

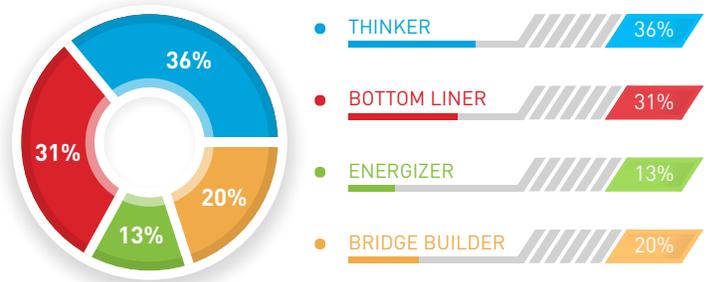
Beth Spillman

Completed on Jan. 2, 2019

## COMMUNICATION PROJECTION

Beth Spillman is primarily a Thinker. She brings an orderly thought process to a task. She gathers facts and organizes them in a logical manner. Her secondary Bottom Liner style gives her the tenacity and the will to get things done. She will make it happen.

She is principally task oriented in her approach to other individuals and situations. Her professional manner may seem formal and reserved to those who are more people-oriented. She prefers and works best in an environment with a fairly high degree of organization. Her lesser Bridge Builder and Energizer styles require significant instigation before they become readily apparent to those around her.



## DIRECT VS. SUBTLE

Individuals who prefer subtle communication tend to express themselves in a tactful or low-key manner. They are understated and non-confrontational in most interactions.

Individuals who prefer direct communication express themselves in a straight-forward and blunt manner. They are outspoken and often express their opinions with enthusiasm and determination.



In most situations, Beth Spillman prefers to communicate in her more natural subtle style. However, with minimal effort she is quite capable of communicating in a more direct manner.

## TASK VS. PERSONABLE

Task-oriented individuals tend to focus on goals and prefer matter-of-fact communication. They value order, process and action. They are inclined toward internal motivation.

Personable individuals prefer to focus on relationships. They are typically people-oriented and have a natural inclination to communication with others. They tend to be externally motivated.



Beth Spillman prefers to communicate in a manner that focuses on tasks and will tend to be naturally receptive to that methodical approach. With considerable effort she is capable of communicating with individuals who prefer a more personable style.

## CLASSIFICATION OF COMMUNICATION STYLES

### THINKER



Thinkers are naturally analytical, they are not impulsive, and tend to think and act with some process in mind. They almost always take their tasks and responsibilities seriously. These individuals are detail oriented and organized. Other traits include dependability, practicality, and perseverance.

### ENERGIZER



Energizers enjoy interacting with and motivating others. They are very creative, easily inspired, and are usually charming and convincing. These people can generally help others see things from a new perspective. They tend to be lively, witty people who get excited about things.

### BOTTOM LINER



Bottom Liners focus on winning and being the best. They are natural risk takers, undeterred by conflict, and are assertive and decisive. They like to stand out, and will put forth significant effort to be seen as number one. When they focus on a specific goal, they will do whatever it takes to succeed.

### BRIDGE BUILDER



Bridge Builders avoid conflict and value close relationships. These people find it easy to understand others' feelings and regularly go out of their way to show friends that they truly care. They are focused on the well-being of others and thrive on positive reinforcement.

## COMMUNICATION TRAITS

B. Spillman

<b>BEHAVIOR FOCUS:</b>	Order, reason, problem solving
<b>VALUES:</b>	Quality, accuracy, objectivity
<b>MOTIVATED BY:</b>	Logic, scientific challenge, systematic inquiry
<b>COMFORTABLE WITH:</b>	Analysis, logical comparisons, evaluation, forecasting
<b>UNCOMFORTABLE WITH:</b>	Interpersonal communication, fast decisions
<b>ORAL COMMUNICATION STYLE:</b>	Well-ordered, careful, precise; may appear impersonal
<b>WRITTEN COMMUNICATION STYLE:</b>	Well-organized and thorough
<b>PREFERRED WORK ENVIRONMENT:</b>	Organized, methodical, well defined