



BEST² ASSESSMENT™

Communication Matrix

COACHING STYLES

Communicator: Think about your style

 Blazing	Direct Communicator (“Blunt”) Results-oriented; focused; firm “This is what needs to be done.”
 Energizing	Energetic / People Person Relationship-focused “Let’s connect.”
 Supportive	Courteous / Respectful Consensus builder “Do you mind if I share my thoughts?”
 Thorough	Gather facts / Then speak Detail-oriented “It’s about the process.”
BE blend	Tackle new challenges Persuasive and Ambitious “Let’s collaborate to get this done.”
BT blend	Produce results with high standards Accurate and focused “Let’s develop a plan together.”
ES blend	Motivate /Inspire/Collaborate Warm, caring, trusting “We can do this!”
ST blend	Provide details and support Methodical and collaborative coaching/ communication “Let me walk you and the team through it.”

Recipient: Think about **THEIR** style & expectation

 Blazing	Share your vision Tell me what you expect from me “Let me do my job.”
 Energizing	Converse with me Build some rapport so I trust you “What’s your gut telling you?”
 Supportive	Make sure the entire team is involved Ask me how I feel first “Have patience with me.”
 Thorough	Share details with me Make sure a process is in place “Tell me the ‘why’ behind it.”
BE blend	Be open with me but focused Prefer a collaborative approach “Let’s talk about this as a group.”
BT blend	Let’s avoid the chitchat Set clear guidelines/expectations “Tell me what you want by when.”
ES blend	Engage me and be compassionate Sell me on the idea and support for it “What’s in it for us (the team)?”
ST blend	Make sure the team knows the details I want to make sure there’s support and facts to back it up “Have you thought through it all? Who’s behind you on this? Is the team on board?”





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Communication Matrix

DECISION-MAKING STYLES

Communicator: Think about your style

 Bold	Results-Driven; Direct “Here’s what needs to happen. This is what I’m expecting from the team.”
 Engaging	Insights-Driven; Inclusive “Here’s the direction I believe we should go in. I want your ideas, input and buy-in.”
 Safe	Team-Driven; Harmonious “I want to make a decision after everyone has had a chance to weigh in.”
 Tactical	Process-Driven; Calculated “I need to work through all possible scenarios before making a decision.”
BE blend	Big Picture Focus “Here are my recommendations and time frame. I would like you involved.”
BT blend	Task Focus “Here is what needs to happen and each person’s role in the process.”
ES blend	People Focus “Here’s the people I’d like to involve. I won’t move forward until they weigh in.”
ST blend	Concrete Focus “Here is who I want to collaborate. I’d like all possible scenarios worked through.”

Recipient: Think about **THEIR** style & expectation

 Bold	Results-Driven; Direct “What needs to be accomplished? By when?” “Who’s responsible?”
 Engaging	Insights-Driven; Inclusive “Can we talk about the direction we’re heading?” “Can others weigh in as well?”
 Safe	Team-Driven; Harmonious “How will the decision impact our business?” “Who will be involved in making the final decision?”
 Tactical	Process-Driven; Calculated “Can you share specifics about the decision?” “How will our responsibilities or expectations change?”
BE blend	Big Picture Focus “What do you recommend? By when?” “Who will be involved?”
BT blend	Task Focus “What do you want to happen?” “What is my role? How about others?”
ES blend	People Focus “How will I be involved?” “Who else is being included?”
ST blend	Concrete Focus “How will we work through the decision-making process?” “What will be the process?”

