

COMMUNICATIONS PREFERENCE PROFILE

This assessment consists of 6 pairs of statements. Read each pair carefully and decide which statement best describes you. Circle the letter underneath that choice.

SAMPLE

I like today's pop music, such as Lady Gaga or Justin Bieber.	I like classical music, such as Bach or Beethoven.
X	OR Y

Question 1

I hear too many people communicate like they're a weepy daytime talk show host.	I hear too many people communicate like they're an unfeeling robot.
A	OR B

Question 2

I am much more likely to be convinced of something if the person doing the convincing really understands the bigger picture and the larger context.	I am much more likely to be convinced of something if the person doing the convincing has a firm handle on specifics and details.
C	OR D

Question 3

Emotions are imprecise and can easily cloud one's judgment.	Emotions are a critical component of how one should make decisions.
A	OR B

Question 4

Decision-making should be free of rules and constraints, and allowed to proceed freeform.	Decision-making should be a very structured and linear process
C	OR D

Question 5

When I make a decision, logic is my primary tool.	When I make a decision, I trust my gut feelings.
A	OR B

Question 6

Ordered and linear thinking means lack of creativity and originality.	Ordered and linear thinking means efficiency and clarity.
C	OR D

SCORING

The A/B questions (1,3,5) are your **vertical score**, while the C/D (2,4,6) questions are your **horizontal score**.

VERTICAL SCORE

For questions 1,3,5, give yourself **1 point for every A** you circled and **-1 point for every B** you circled. The total is your **vertical score**.

Example: If you circled 2 A's and 1 B, your vertical score is 1 (2-1)

Total Vertical Score _____

HORIZONTAL SCORE

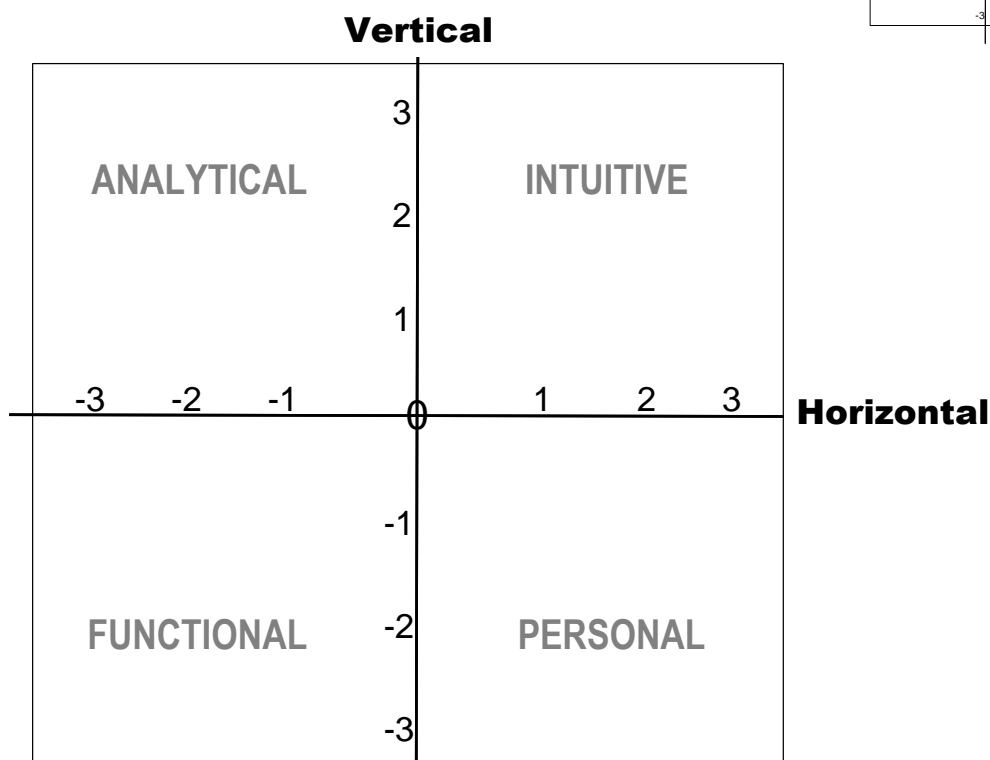
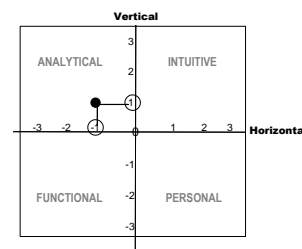
For questions 2,4,6, give yourself **1 point for every C** you circled and **-1 point for every D** you circled. The total is your **horizontal score**.

Example: If you circled 1 C and 2 D's, your horizontal score is -1 (1-2)

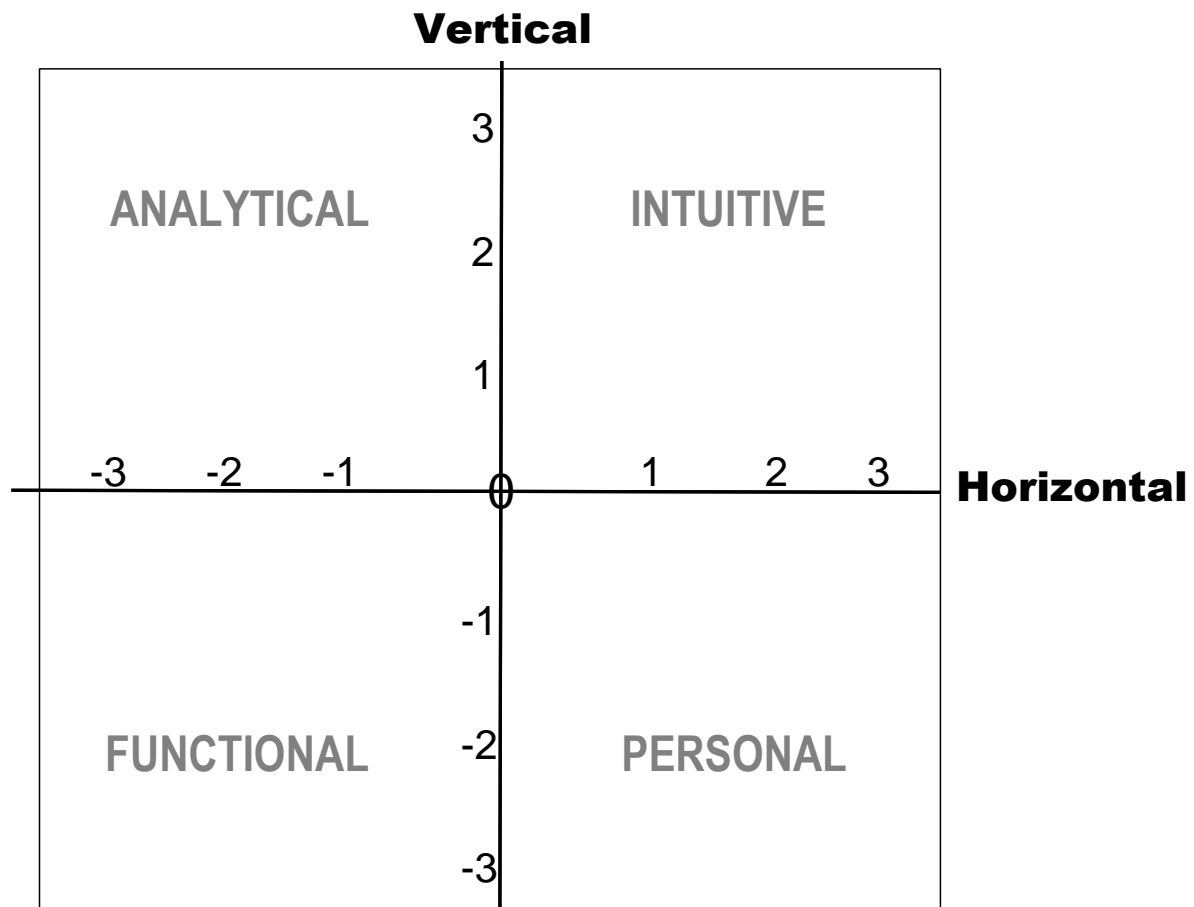
Total Horizontal Score _____

PLOTTING THE SCORES

Simply plot your vertical and horizontal scores on the grid below.



SCORING SHEET



ANALYTICAL Rational (aka unemotional), linear, structured thinker, loves facts, objective and hard data, focused on the present	INTUITIVE Big picture, freeform and nonlinear thinker, rational (aka unemotional), conceptualizer, visionary, long range thinker
FUNCTIONAL Linear but also emotional, places high value on planning, organizing and controlling, very pragmatic and goal oriented	PERSONAL Emotional, freeform and nonlinear thinker, places high value on sensitivity, subjectivity and interpersonal connection, enjoys company of others