

Sandell Communication Style
Based on SpeakStrong Communication Style Quiz
By Merle Runion

Your Leading Communication Style Is...

You knew you rule; now it's official! Your SpeakStrong Communication Style Quiz indicates that your leading style is...drum roll please...

Achiever

Achiever: Task-Oriented with a Swift Pace. *The Achiever* is highly focused on direct action for results. *The Achiever* wants what he/she wants and he/she wants it NOW, with little patience for excuses or social nicety. Getting things done is a key to this style. In order to accomplish goals effectively, eliminating waste is essential.

The Language of *The Achiever*

The Achiever uses verbs, the language of action. *The Achiever* likes action steps, imperatives and directives that move toward a clearly stated goal. Favored phrases are "Make it happen" and "What's the bottom line?" "Success" and "Win" are preferred as well. Unless listeners completely lack motivation, Achiever words get them going.

A Personal Illustration

In creating my on-line portfolio, *The Achiever in Me* wanted immediate completion. I reminded myself to "slow down to speed up." *The Achiever in Me* drove me to keep writing past the point of inspiration - when the inspiration of my spirit waned into the pressure of will. I remembered "an ounce of inspiration is worth a pound of willpower" and went to a party instead. This section was the hardest for me, because I realized how I've felt the tyranny of *The Achiever* for most of my life. And yet I have trouble completing things! My Inner Achiever and I still have some collaborating to do. I am balancing *The Achiever* to create a more effective portfolio and to create a more balanced and joyful life where completions come without pressure.

Strengths and Balances for *The Achiever*

There's a lot to respect about *The Achiever*. *The Achiever* is an effective friend and team member. *The Achiever* makes sure things get done. Review *The Achiever* strengths in the left column of the chart. Of course, there is such a thing as too much of a good thing. The center column has possible pitfalls of the style. But keep moving forward - the right column has mottos and reminders to inspire balance.

| Strengths | Potential Foible | Balance Mottos |
|------------------------|---|---|
| Targeted/Goal-oriented | Can miss or dismiss "collateral damage" | No end can justify the unknown costs of the means |
| Intense | Will burn people out | When's recess? |
| Impassioned | Sometimes intimidating | Shine your light, manage your flame |
| Pragmatic | Inclined to use and manipulate people | Cherish the goose that lays the golden egg |
| Focused | Can overlook opportunities and unintended ramifications | Think globally as you work locally |
| Purposeful | The utilitarian can obscure beauty | Just be. There's more to a rose than what it can get you |
| Directive | Prone to dominate and miss input | All of us are smarter than any of us |
| Candid | Sometimes insensitive | There's more to truth than being right |
| Decisive | Impatient with the process | If 100% buy-in comes at the price of 50% efficiency, it's expedient |
| Deliberate | Can miss opportunities | The shortest distance between two points isn't always a straight line |
| Quick | Can skip critical steps/cut corners | Slow down to speed up |
| Efficient | Can efficiently do something that shouldn't be done | Efficiency is doing things right; effectiveness is doing the right things |
| Strong | Will substitute strength for skill | You've got to be tough if you're going to be stupid |
| Willful | Uses willpower to triumph over obstacles | An ounce of inspiration is worth a pound of willpower |