

Steven Griffith's



There is more to a conversation
than meets the eye.

How to connect with anyone via email.

Have you ever been in email communication with someone and it seemed you were both speaking different languages?

What most people don't realize is there is more to email conversation than meets the eye — every communiqué is bursting with valuable information. To be competitive in today's marketplace, you must be able to tap into the valuable clues and cues that are in every email. One of these valuable clues is how your client, customer, colleague, or friend communicates and takes information in.

Learn to Recognize Anyone's Communication Style

There are many components involved in communication. We receive information from the world around us through sight, hearing, touch, taste, and smell. We interpret and represent this information in our mind via a combination of these senses and our inner mental dialogue. At some point in our development, one of our senses takes over and becomes our primary means of expression. It becomes our primary mode for best taking in information and for creating meaning out of our experiences. This applies just as importantly when communicating via email.

The Four Communication Styles

Human beings process information in one of four styles: Visual, Auditory, Kinesthetic, and Digital. While we continue to use all four communication styles interchangeably, one emerges as our primary style. It is our way of coding our experiences. By identifying communication styles, we can communicate via email with anyone in the most appropriate style that works for them. Analyzing the words they use is one method for determining their style. The following explains how to determine which communication style the sender is using, as each style utilizes very specific word choices and phrases when speaking and writing.

V Visuals make meaning of their world by how things look or what they see. They speak more quickly, at a higher pitch, and with excitement.

Words they use when writing: *See, view, clear, imagine*

Phrases: *I get the picture; I see your point of view*

A Auditorys make meaning of their world by how things sound or what they hear. They speak in a pleasant, modulated voice.

Words they use when writing: *hear, tell, listen, and inquire*

Phrases: *It sounds good to me; Let's talk it over*

K Kinesthetics make meaning of their world by how they feel. They usually have a low-pitched voice and speak slowly, with long pauses.

Words they use when writing: *feel, grasp, handle, and touch*

Phrases: *I have a gut feeling; Let me get a handle on this*

D Digitals process things in their head and make meaning of their world by their internal dialogue. They usually speak in a monotone with little tone or volume change.

Words they use when writing: *Think, understand, process, consider, logic*

Phrases: *Let me think about it; I understand your point*

When responding to an email, pay close attention to the style the sender is using. If a Visual person writes: *"I can't picture this clearly,"* you might respond with: *"Let me show you."* If a Digital person should write: *"I don't understand,"* you might write back: *"I want you to think about these steps."*

By identifying their style and utilizing it, you will close sales faster, satisfy and gain more customers, negotiate more effectively, and connect in a more meaningful and mindful way with everyone you email.

Performance and communication coach Steven Griffith is the creator of the EMAIL POWER and has been coaching individuals and organizations for the past 20 years. Steven has successfully implemented the EMAIL POWER program with experts in a variety of fields: CEO's, sales people, professional coaches, client services personnel, health and fitness professionals, and hundreds of others in how to maximize their performance, effectively communicate, sell, negotiate, motivate, and get results through better conversations.