

Speak Their Language

Use words that they'll respond to...

BLUE	RED	GREEN	HUB
Support	Do	Guide	Contribute
Feel	Act	Think	Adapt
Care	Dare	Fair	Share
Cooperate	Compete	Conserve	Compromise
Comfort	Convince	Understand	Interpret
Generous	Forceful	Competent	Appropriate
Values	Opportunities	Principles	Options
Meaningful	Important	Specific	Fitting

How to frame your message so you get the results you want...

<p>To more effectively communicate so that a BLUE can understand the message</p> <ul style="list-style-type: none"> • Ease into a conversation before getting to the point • Create connections / find similarities • Use their name • Use words of feelings, emotions 	<p>To more effectively communicate so that a RED can understand the message</p> <ul style="list-style-type: none"> • Put the headline upfront • Use short sentences / bullet points • Emphasize action, results • Use strong, decisive words like “definitely” and “absolutely”
<p>To more effectively communicate so that a GREEN can understand the message</p> <ul style="list-style-type: none"> • Provide data, information, facts • Demonstrate your knowledge / competence • Be structured, logical in how you present your ideas • Give them time to think and process — don't expect a quick response 	<p>To more effectively communicate so that a HUB can understand the message</p> <ul style="list-style-type: none"> • Provide options — give them a menu of choices • Provide the context, not just the facts • Explain how their support matters to the group • Avoid definitive language (“we have to do it this way”)