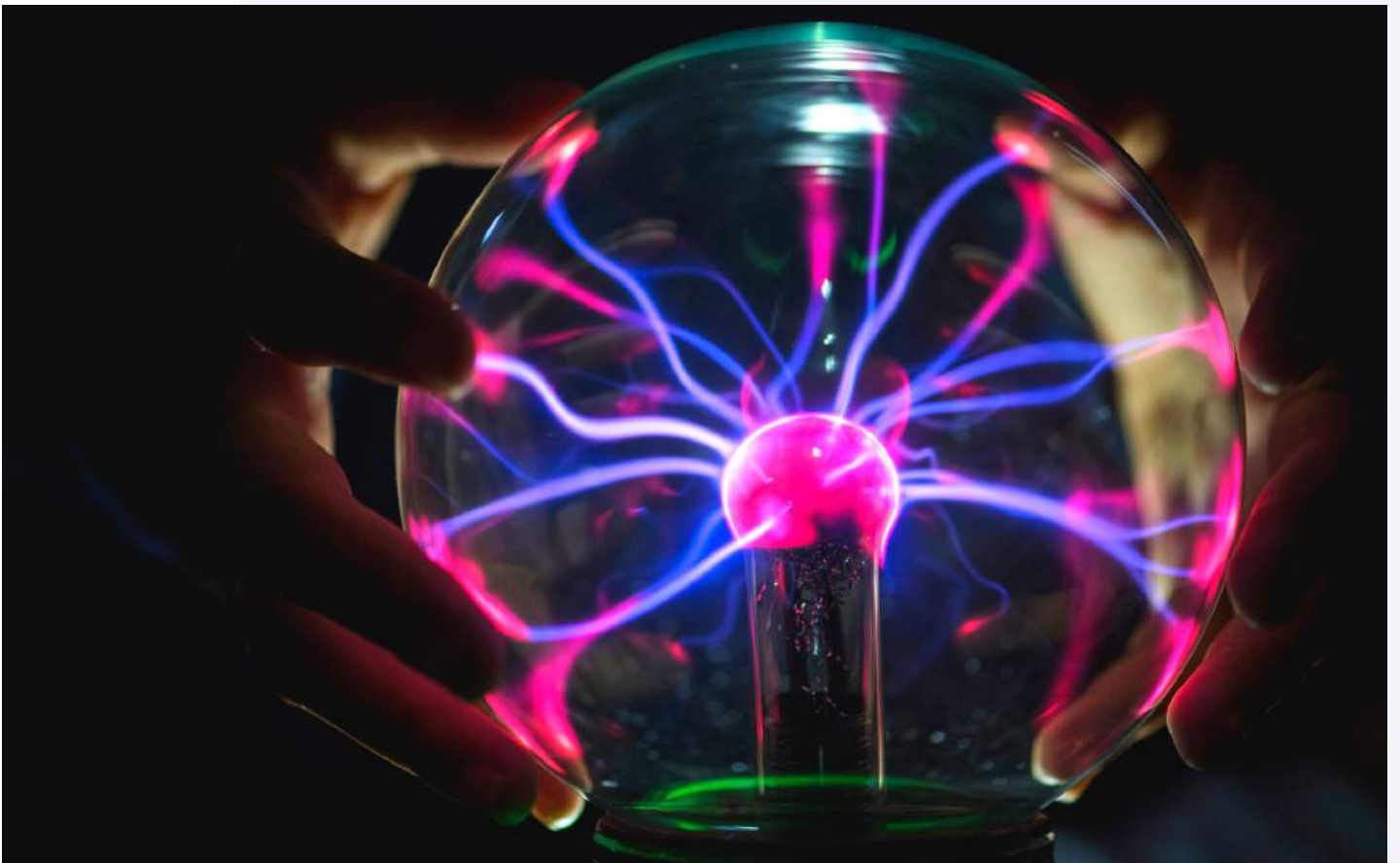


# Discover your Communication Superpower



Whether you're at work, at home, out socialising - anywhere... The skill of recognising and matching how others present themselves is a remarkable communication skill to have - a superpower!

In this Communication Superpower PDF - get familiar with your own default styles AND learn how to read others' styles to get the best out of your interactions!

## How to determine someone's style

Think about someone in your life - a partner, colleague, friend, family member... Now answer these two simple questions:

1. Are they Warmer or Colder?
2. Are they Louder or Quieter?

Got your answers?

Right, let's look at the 4 styles...

**Cold and Loud = ICE**  
**Cold and Quiet = DRY ICE**  
**Warm and Quiet = WATER**  
**Warm and Loud = STEAM**



But what does it all mean?..

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...let's start at the beginning!

## Where do Communication Superpowers come from?

It all started back in around 400bc when Greek physician Hippocrates determined that people could be grouped into 4 styles - the Sanguine, Choleric, Phlegmatic, and Melancholic, in his dissertation 'The Temperaments'. They could be called the 1, 2, 3 and 4 - in fact, many organisations have created their own labels. It doesn't matter, it's all soooo interesting!!

I've studied the 4 since becoming aware of them in the late 80s when someone explained to me 'sales dogs', where each style is named after a dog. So I started studying different people, how they talk, walk, smile, shake hands, think, sit, react, lead, follow, make decisions... The list goes on.

This unique description of the 4 is based on my own experiences and observations of each style and this learning has changed my life. I can guess what someone might be based on their handshake and I'm usually right. It's a great party trick!

### The key to amazing interactions

You only have a few seconds to determine what style someone's presenting in the moment and to quickly adjust to their style. In doing so you create a 'mutual' communication they feel comfortable with.

You'll get more people onside, build trust quicker, and all the while strengthen your own 4 styles of communication. It's a win/win!

The aim is to be able to dig deep with each person you meet and draw out the style that best matches theirs at a moment's notice. It takes practise, but boy is it worth it!

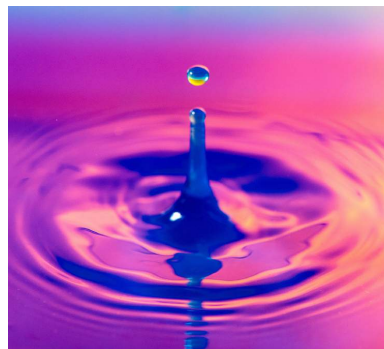
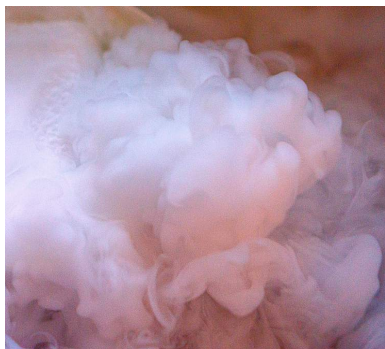


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## People don't fit in boxes!

You'll have 1 main style you tend to default to in certain situations or around certain people. But you'll likely display other styles depending on the situation. How safe or unsafe you feel, how confident you feel, how intimidated you are, how trusting or untrusting you are of whoever you're dealing with. Then of course alcohol can change everything! I might default to one style when I'm running a training session and another around my best buddies - each is a part of me.

So, everyone has a bit of everything and they'll show you one style based on your dynamic today, and maybe another tomorrow. This isn't about putting people in boxes and leaving us there. Nope... this is a fluid thing, changing all the time depending on a whole raft of ever changing dynamics that impact us. So we're not just one style.



## There's no such thing as a bad style!

None of the 4 styles are good or bad - they're just different. Each one has strengths and weaknesses when it comes to connecting with people. It's all about celebrating our differences, and learning how to bring out each style in yourself. When you can do that, you'll be able to get on with everyone - improving your relationships and getting more of what you want out of life!

I've talked to hundreds of people about personality and communication styles. Many say to me "Oh yes I've learned about these", but whenever I ask, they often can't remember the styles or how this knowledge can change their lives.

**When you learn our take on the 4 styles, they'll change your life for the better!**

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## Warm or cold? How do you tell?

There are 2 measures you can use to determine what style somebody's presenting to you in the moment (remembering this could change tomorrow or even later today!). The **first measure** is the **Temperature gauge**. Focus on how much warmth or cold they're presenting, usually through how much emotion they show.

### What does 'lower temperature' look and sound like?

**Lower temperature** gauge people tend to be colder, more stand-offish, more task focused, and they prefer to deal with facts. They're harder to read - you won't know where you stand with them when you first meet them. They don't smile as much as 'warmer temperature' people. It's not because they're unhappy, they just don't feel the need to smile to make you feel good about the exchange - it doesn't even cross their minds.

They're **monotone** - yup, you can even hear what style someone might be presenting on the phone! If you're cold calling a low temp person, you wouldn't ask them how they are, but rather get to the reason why you're calling.

With some of my lower temp clients we'll spend the whole meeting talking business, which is the best way to build trust for them. Then maybe cover off a little social stuff at the end.





## What does 'higher temperature' look and sound like?

**Higher temperature** gauge people tend to be warmer, more feelings focused, 'huggers', and prefer to deal socially first before getting down to business.

They smile more and use their eyebrows more! It's easy to tell if they like you. On the phone their voices **sing** - with lots of highs and lows in the way they talk. If you're sure you're dealing with a higher temperature person, you can safely talk about social stuff early on, ask them how their day's going, etc. But you'd better be sure, as it's a sure-fire way to annoy a low temp person!

With some of my higher temp clients we might talk for 45 mins about social stuff and in the last 15 mins work through the business stuff.

## How do they sound?

Are you starting to understand how you can build trust in different ways with each style? Good! Now for the **second measure - Volume**.

## What does 'lower volume' look and sound like?

**Lower volume** people tend to speak slower. They're quieter, wait to be asked their opinion before they offer it, and they're cautious when making decisions. They may tell you after the event, "I didn't think that would work" - but won't necessarily tell you up front because you didn't ask.

## What does 'higher volumer' look and sound like?

**Higher volume** people tend to speak faster, are louder in volume (go figure!), offer their opinions without being asked, and jump in to make decisions. They say phrases like "You know what you should do..." while you're thinking "Did I even ask?" LOL...

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## Behavioural Styles and Thinking Styles

Now that you've got that, it's about to get a little more complicated! Keep in mind that people have a **behavioural style as well as a thinking style**. These are sometimes the same and sometimes different.

You'll usually see someone's behavioural style first. Then once you get to know them better, you'll see their thinking style, especially when working on a task. So, it's often easy to figure out someone's behavioural style (when you're with that person). But it's a bit harder to determine their most common thinking style, so this can take longer.

### Give it a try!

Always keep the two questions in mind when you're communicating with others and notice your observations as you get better at working out the styles people around you are presenting - whether it be in a meeting, over the phone or even via email! Yup - you can often tell someone's default style on email too!

Now you're ready to put your knowledge into practise!

Think about one person you know and the styles they present. Then read the breakdown on each style below.



Once you're familiar with each style, think about how you can respond. For example, "get to the point" or "I don't have much time" (ICE) - you can respond with phrases like "to save you time what I'll do is..." or "the reason I'm calling is..." to demonstrate you can work with them in the way they need. Cool eh?!

Ask your partner, friends, family members, colleagues, your boss to answer which style they think you mostly present. Then you'll know how you come across and what you might need to adjust to match others' styles.



## Ice People

### Traits

ICE people are tough, resilient, abrupt, and dismissive. They're usually poker faced, so it's hard to see where you stand with them. But they'll be sure to tell you if you annoy them in any way! Unmoved and unwavering in their ability to take control, they often end up in leadership positions. ICE people like to be in control, it makes them feel good. And if you don't take control they will! They'll be watching you to see if you're credible and worth their time.

*In back up they can become DICTATORIAL* - 'it's my way or the highway'. They like to be around efficient people who respond to them by taking action - they don't have time to mess around. Just like ice - once they trust and like you, their cold, hard exterior will melt and you'll get to see another side to them - the caring, fun, gentler side - and it's worth it.

They love to understand results/outcomes and what's in it for them. Being 'big picture' - they HATE detail so will glaze over if you go into too much of it. They have little time for people who beat around the bush and especially who talk about how they're feeling.



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ICE people like to make quick decisions and are risk takers. They like to challenge others to see if they're strong enough. I once had an ICE greet me (straight faced) when I arrived to run sales training with him and his team, by saying NOT hi there, but "So you think you're going to teach us something about sales do you?" (cheeky!!). I responded back cheekily by saying "I guess that depends on how good a learner you are!" He loved that and we struck up great rapport. Another ICE said "Can you do something about the price?" when presented with a proposal. I answered "Yes I can put it up if you prefer!" Warning! If you're going to try cheek - you'd better be sure it's an ICE you're dealing with otherwise it can backfire!

ICE people buy from those they think are strong and can give them the results/outcomes they need. As they like to be in control, make sure you support their conclusions and actions. If you disagree - do it with them privately or risk seeing their horns, which you don't want happening in public... Take the word from someone who knows!

## How to deal with an ICE:

- Be serious
- Don't talk socially (if you don't know them well)
- Get to the point and keep it short
- Tell them **WHAT** - what you're doing and what you want
- Take control of the discussion or if they do, let them have it - don't fight them on it
- When they speak don't interrupt them
- Listen to them and show you're listening
- Speak in bullet points - especially in email/reports
- Talk facts
- Tell them how long you need with them
- Never show you're intimidated
- Never publicly challenge their authority - only challenge them privately
- Listen and act
- Offer them solutions and let them decide (I always try to give the options I'd be happy with)
- Tell them the potential outcomes (what's in it for them)
- Take action
- Do stuff for them - make their life easier
- Be efficient
- Be cheeky
- Do what you say you will
- All of the styles want to be **SAVED** something - save the ICE people **TIME** and they'll love dealing with you.



## Dry Ice People

### Traits

We call them DRY ICE because they often have a wicked sense of humour but are very dry - you'll probably not even realise when they're joking. That dead pan face and flat tone won't give anything away. DRY ICE show no emotion and have a monotone, slow speaking style so it's VERY hard to gauge where you stand with them - especially over the phone! When you simply mirror DRY ICE people, you'll experience great results.

They can be systematic. They like having systems and will create them where they don't exist. They LOVE detail, so if you don't provide it they'll go find it - they're the biggest researchers of the group. They'll also fact check you, so you'd better know your stuff. If you don't, they'll appreciate you being up front rather than bluffing!

In back up they tend to AVOID. So, if you annoy them you may never know as they'll just avoid you.

They're perfectionists, yet for them, perfection is impossible to attain. They'll edit several times, but will provide a very comprehensive end result. As with systems, they enjoy process and will have a process in mind for doing whatever they do. They'll break it down into steps, so when communicating if they think you've missed a step, they'll want to take you back to cover it which can seem pedantic. But you need to oblige or risk losing them on the journey you're taking them on.

They're risk averse and slow decision makers - especially if you haven't provided enough information. By the way, you won't know you haven't because they won't tell you. You need to pre-empt what information they might need and be prepared. They'll have a whole mental checklist they'll be working through to make a decision - so don't interrupt or hurry them. They buy from people who take it slow and provide all the accurate information they need. They'll make the decision in their own time, so you need to find out what that is and don't push them.

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They like to be respected and knowledge is definitely an area of pride for DRY ICE people. So, if you plan to question them you'd better be sure you're right as they'll have done their research. The worst thing you can do is make them out/prove them to be incorrect - this creates huge embarrassment for them. On the flip side they enjoy people they can learn from, because they respect knowledge so much, especially accurate knowledge.

Be careful to support their principles and how they think. They need time to complete activities (because they'll want to plan, research, edit, edit and edit) - they may take longer than anyone else, but the result will be accurate and comprehensive. They like to be around people that are able to communicate with lots of descriptive detail. DRY ICE people are critical thinkers. They get enjoyment in finding faults and fixing them, as well as critiquing.

Once when we were renovating our home I told my partner (DRY ICE) excitedly that I'd painted the spare room (being the STEAM I am). He took one look and his first words were "Ok so you only did two coats? And you didn't use tape - that's ok- I'll sort out the edges". I understand this, and get that he needs to find fault in order to get it perfect - that's ok. I don't need to challenge this I just observe and smile that it's his style and I love him for it.

## How to deal with a DRY ICE:

- Be serious
- Don't talk socially (if you don't know them well)
- Tell them the agenda - what you plan to do with them step by step
- Pre-empt what information they might need
- Tell them **HOW**
- Be systematic/talk in steps
- Talk facts
- Let them talk right through the whole process, don't interrupt them
- Ask them for more information and take notes
- Be accurate
- Stop and re-cover points if they missed them (don't do this by saying "As I said...")
- Research, offer lots of information
- Give them free reign to set up systems
- Ask them how much time they'll need
- Give them plenty of time to make a decision once you've given all the information and more!
- Stick to schedules
- Don't tell them what you think - stick to the facts
- Be specific
- Don't challenge their knowledge
- Give them evidence
- Provide them with service, do exactly what you say you will and when
- They need to be **saved from EMBARRASSMENT** (to save face) so give them every opportunity to get it right.



## Water People

### Traits

This style tends to be quieter and to go with the flow, hence we call them WATER people. They're supportive doers, and they're at their happiest when they're needed. People pleasers and peacemakers, they hate to say no, be the centre of attention, and to impose themselves or ask for help. The flip side is they just get on and do it. They won't put up a fuss or be dramatic, but can sometimes become martyrs, working late (because they've said yes to everyone and everything). They'll only complain to whoever will listen at home, they'll never complain to you.

I've often seen good WATER people leave a company because they were 'put on' by the organisation and no one noticed their heavier workload, or that they were feeling overloaded.

In back up they CONFORM - saying things like "If you say so", or "No, it's ok I'll do it", or "I'll just go along with whatever you all decide". You'll need to nurture out of them what the problem is or what their thoughts are, because they won't want to unload on you, thereby imposing.

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The most important thing when dealing with WATER is to provide a safe environment in which they can tell you what they think or feel. Soften your voice and make sure you're warm and caring around them. Be interested in them and their lives, and never take advantage of them. They'll hide their upset, but will leave quietly and you may never know why.

WATER people like to know where the boundaries are, so they can stay safely within. They'll go with the flow - with the group's decisions rather than risking sharing their own thoughts and ideas. So if you want to know, ask a WATER discreetly and they may tell you, but don't be surprised if they apologise for it at the same time. On that note - WATER people say sorry more than anyone else - out of fear of offending/imposing/asking.

If you want to praise a WATER don't do it publicly. They'll just feel bad for everyone else and want them all to get praise too. So do it privately and discreetly, but definitely show waters that you appreciate them.



They need to know they're liked by everyone. To this end, they'll say yes to everything. For WATER people the biggest learning is to say "Yes I can do that - tomorrow/next weekend/next month", instead of jumping to it straight away. They feel their worth through approval so be sure to give them plenty. They feel most valued when people show them they appreciate them and approve of the things they do. They buy from people that nurture them.

WATER people feel safe when you tell them what's expected - what's going to happen. They love to stick within their comfort zone. Safety and security are really important to them, so making them feel both is high on the agenda.

I've seen a WATER absolutely freeze when we turned up dressed in SWAT gear to run a team building event and rounded everyone up in the boardroom to give them instructions! The WATER got very angry in that situation. She sat clutching her bag and said angrily "Well what am I supposed to do with my bag??!!" So, we needed to be sure to nurture her and assure her everything would be ok. That there was nothing unsafe we'd ask her to do, and she could take her bag with her. As a result, she was happy and reassured.

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## How to deal with a WATER:

- Be warm and smile
- Show your approval
- Be cooperative around them, they love to feel they're doing something with others as opposed to being isolated
- Explain what's going to happen - walk them through it
- Tell them **WHY**
- Tell them how they can please you
- Make sure they feel needed and have plenty to do
- Ask them about themselves/their family/their weekend/their day
- Listen to them and ask them to elaborate
- Include them
- Be gentle with them
- Don't put them into a confrontational situation
- Check in on them when you've allocated something for them to do
- Support their relationships and feelings
- Don't pressure them to make a decision - they'll make the one they think you want them to make, so lead them along with you using words like 'we'
- Notice and admire how much they get done - show you appreciate them
- They need to be **saved from CONFLICT** - to keep peaceful relationships with everyone.





## Steam People

### Traits

STEAM people are the life and soul of any party - they love to be popular. They enjoy being the centre of attention and in fact happily make themselves the centre of attention! Even if the conversation is about you, they can easily turn it to being about them. Bette Midler had the best STEAM line in the movie 'Beaches', when she was talking to a guy she fancied and said "Anyway enough about me let's talk about you - what do you think of me?" Ha ha ha ha! So, give them your undivided attention.

STEAM people love to be liked but only by people they like. They're selective about who they're popular with. They enjoy people who are fun and chatty, and who are interested in them. They'll go along with the cool crowd.

They're ideas people, so ask them what they think - they'll come up with a creative solution you may not have thought of. They love to be around others and in fact they'll likely wilt if they feel isolated. STEAM people are impulse decision makers. They buy from people who they feel like them, as well as what's most popular.

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In back up they can become **ATTACKING** and will blame. If you criticise them they'll attack; if you argue they'll attack. If you point one finger at them, they'll point 10 right back at you. So, you need to ensure they don't feel attacked or you risk being attacked right back.

STEAM people feel most valued when they get recognition - for anything. Wearing something nice, doing a great job, anything - so look out for what's great about them and be sure to tell them.

They need to be around people that collaborate. They love teamwork and getting the opportunity to shine within a team. Owner/operator STEAM business people sometimes find it very isolating, so become members of groups in order to have that collaborative feel. If that's you - look out for groups you can join - you can thank me later!

They love to be around interesting people, especially ones who are interested in them! Give them testimonies (to show them what everyone is saying) and incentives to get them to trust and buy from you.



## How to deal with a STEAM:

- Be warm, fun, and smile
- Be interesting
- Compliment them
- Ask them about themselves - especially social stuff - and show genuine interest
- Be collaborative with them - ask them for ideas - they're ideas people!
- Tell them **WHO** (eg. Who else will be coming/who else is involved? Remember - popularity)
- Tell them how you can make it easier/ask them how they can make it easier
- Make sure they feel included
- Listen to them and ask them to elaborate
- Give them recognition and praise them
- They need to be **saved EFFORT**, so make it easy for them
- Give them testimonies and incentives
- Give them lots of attention.





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