

Exercise #3

What are My Own Communication Style and Values?

This exercise helps identify areas of difference between yourself and your diverse customers that can destroy trust and respect. By identifying your own style, you can then perceive differences that may be hidden and cause communication difficulties.

Communication Style	Very Little				A Lot
	1	2	3	4	5
Animation/Emotional Expression					
Gestures					
Range of Pitch					
Volume of Speech					
Directness of Questions					
Directness of Answers					
“Getting to the Point”					
Directness of Eye Contact					
Firm, long handshake					
Touching					
Concern with clock time					
Individual more than group identity					
Individual more than ancestral identity					
Speedy Response					

Communication Style	Very Little				A Lot
	1	2	3	4	5
Closeness when standing					
Task-based Purpose vs. Relationship					
Formal dress					
Strict turn-taking					
Defer to older persons in group					
Use first names vs. titles (Mr., Ms., etc.)					