

# Four Basic Behavioral Styles

Direct Communication

**Expediter**  
**(Do)**  
Operations/Technology

- Practical
- Hands-On
- Action

**Communicator**  
**(Talk)**  
Sales/Marketing

- Sell
- Persuade
- Motivate

Task

People

**Organize**  
**(Sort)**  
Administration/Finance

- Systems
- Numbers
- Details

**Plan**  
**(Think)**  
Design/Strategy

- Ideas
- Creative
- Dream

Indirect Communication