



IAC2301
INTRODUCTION TO
AIRLINE CUSTOMER
SERVICE

Unit 4: Social styles

o <https://youtu.be/wRBx8IkV-kQ>

What's Your Social Style?

Expressive: Illustration of a man with arms outstretched.

Amiable: Illustration of a man with one hand raised.

Analytical: Illustration of a man with glasses sitting at a desk with a laptop.

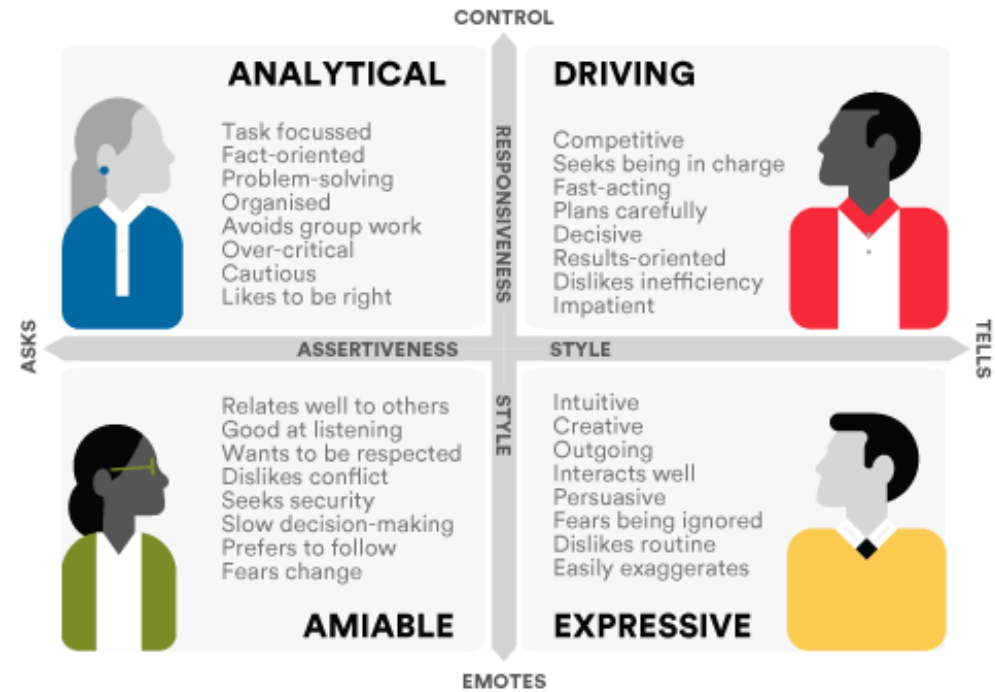
Driver: Illustration of a man pointing to the side.

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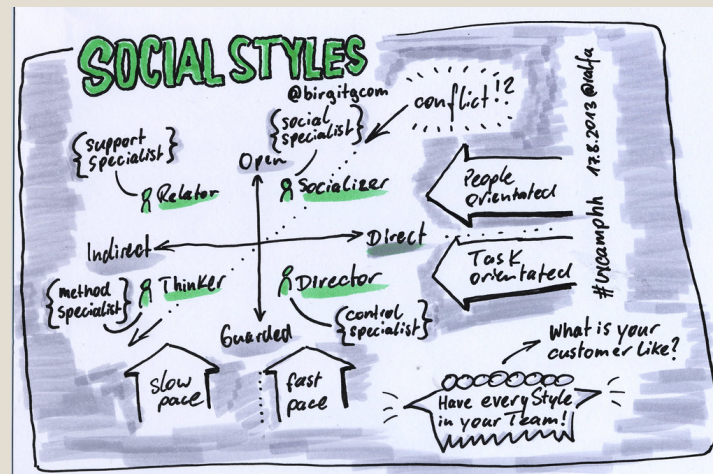
Sources: Book - Miller, David W., Roger H. Reid. Personal Styles and Effective Performances. CRC Press, 1st Edition, 1981.

DAVID MERRIL AND ROGER REID'S SOCIAL STYLES MODEL



Social style

- The social style model categorizes people according to **personality traits and how they interact with others.**
- Organizations use these models to enhance communication and collaboration among team members.



- Research into workplace success have shown that all people are **one of four** SOCIAL STYLES, each with preferred ways of acting, thinking and making decisions.
- Understanding those preferences, and applying Versatility strategies, helps you determine the best way to successfully interact with everyone.

- There are 4 social styles



1. Analytical style thoughtful and cautious

- You like to make sure all of the details are in place before moving ahead.
- Your favored approach is to minimize risk by looking at all the options before making a decision.
- You specialize in correctness, caution, and proof.
- You are balanced, and don't get over-excited, but remain rational.
- You devote a lot of focus and skill to getting things right. If enough information and time is provided,
- you will not only deliver excellent work, but with all the backup and contingency plans anyone could ever want!

Your strengths

- **Objectivity**
- **Precision**
- **Thoroughness**
- **Attention to detail**

- **Systematic thinking**
- **Emotional consistency**
- **Willing to explore alternatives**
- **Encourage the team to think carefully and rationally**

- **Analytical Style Highlights**

- **Slower** paced

- Make efforts to **organize**

- Show **less** concern for **relationships**

- Work in a **historical** timeframe

- Take action cautiously

- Tend to **avoid personal involvement**

Analytical style

6 TIPS ANALYTICAL STYLE
How to Work with Analytical Style People

1	take your TIME	4	RESPECT their processes
2	COMMUNICATE clearly & concisely	5	ask directly for their FEEDBACK
3	DON'T PRESSURE for answers	6	give them SPACE

Strategies for Working with The Analytical Style Person

1. Take your time
2. Communicate clearly and concisely
3. Don't pressure for answers
4. Respect their process
5. Ask directly for their feedback
6. Give them space

- ***How to tackle analytical customers?***

You need to be ready to provide clear and detailed answers.

They prefer data, information, or instruction to be presented in an organized manner.

A good way to impress such customers is to use specific examples to explain your point.

Allow facts to speak for themselves, even as you explain the pros and cons of anything in a systematic manner.

Do not forget to offer background data that might help them in making their decision.

2. Driving style Controlling, Decisive & Fast-paced

- you can be impatient with those who don't keep up with you.
- Your favored approach is to act quickly, based on the information you consider relevant – and to make any necessary corrections later.
- You specialize in being practical, telling it how it is, being cool under pressure and completing tasks quickly.
- Others tend to see you as work-focused, efficient and demanding.
- You can tune out distractions and focus on delivering results.
People with a Driving SOCIAL STYLE are seen by others as **direct, active, forceful and determined.**

- People having the driver social style are smart, determined, focused, direct, and action-oriented.
- They prefer things to happen at a fast pace and lose patience with too much detail or a longwinded answer.
- Drivers are independent and assertive and do not take much time to make decisions.
- For them, getting a brief overview of any product or matter is enough to make up their mind. They love to be in control and do things their own way.

You strengths

- **Decisiveness**
- **Efficiency**
- **Tell it how it is**
- **Results focused**

- **Practical**
- **Tough**
- **Willing to take risks**
- **Encourage team to make fast decisions and take action**

- **Driving Style Highlights**

- **Faster** paced

- Make efforts to **set the pace**

- **Less** concerned for the value **in relationships**

- Work in the **present** timeframe

- Tend to **direct the actions** of others whether or not they are the leader

- Tend to **avoid interaction**

6 TIPS DRIVING STYLE

How to Work with Driving Style People

1	RESPECT their time	4	show your COMPETENCE
2	STICK TO the facts	5	EARN THEIR TRUST before expecting it
3	follow up on your PROMISES	6	let them have some CONTROL

Strategies for Working with The Driving Style Person

1. Respect their time
2. Stick to facts
3. Follow up on promises
4. Show your competence
5. Earn their trust
6. Let them have some control

- ***How to tackle driver customers?***
- While dealing with drivers, always be professional and efficient.
- Since they value time and are task-oriented, try to identify their objective and provide to the point solutions.
- Steer clear of making small talk with them or providing irrelevant details. Instead, try to convince them with facts and logic. Be concise and relevant in order to appease such customers.

3. Amiable style Friendly, Supportive & Relationship-focused

- People with an Amiable Style openly display their feelings to others. They appear **less demanding and generally more agreeable than others**. They are interested in achieving a rapport with others who often describe them as informal, casual and easy going.
- **Their Need:** Personal Security
- **Their Orientation:** Relationships
- **Their Growth Action:** To Initiate

- You like to take time to build good relationships and to focus on team results.
- Your favored approach is to find common ground and to gain general agreement.
- You specialize in compassion, loyalty, and building trust.
- Others tend to see you as kind, skilled with people and teams, and somewhat humble.
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Your strengths

- **Decisiveness**
- **Show empathy**
- **Loyal**
- **Team focused**
- **Concern with others development**
- **Willing to share recognition**
- **Encourage the team to look for win/win solutions**

- Customers who possess an amiable style are agreeable, supportive, responsive, friendly, soft-spoken, and people-oriented by nature.
- For such people – team work, co-operation, acceptance, and respect of other's opinion matter a lot.
- They focus on developing relationships before they indulge in business. Amiable customers may need time to build rapport, but they are quick decision makers.
- Such customers conduct business with people whom they consider to be trustworthy.

- **Amiable Style Highlights**

- **Slower** paced

- Make efforts to **relate**

- Show less concern for effecting change

- Work in the **present** timeframe

- Show **supportive** action

- Tend to **avoid conflict**

6 TIPS AMIABLE STYLE

How to Work with Amiable Style People

1	APPROACH conflict carefully	4	draw out their OPINIONS
2	GET TO know them	5	handle issues in PRIVATE
3	consider their PERSPECTIVES	6	always be COURTEOUS

Strategies for Working with The Amiable Style Person

1. Approach conflict carefully
2. Get to know them
3. Consider their perspectives
4. Draw out their opinions
5. Handle issues in private
6. Always be courteous

How to tackle amiable customers?

- The best way to deal is to establish a personal relationship with them.
- Engage them in a lively chat before getting down to business.
- If you are providing customer support to an amiable customer, emphasize on why your solution or product will meet their requirements.
- Being agreeable and pointing out low-risk solutions is a good approach to win over such customers.

4. Expressive style fast moving and adventurous

- You like to come up with new ideas.
- Your favored approach is to create a vision of the future and then get others' support by selling the benefits of your vision.
- You specialize in energy, enthusiasm, humor, and risk-taking.
- Others tend to see you as persuasive, full of ideas, and impulsive.
- You like freedom to explore new things.
- When you have done something you like to receive praise.

Your strengths are:

- Stimulate creativity
- A sense of fun
- Energy and enthusiasm
- Focus on vision

- Promote team spirit
- Willingness to try new things, break new ground
- Encourage the team to be the best

- Enthusiasm, assertion, spontaneity, responsiveness, and creativity.
- Such customers are charismatic, confident, and engaging.
- They love to talk a lot and possess strong persuasive skills.
- For an expressive customer, building relationships is a means to gain power or recognition.
- They are impatient with details but are happy to focus on the big picture.

- **Expressive Style Highlights**
- **Faster** paced
- Make efforts to get involved
- Show less concern **for routine**
- Work in the **future** timeframe
- Tend to act **impulsively**
- Tend to avoid **isolation**



Strategies for Working with The Expressive Style Person

1. Laugh with them
2. Listen to their opinions
3. Think big picture
4. Recognize their contributions
5. Lighten up
6. Form a friendship

- People with an expressive personality tend to be slow in making decisions.
- It is best to deal with them patiently and discuss all aspects of the product/service without going into much detail.
- Ensure to summarize the main points and present them concisely to draw the complete picture.
- Also, remember that such people tend to buy products based on the recommendations of people they know. Therefore, keep your best testimonials at hand while dealing with expressive customers.

- For an expressive customer, building relationships is a means to gain power or recognition.
- They are impatient with details but are happy to focus on the big picture

- Career Opportunities
- Think about the last time you were promoted or the last time you were hired for a new position. In what ways did your dominant Social Style contribute to being viewed as the right person for the job?
- Projects and Problems
- Think about a successful project you were on or a problem you solved. How did you use your Social Style in those situations?
- Positive Feedback
- Think about times your manager has praised you in the past. In what ways did your Social Style lead to positive feedback?
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reference

- <https://tracom.com/social-style-training/model>

<https://coggle.it/>

