2)	• JACK DEMBY	• JOHN DEMAGGIO	
Keep talking about the matter as long as you appear to be actively engaged in the conversation (2)	• JACK DEMBY	• JOHN DEMAGGIO	
Be careful to show you the appropriate respect. Don't be too abrupt (2)	• DAN DAVIS	• CHRIS COOPER	
Asking you how you feel about the matter under discussion can generate more cooperation and yield significant insights (2)	• DAN DAVIS	RONALD CHALMERS	
Don't press for you to come to any conclusions initially. Let the matter settle, and arrange a subsequent conversation (2)	• DAN DAVIS	CHRIS COOPER	
Be agreeable. Be prepared to concede some issues to you, at least initially avoid confrontation (1)	• CINDY BILLINGS		
Be prepared to talk the matter over in a few short sessions rather than one intensive meeting (1)	RONALD CHALMERS		