

# Cracking the Communication Code



Local Trust | Big Local

**Cathy Shimmin, Senior Training Manager**

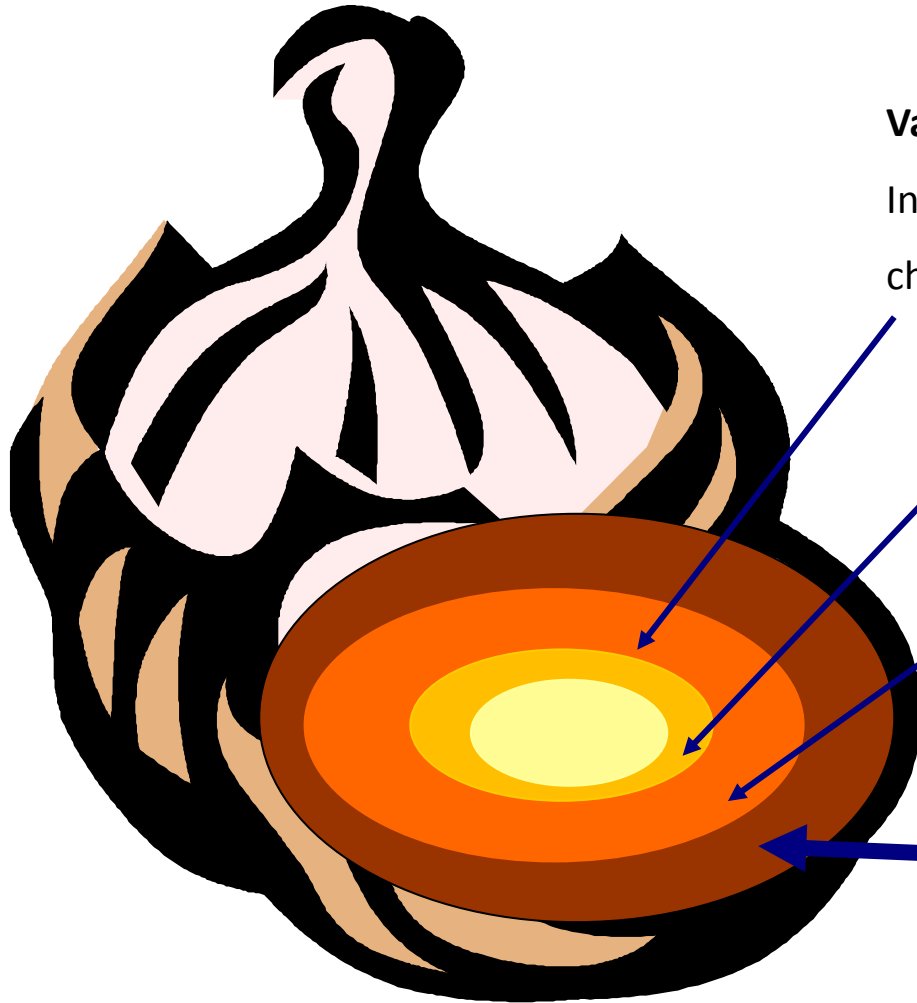
**dsc**  
directory of social change

helping you  
to help others

# What makes us tick?



**... and what's that got to do with onions?**



### **Values**

Influenced from early on in our childhood – by the ‘big’ people.

### **Attitudes and Beliefs**

Influenced by our values

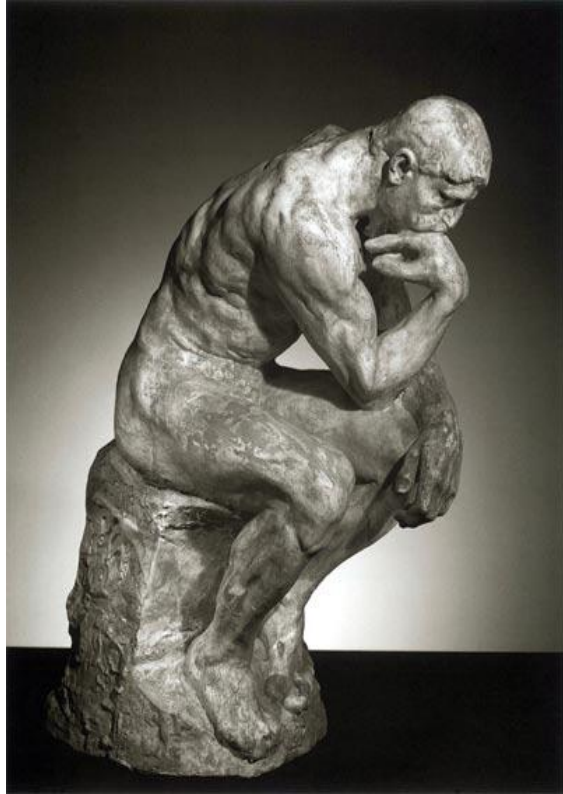
### **Feelings**

An internal response, related to our attitudes and beliefs

### **Behaviour**

An external reaction to all of the above

A thought someone  
shared with me



**“Isn’t it funny how we judge  
others by their behaviour,  
but we judge ourselves  
by our motives”**

# Choose a babysitter

## CHARACTER A

## CHARACTER B

- Actively rebellious
- Showed disregard for law and authority
- Described as a promoter of violence and symbol of resistance
- Imprisoned, accused of terrorist type activity
- Married 3 times
- Consistently absent as a father and husband

- Brought up with a religious education
- Interested in the arts
- Described by many as studious and ambitious
- A willing volunteer and missionary
- Loyal serviceman
- Awarded for bravery
- Respected as an authority in his field



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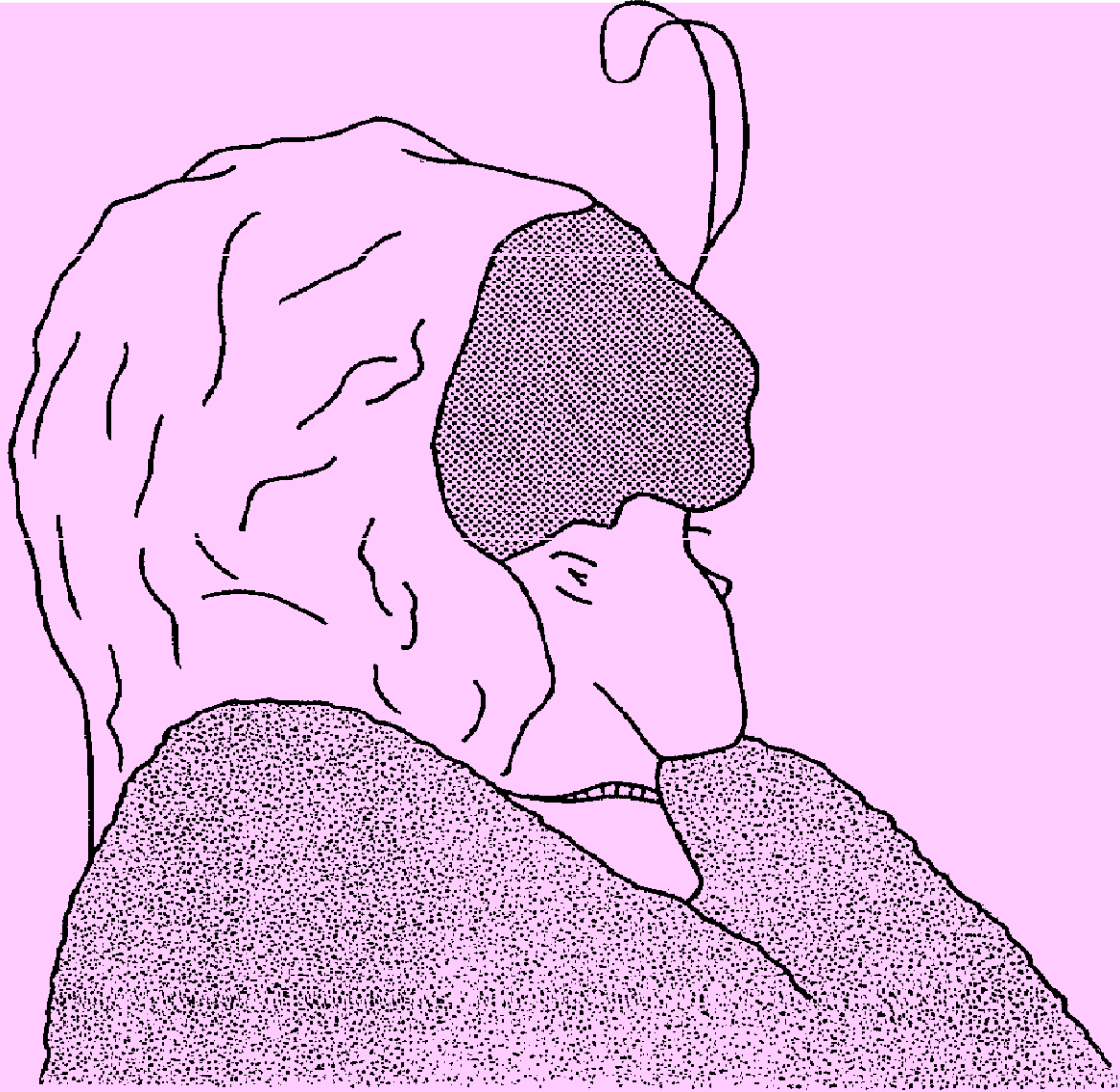
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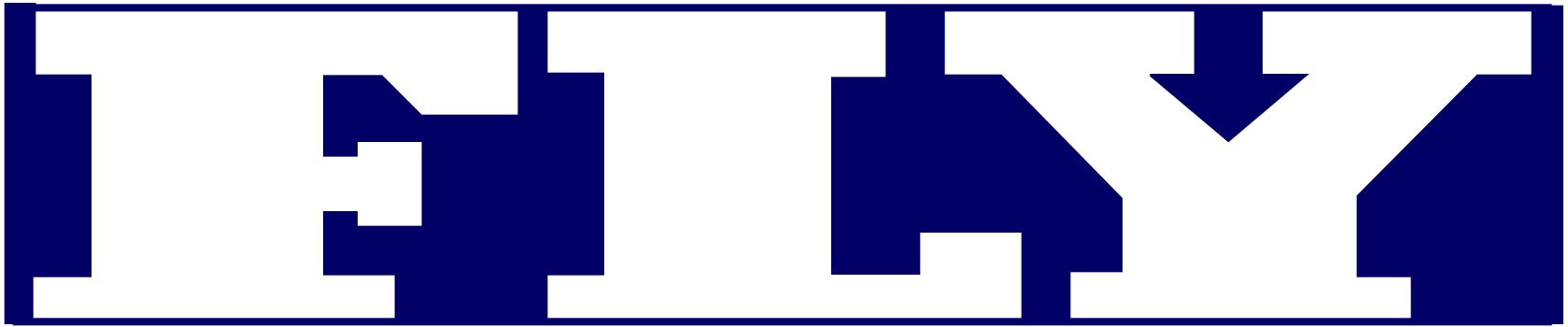
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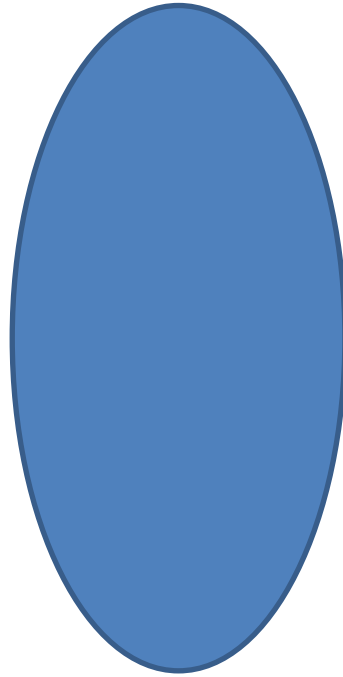
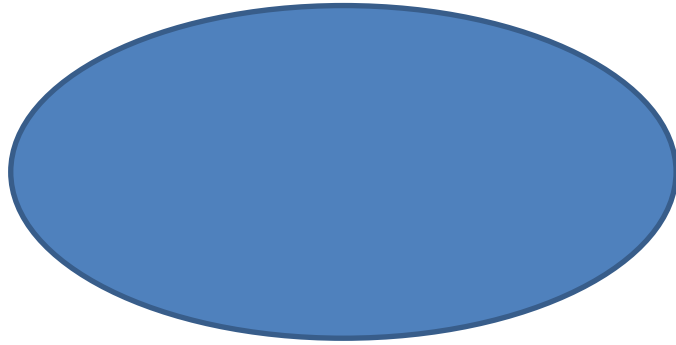
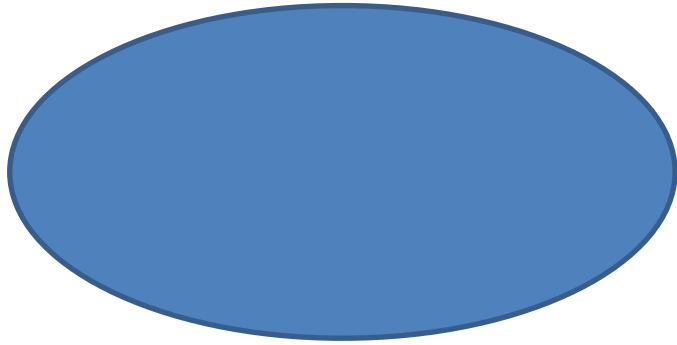


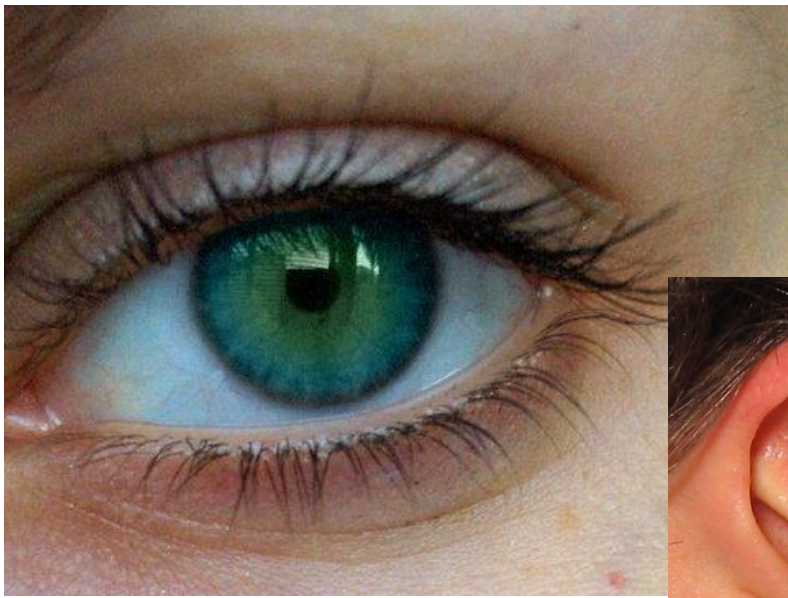
















# Communication Style Preferences

<b>FACTS &amp; FIGURES</b>	<b>PEOPLE &amp; FEELINGS</b>
<b>NEW IDEAS &amp; CREATIVITY</b>	<b>CHALLENGE &amp; RESULTS</b>

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# Reflection and Action

Thinking about communication style preferences ....

- What strengths do I have in my communication style approach?
- Which new approaches could I try to adapt to others and communicate with more influence?



In order to be understood,  
seek first to understand

Stephen Covey

*7 Habits of Highly Effective People*

## Further Reading

The Pleasure and The Pain, Debra Allcock Tyler

Available from DSC

## Further Training, contact

Cathy Shimmin, Senior Training Manager

Directory of Social Change

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