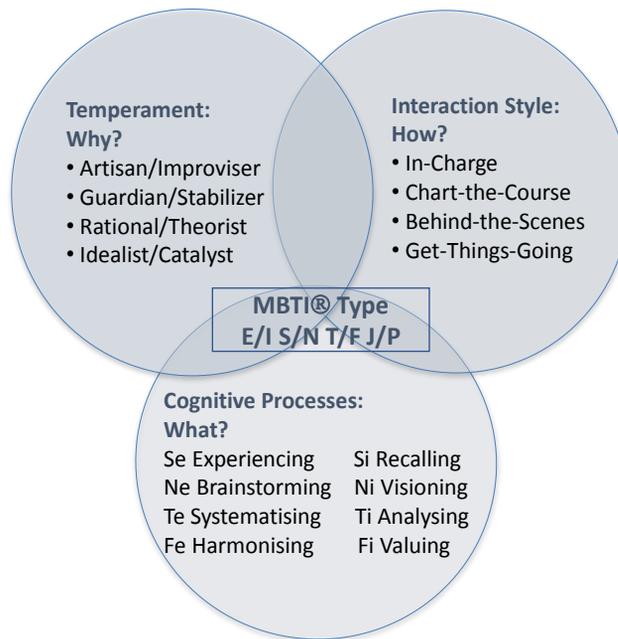


Interaction Styles for the Digital Age

Catherine Stothart



© Type Academy – Susan Nash



zoom



Social media contributing to a mental health crisis, says head of university

'Email epidemic' is damaging UK productivity, says expert

Meetings: even more of a soul-sucking waste of time than you thought

Overuse of tablets may be hindering children's pen skills

Face hooked
Social media's addictive secrets

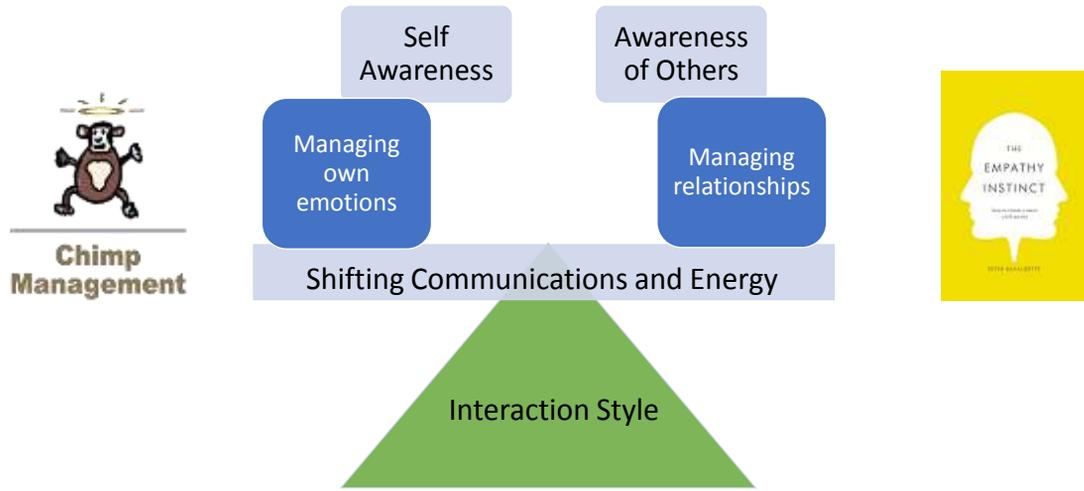
Are you working yourself to death?

More than 1,000 pupils penalised for phones in GCSE and A-level exams



How can a knowledge of Interaction Styles be relevant in the context of the digital age?

Emotional Intelligence “in the moment”



© Catherine Stothart/Essenwood Consulting

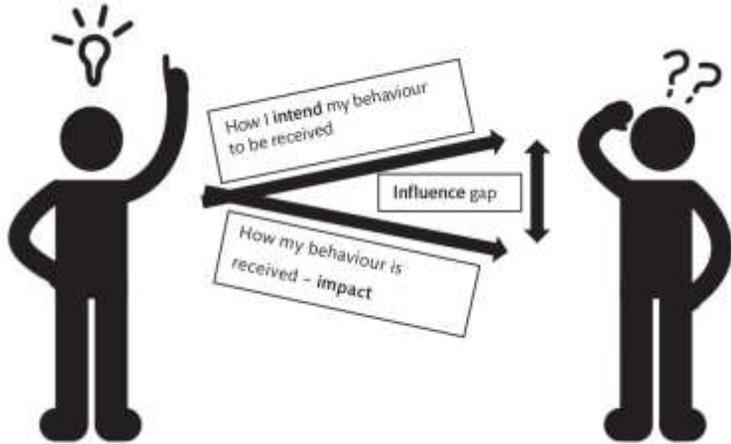
What are Interaction Styles?

Patterns of physical and verbal behaviour, displayed when interacting with others, linked to underlying inner drives, beliefs, aims and talents



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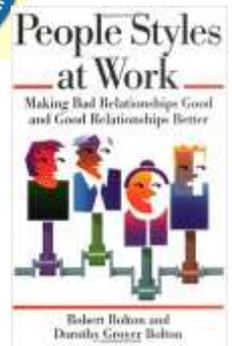
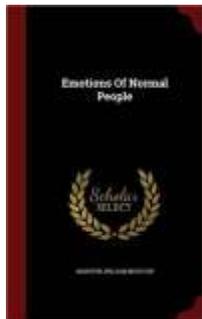
Impact,
Intention,
Influence



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Background to Interaction Styles

Linda Berens *An Introduction to Interaction Styles* 2001



The Meeting



Which three words describe
each person?

unassuming decisive
calm enthusiastic
reserved in control

consultative
straightforward
patient animated
deliberate

persuasive

NEIL
in control
straightforward
decisive



ANNA
persuasive
animated
enthusiastic

REBECCA
unassuming
patient
consultative

JAY
calm
reserved
deliberate

Role Polarities – setting pace and tone

RESPONDING 	INITIATING 
Energy moves in then out	Energy moves out then in
Tend to let others make first contact	Tend to reach out to initiate contact
Quiet, slower pace, patient	Animated, faster pace, active
Tend to reflect first then speak or act	Tend to speak and act then reflect
Contained gestures	Expressive gestures
Pressured by a fast pace	Impatient with slow pace
May be seen as withholding	May be seen as intrusive

Source: Susan Nash

Communication polarities – how you influence

DIRECTING 	INFORMING 
Focus on task and time	Focus on input and involvement
Give structure, direct	Seek input, inspire
Tell, ask, urge	Inform, enquire, explain
Sound closed when options may be open	Sound open when options may be closed
Comfortable telling people what to do	Comfortable giving information
May be seen as bossy	May be seen as indecisive
Stressed when people don't do what they are asked	Stressed by being told what to do

Source: Susan Nash

Directing – Informing Continuum



Write the minutes

Would you please write the minutes

We need minutes of this meeting – would you do it please?

It would be good to have minutes of this meeting

We need minutes

Adapted from Linda Berens

What are the benefits and pitfalls of the directing and informing preferences?



Interaction Styles and Type

		RESPONDING	
	Chart-the-course NAVIGATOR IST_ IN_J	Behind-the-Scenes SYNTHESISER ISF_ IN_P	
DIRECTING ST/NJ	In-Charge MOBILISER EST_ EN_J	Get-Things-Going ENERGISER ESF_ EN_P	INFORMING SF/NP
		INITIATING E	

Four Interaction Styles

	Directing	Informing
Responding	Chart-the-Course NAVIGATOR 	Behind-the-Scenes SYNTHESISER 
Initiating	In-Charge MOBILISER 	Get-things-Going ENERGISER 

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Chart-the-Course NAVIGATOR - push for a course of action

- Believe it's worth the **effort** to think ahead to reach the goal
- Pressing need to **anticipate**
- Display **focused** energy – calm and methodical
- Make **deliberate** decisions to get the **desired** result
- Can be perceived by others to be formal and serious
- Stressor – not knowing what's going to happen





In-Charge MOBILISER - push for action with results

- Believe it's worth the **risk** to go ahead and act or decide
- Urgent need to **accomplish**
- Display **determined** energy – quick-moving and energetic
- Make **quick** decisions to get an **achievable** result
- Can be perceived by others to be straightforward and direct
- Stressor – nothing being accomplished





Possible In-Charge/MOBILISER

Get-things-Going ENERGISER – push for involvement

- Believe it's worth the **energy** spent to involve everyone and get them to want to...
- Urgent need to **involve**
- Display **engaging** energy – involving and expressive
- Make **collaborative** decisions to get an **embraced** result
- Can be perceived by others to be persuasive and engaging
- Stressor – not being involved





Possible Get-things-Going/ENERGISER

Behind-the-Scenes SYNTHESISER – push for the best result

- Believe it's worth the **time** it takes to integrate and reconcile many inputs
- Pressing need to **integrate**
- Display **approachable** energy – open and patient
- Make **consultative** decisions to get the **best** result possible
- Can be perceived by others to be unassuming and modest
- Stressor – not enough input, time or credit



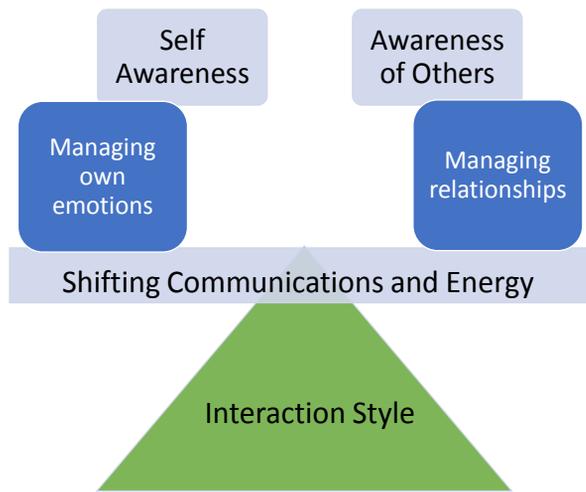


Possible Behind-the-Scenes/SYNTHESISER





Interaction Styles and Emotional Intelligence



Some EI tips

If you are working with a....

MOBILISER - tell them what you are doing – get to the point quickly

NAVIGATOR – tell them what’s going to happen, let them work out a course of action

ENERGISER – involve them, listen to their ideas, show enthusiasm

SYNTHESISER – ask questions, listen to their input, give them time

Some EI tips

If you are a....

MOBILISER – slow down and listen to others, explore options, control impatience

NAVIGATOR – speak up, show warmth, plan what you want to say

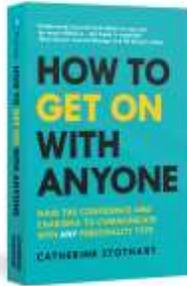
ENERGISER – slow down and listen to others, focus on the task, say less

SYNTHESISER – speak up, be more expressive, summarise specific points

Discuss the strengths and challenges of your style when working with type with your clients

List 3 strengths and 3 challenges





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Comments and Questions

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Resources for Interaction Styles

- Berens, L. (2008) *Understanding Yourself and Others*
- Berens, L. (2011) *Interaction Essentials*
- Nash, S. (2011) *Contextual Coaching*
- Stothart, C. (2018) *How to Get On with Anyone*
- Linda Berens “Communications Zone” online training
- Susan Nash doing the “walks” for each interaction style
- <http://www.youtube.com/watch?v=b0hqZMIP7bw>
- Linda Berens website for short descriptions of the four styles
- <http://lindaberens.com/resources/methodology-articles/interaction-styles/>
- Andy Cole film www.cole-face.co.uk

Interaction Styles and the 16 Personality Types

CHART-THE-COURSE™ INFJ	CHART-THE-COURSE™ ISTJ	BEHIND-THE-SCENES™ INFP	BEHIND-THE-SCENES™ ISFJ
CHART-THE-COURSE™ INTJ	CHART-THE-COURSE™ ISTP	BEHIND-THE-SCENES™ INTP	BEHIND-THE-SCENES™ ISFP
IN-CHARGE™ ENFJ	IN-CHARGE™ ESTJ	GET-THINGS-GOING™ ENFP	GET-THINGS-GOING™ ESFJ
IN-CHARGE™ ENTJ	IN-CHARGE™ ESTP	GET-THINGS-GOING™ ENTP	GET-THINGS-GOING™ ESFP