

ST's enjoy communication that is:	ST's are turned off by:
<ul style="list-style-type: none"> <li>• short, crisp, businesslike</li> <li>• impersonal</li> <li>• factual and credible</li> <li>• sequential</li> <li>• non-biased</li> <li>• relevant</li> </ul>	<ul style="list-style-type: none"> <li>• vague statements</li> <li>• errors of fact</li> <li>• untried methods</li> <li>• brainstorming with no practical outcome</li> </ul>
Keys for connecting with ST's: <ul style="list-style-type: none"> <li>• be brief</li> <li>• be sequential</li> </ul>	

SF's enjoy communication that is:	SF's are turned off by:
<ul style="list-style-type: none"> <li>• personalized</li> <li>• step by step</li> <li>• understanding of their position</li> <li>• practical and results-oriented</li> <li>• complete with examples</li> <li>• centered on building the relationship</li> </ul>	<ul style="list-style-type: none"> <li>• theoretical possibilities</li> <li>• criticism of others</li> <li>• a 'cookie-cutter' approach</li> <li>• logic without soul</li> <li>• future projections</li> </ul>
Keys for connecting with SF's: <ul style="list-style-type: none"> <li>• be friendly</li> <li>• allow for hands-on experience</li> </ul>	

NF's enjoy communication that is:	NF's are turned off by:
<ul style="list-style-type: none"> <li>• full of new insights and perspective</li> <li>• enjoyable and fun</li> <li>• big picture</li> <li>• associative, not sequential</li> <li>• concerned with harmony</li> <li>• fuel for brainstorming</li> </ul>	<ul style="list-style-type: none"> <li>• playing politics</li> <li>• put-downs</li> <li>• pushiness</li> <li>• detail</li> <li>• documentation, paperwork</li> <li>• insensitivity</li> </ul>
Keys for connecting with NF's: <ul style="list-style-type: none"> <li>• be idealistic</li> <li>• focus on enabling growth in others</li> </ul>	

NT's enjoy communication that is:	NT's are turned off by:
<ul style="list-style-type: none"> <li>• organised</li> <li>• straightforward</li> <li>• big picture</li> <li>• consider future implications</li> <li>• complete with underlying theory, research</li> <li>• full of options</li> </ul>	<ul style="list-style-type: none"> <li>• being told all the answers</li> <li>• hype</li> <li>• administrative detail</li> <li>• repetition</li> <li>• short-term outlook</li> </ul>
Keys for connecting with NT's: <ul style="list-style-type: none"> <li>• be prepared to be challenged</li> <li>• let them draw their own conclusions</li> </ul>	