Communication Values

Directions:
Select in each pair of attributes the one which is most typical of your personality. No pair is an either– or proposal. Make your choice as spontaneously as possible. There is no wrong answer.

☐ or ☐	1 I like action 2 I deal with problems in a systematic way	☐ or ☐	27 I enjoy innovation very much 28 I am impatient with long, slow assignments	☐ or ☐	53 Facts speak for themselves 54 I strongly believe that people need each other to get work done
☐ or ☐	3 I like to attend well organised group meetings 4 Deadlines are important to me	☐ or ☐	29 I am more interested in the future than the past 30 I usually make decisions without thinking too much	☐ or ☐	55 Key decisions have to be made in a cautious way 56 I always question myself
☐ or ☐	5 I do not like hesitation 6 I believe that new ideas have to be tested before being used	☐ or ☐	31 I am always looking for new possibilities 32 I like to get things done	☐ or ☐	57 Emotions create problems 58 I do not like details
☐ or ☐	7 I want to set my own objectives 8 When I start something I go through until the end	☐ or ☐	33 I challenge people around me 34 I am impulsive	☐ or ☐	59 I tend to start things and not finish them 60 I believe in a scientific approach
☐ or ☐	9 I look forward to receiving feedback on my performance 10 I find a step-by-step approach very effective	☐ or ☐	35 I like creative problem solving 36 I usually jump from one task to another	☐ or ☐	61 I like to design new projects 62 I accept differences in people
☐ or ☐	11 Planning is the key to success 12 I become impatient with long discussions	☐ or ☐	37 I dream and plan all the time 38 I dislike wasting my time	☐ or ☐	63 I enjoy reading very much 64 I like to organise
☐ or ☐	13 I believe that teams are more effective than individuals 14 I value experience very much	☐ or ☐	39 People say that I am a fast thinker 40 I like brief, to the point statements	☐ or ☐	65 I use my imagination as much a possible 66 I enjoy doing what I am good at
☐ or ☐	15 I enjoy working with people 16 I like to handle several projects at the same time	☐ or ☐	41 I am calm under pressure 42 I like to co-operate with others	☐ or ☐	67 My brain never stops working 68 I am impatient with details
☐ or ☐	17 I enjoy the stimulation of interaction with others 18 I learn by doing	☐ or ☐	43 I use logical methods to test alternatives 44 I can predict how others may react to a certain action	☐ or ☐	69 I like to be liked by others 70 I can make deductions very quickly
☐ or ☐	19 I try to understand other peoples' emotions 20 I see myself as decisive	☐ or ☐	45 I believe that my head rules my heart 46 I am able to assess the climate of a group	☐ or ☐	71 I try out my new ideas on people 72 Good relationships are essential
☐ or ☐	21 I think I am good at reading people 22 I seek challenging tasks	☐ or ☐	47 Analysis should always come before action 48 I can express my feelings openly	☐ or ☐	73 Communicating with people does not need a purpose 74 I like to be intellectually stimulated
☐ or ☐	23 I am sensitive to others' needs 24 I like to achieve	☐ or ☐	49 I rely on my observation and data to make decisions 50 I see myself as a communicator	☐ or ☐	75 Talking and working with people is a creative act 76 Self-fulfilment is key for me
☐ or ☐	25 I listen to people 26 I like variety	☐ or ☐	51 I like to focus on one issue at a time 52 I enjoy learning about others	☐ or ☐	77 I enjoy playing with ideas 78 I learn by interacting with others
				☐ or ☐	79 I find concepts and ideas interesting and enjoyable 80 I feel confident in myself

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Scoring

In the matrix below, circle the items you have selected and add them up, giving one point for each item chosen. The maximum mark for any value orientation is 20 and the total of the four orientations should be 40. The write-on PDF scores are automatically indicated, so just add up the number of ticks for each.

ACTION						PROCESS						PEOPLE						IDEAS					
1	☐	4	☐	5	☐	2	☐	3	☐	6	☐	13	☐	15	☐	17	☐	27	☐	29	☐	31	☐
7	☐	9	☐	12	☐	8	☐	10	☐	11	☐	19	☐	21	☐	23	☐	33	☐	35	☐	37	☐
14	☐	16	☐	18	☐	41	☐	43	☐	45	☐	25	☐	42	☐	44	☐	39	☐	56	☐	58	☐
20	☐	22	☐	24	☐	47	☐	49	☐	51	☐	46	☐	48	☐	50	☐	59	☐	61	☐	63	☐
26	☐	28	☐	30	☐	53	☐	55	☐	57	☐	52	☐	54	☐	69	☐	65	☐	67	☐	70	☐
32	☐	34	☐	36	☐	60	☐	62	☐	64	☐	72	☐	73	☐	75	☐	71	☐	74	☐	76	☐
38	☐	40	☐			66	☐	68	☐			78	☐	80	☐			77	☐	79	☐		
Total:						Total:						Total:						Total:					

Interpreting the results

A score between 1 and 7

Shows a somewhat underdeveloped and/or underused category. You have difficulty interacting with people who are strong in that category. Natural misunderstanding will occur, communication breakdown will take place and you will have a tendency to pass negative value judgements on each other and reject each other.

A score between 8 and 15

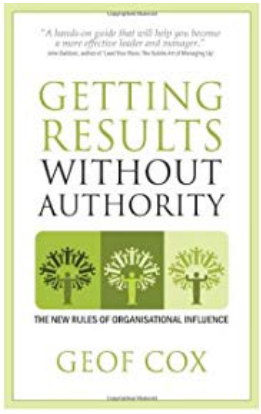
Shows a well-developed and/or used category, and generally shows a certain degree of flexibility and adaptability. People with an equal profile (10, 10, 10, 10) are quite good at adjusting to different people, situations and requirements. The problem is that they are sometimes too good at switching and can then be perceived as being unpredictable.

A score between 16 and 20

Shows a somewhat overdeveloped and/or overused category, generally characterised by a need to impose their values, beliefs and assumptions on others. People can be trapped into only one way of looking at things and are often biased and rigid.

People who have the same dominant mindset tend to get along together very well.

This survey is drawn from the book: GETTING RESULTS WITHOUT AUTHORITY-THE NEW RULES OF ORGANISATIONAL INFLUENCE by Geof Cox, Book Shaker, 2010



★★★★★