Interpersonal Attitude Survey

15.281 – Advanced Leadership Communication
Theory & Role Play:
Interpersonal Attitude Instrument
Communication Styles

- The Interpersonal Attitude Instrument posits that each of us has a *default* communication style.
- These are not better or worse -- just different.
- Analyst, Innovator, Producer, Diplomat.
The Styles

- Analyst – Data Focus
- Innovator – Creative Focus
  - This is the hardest one to “learn”
- Producer – Results Focus
- Diplomat – People Focus
Point Spread

- Significant delta = 10 points
  - This is your dominant communication style
  - People who work with you can predict what you will do
- Three very similar (4 pt spread)
  - You are adaptable
- One very low
  - Least preferred style
Type A – The Analyst (data)

- Analytical
- Quantitative
- Rational
- Technical
- Mathematical
- Logical
- Critical

- Realistic
- Problem solver
- Likes numbers
- Understands money
- Knows how things work
- Asks “What?”
Type B – The Innovator

- Imaginative
- Visionary
- Holistic
- Artistic
- Intuitive
- Integrating
- Synthesizing
- Conceptual

- Speculative
- Innovative
- Impetuous
- Curious
- Playful
- Takes risks
- Breaks rules
- Likes surprises
- Asks “Why?”
Type C – The Producer (results)

- Organized
- Planned
- Detailed
- Punctual
- Reliable
- Stable
- Careful
- Consistent
- Practical

- Neat
- Administrative
- Establishes procedures
- Takes preventative action
- Gets things done
- Interested in bottom line
- Asks “How?”
Type D – The Diplomat (people)

- Emotional
- Interpersonal
- Kinesthetic
- Sensitive to others
- Supportive
- Expressive
- Loquacious

- Sharing
- Team Players
- Nonverbal
- Inspirational
- Likes to teach
- Likes to touch
- Asks “Who?”
## Two Perspectives

<table>
<thead>
<tr>
<th>Role</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst</td>
<td>Industrious, Realistic, Problem Solver</td>
<td>Critical, Picky, “in the weeds”</td>
</tr>
<tr>
<td>Innovator</td>
<td>Imaginative, Visionary, Intuitive</td>
<td>“out of touch with reality”</td>
</tr>
<tr>
<td>Producer</td>
<td>Organized, Planned, Reliable</td>
<td>Rigid, “stuck in the rut”</td>
</tr>
<tr>
<td>Diplomat</td>
<td>Supportive, Team Player</td>
<td>Pliable, “no backbone”</td>
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</tbody>
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Coming Attractions – Class #3

- Crafting Your Leadership Brand
- Creating a Vision
- Visioning or Motivational Speech – begin February 17th