Interpersonal Attitude Survey

15.281 – Advanced Leadership Communication

Theory & Role Play: Interpersonal Attitude Instrument

Communication Styles

- The Interpersonal Attitude Instrument posits that each of us has a *default* communication style

- These are not better or worse -- just different

- Analyst, Innovator, Producer, Diplomat

The Styles

- Analyst – Data Focus
- Innovator – Creative Focus
  - This is the hardest one to "learn"
- Producer – Results Focus
- Diplomat – People Focus

Point Spread

- Significant delta = 10 points
  - This is your dominant communication style
  - People who work with you can predict what you will do
- Three very similar (4 pt spread)
  - You are adaptable
- One very low
  - Least preferred style

Type A – The Analyst (data)

- Analytical
- Quantitative
- Rational
- Technical
- Mathematical
- Logical
- Critical

- Realistic
- Problem solver
- Likes numbers
- Understands money
- Knows how things work
- Asks "What?"

Type B – The Innovator

- Imaginative
- Visionary
- Holistic
- Artistic
- Intuitive
- Integrating
- Synthesizing
- Conceptual

- Speculative
- Innovative
- Impetuous
- Curious
- Playful
- Takes risks
- Breaks rules
- Likes surprises
- Asks "Why?"

Type C – The Producer (results)

- Organized
- Planned
- Detailed
- Punctual
- Reliable
- Stable
- Careful
- Consistent
- Practical

- Neat
- Administrative
- Establishes procedures
- Takes preventative action
- Gets things done
- Interested in bottom line
- Asks "How?"

Type D – The Diplomat (people)

- Emotional
- Interpersonal
- Kinesthetic
- Sensitive to others
- Supportive
- Expressive
- Loquacious

- Sharing
- Team Players
- Nonverbal
- Inspirational
- Likes to teach
- Likes to touch
- Asks "Who?"

Two Perspectives

	Positive	Negative
Analyst	Industrious, Realistic, Problem Solver	Critical, Picky, "in the weeds"
Innovator	Imaginative, Visionary, Intuitive	"out of touch with reality"
Producer	Organized, Planned, Reliable	Rigid, "stuck in the rut"
Diplomat	Supportive, Team Player	Pliable, "no backbone"

Coming Attractions – Class #3

- Crafting Your Leadership Brand

- Creating a Vision

- *Visioning or Motivational Speech – begin February 17th*

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