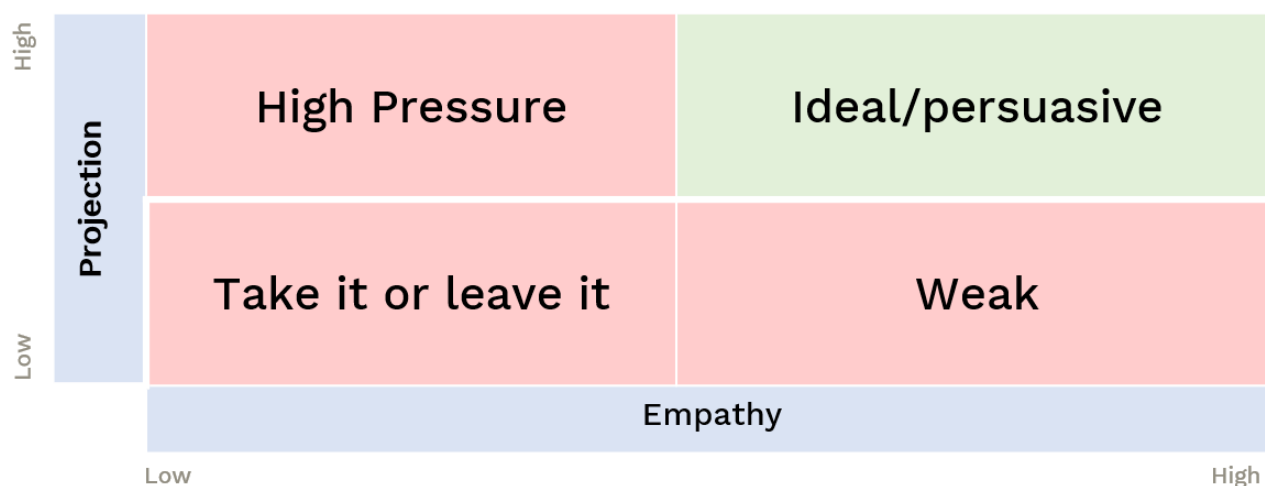


Interpersonal Behaviour – How you come across



Projection – the way you are perceived by others and, in particular, the confidence, credibility and ‘clout’ with which you come across

Empathy – the ability to demonstrate that you see the other person’s point of view

High-pressure communicators are over-aggressive and insensitive. They may feel they can win the argument but, in fact, their projection, without empathy, becomes self-defeating and turns people off. The archetypal high-pressure person is the popular image of a used car-salesperson.

Take-it-or-leave-it communicators have little interest in either the other person or, curiously, their own ideas. The lack of commitment to the whole process tends to let things run into the ground. The archetypal take-it-or-leave-it person is the kind of unhelpful customer service representative most of us are all too familiar with.

Weak communicators are the sort of which it is said, disparagingly, “They mean well”. And so they do: they are sensitive to the other person, come over as essentially nice, but take the side of the listener so much on occasion that persuasion vanishes and achieve no commitment.

Ideal/persuasive communicators are seen as having a creative understanding of the listener being well informed, and producing both agreement and commitment to the satisfaction of both sides. Being outwardly empathic to the other person’s point of view is crucial.