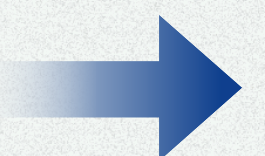


5 Communication Styles Every Leader Must Master

And how to lead each one effectively

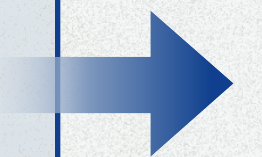


The Problem

Your team doesn't all communicate the same way.

So if you're leading all your team members like they do, you're losing them.

Some people need data. Others need context. Some want the bottom line upfront, while others need to understand how it impacts the team.



The Solution

When you speak their language, you unlock the performance that's been there all along.

Here are the **5 communication styles** on every team and how to lead each one effectively



Communication Style #1

The Analyst

Who they are:

Data-driven, logical, detail-oriented.

Their value:

They catch what others miss and prevent costly mistakes.

How to communicate with them:

- ✓ Lead with facts and evidence.
- ✓ Give them time to process.
Don't expect immediate buy-in.
- ✓ Provide written follow-ups after verbal conversations.
- ✓ Don't rush them through decisions. They need to evaluate.



Communication Style #2

The Straight Shooter

Who they are:

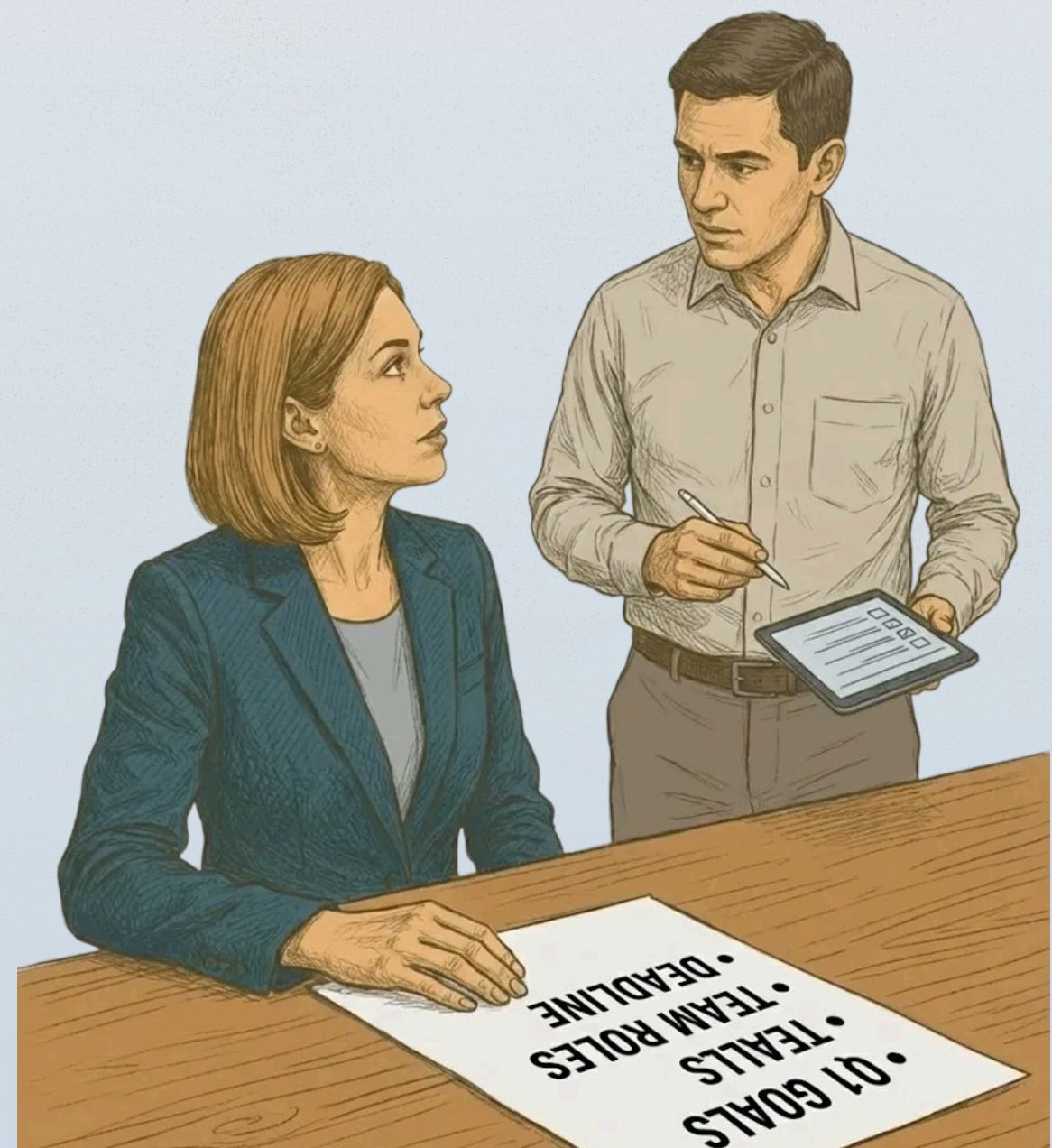
Results-focused, efficiency-driven, no-nonsense.

Their value:

They turn decisions into action fast.

How to communicate with them:

- ✓ Lead with the outcome, then explain how you'll get there.
- ✓ Be direct and get to the point. They respect clarity over politeness.
- ✓ Keep meetings short and action-oriented.
- ✓ Give them clear next steps and ownership.



Communication Style #3

The Connector

Who they are:

People-focused, relationship-driven, empathetic.

Their value:

They build trust and keep teams unified during change.

How to communicate with them:

- ✓ Acknowledge how decisions impact people.
- ✓ Build consensus. They need to feel heard.
- ✓ Reassure them during change or uncertainty.
- ✓ Show them you value their input and perspective.



Communication Style #4

The Visionary

Who they are:

Big-picture thinkers, strategic, future-focused.

Their value:

They see what's possible before anyone else does.

How to communicate with them:

- ✓ Explain the "why" before the "what."
- ✓ Give them context before diving into details.
- ✓ Invite them to explore possibilities and challenge assumptions.
- ✓ Don't box them in. They need room to think.



Communication Style #5

The Executor

Who they are:

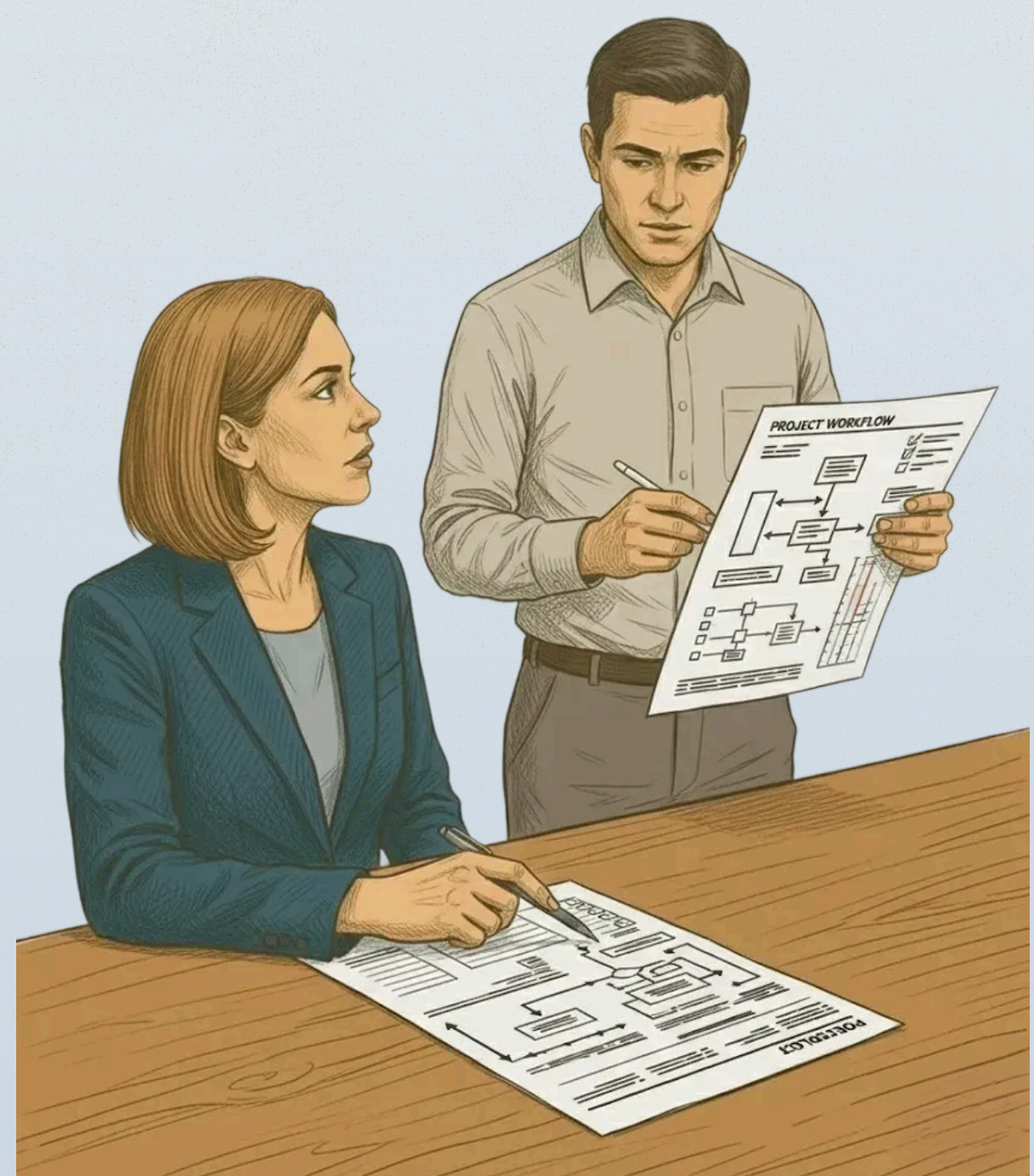
Action-oriented, structured, deadline-driven.

Their value:

They turn strategy into results and get things done.

How to communicate with them:

- ✓ Tell them exactly what needs to be done and by when.
- ✓ Provide clear structure and defined responsibilities.
- ✓ Give them autonomy to execute without micromanaging.
- ✓ Don't leave them guessing. Clarity drives their performance.



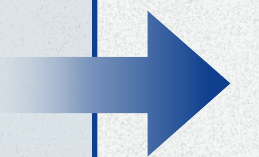
The Key Takeaway

Your job as a leader isn't to make everyone adapt to you. It's to adapt to them.

When you expect your team to figure out your communication style, you create confusion and disengagement.

When you meet them where they are, you get their best work.

And that's the difference between a leader people follow and a leader people trust.

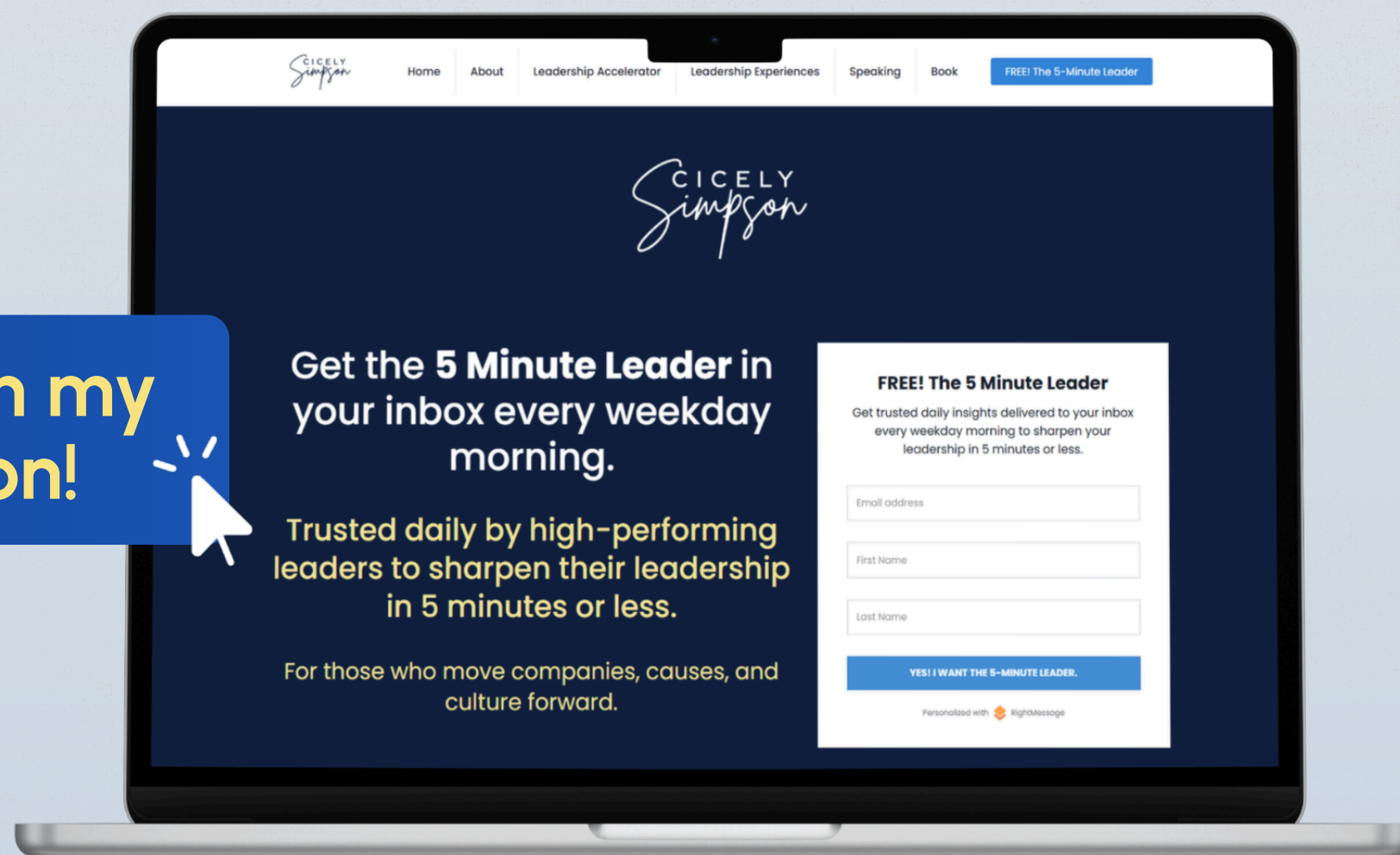


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This is the kind of communication strategy we master inside LeaderOS, my Leadership Accelerator for VP-C-Suite leaders.

We help you build the systems and skills to lead with confidence and unlock the best performance from every person on your team.

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Cicely Simpson