

We are pleased to introduce the twelfth issue of intoaction's *Exploring New Pathways*. The concept behind this newsletter is an invitation for you to explore new ways of thinking, new perspectives, and new behaviors, so as to increase your personal effectiveness. The themes we have selected are commonly addressed topics in coaching. We have chosen them carefully and are eager to share them with you, in the hopes you will find them both thought-provoking and valuable.

Warmly,

Céline Brillet

into  action

Exploring New Pathways

issue 12

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intoaction announces the launch of a Q&A section: Submit any challenges you might be facing to info@intoaction.eu, and we will offer you a new perspective! The best challenges will be posted on our blog: [HTTP://INTOACTION-COACHING.BLOGSPOT.COM](http://INTOACTION-COACHING.BLOGSPOT.COM) (Questions can be submitted in English, French, or Spanish, and feel free to use nicknames!)

"The problem with communication ... is the illusion that it has been accomplished." - *George Bernard Shaw* **How is your communication being received?**

Communicate effectively

We tend to communicate with others in the style that appeals to us. Have you ever considered how your style is landing with your interlocutor? Are you creating a maximum impact when speaking to others? What would change if you conveyed your messages by adapting to your audience's preferred communication style?

The existence of diverging communication styles affects how our messages are being received and how efficiently the communication is flowing. The effectiveness of our communication can be enhanced by our understanding and sensitivity to the style of our audience. Corporate Coach University defines four communication styles: the Director, the Presenter, the Mediator, and the Strategist.

The **Director** is results-oriented and seeks challenges. She likes to make quick decisions and will prefer to get to the bottom-line as soon as possible. Her communication style could be perceived as controlling, too direct or even uncaring. The **Presenter** is fun-loving, creative, and energetic. He enjoys working on new projects and tends to be intuitive and empathic towards others. He communicates in a very persuasive manner, but could also be viewed as unfocused or even egocentric. The **Mediator** is personable and enjoys helping others. She is open and honest and provides regular encouragement. Her communication

style tends to be based on listening, but she may also be seen as indecisive as she is able to see both sides of an issue. Lastly, the **Strategist** enjoys detail and accuracy. He likes solving problems and analyzing situations. He will be clear and precise in his communication but tends to be skeptical and question the information he receives.

The awareness around your own communication style and that of others, and your ability to flex your style will enable you to avoid misunderstandings and even prevent conflicts. It will also enable you to strengthen your relationships and augment your power of influence.

My invitation is:

- Identify your communication style (you may be a combination of 2 or more).
- Recognize the communication style of others.
- Start flexing your style to increase the impact of your communication.

Note: Concepts presented in this newsletter were inspired by Corporate Coach University's *PCSI coaching tool*. For more information, please contact us at info@intoaction.eu

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PLEASE JOIN US AT [HTTP://INTOACTION-COACHING.BLOGSPOT.COM](http://intoaction-coaching.blogspot.com) IF YOU WOULD LIKE TO FURTHER DISCUSS THIS TOPIC.

Top 8 reasons to partner up with a coach

1. You want to make yourself a priority.
2. You feel stuck.
3. You want to build on your strengths.
4. You want to reach your goals more effortlessly.
5. You need a neutral sounding board to bounce ideas off.
6. You are facing a stretch challenge.
7. You have an important decision to make.
8. You are ready to move to the next level.

Leaders making a difference in times of crises

"Handling a crisis is like weathering a storm", says Mr. Francisco Da Rocha Campos, VP at Amex. In order to prepare oneself and one's team for the storm, it is crucial for the leader to have a strong self-awareness, and awareness of his team: "Leadership is a group effort. There is someone taking responsibility but everything can be discussed, as it involves all the members of the group. After all, they will take the ship through the storm", explains Mr. Da Rocha Campos.

intoaction helps Executives and Entrepreneurs achieve their desired results through individual and team coaching, as well as through workshops devoted to developing leadership skills, managing change successfully, and enhancing team effectiveness. <http://www.intoaction.eu/>



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