



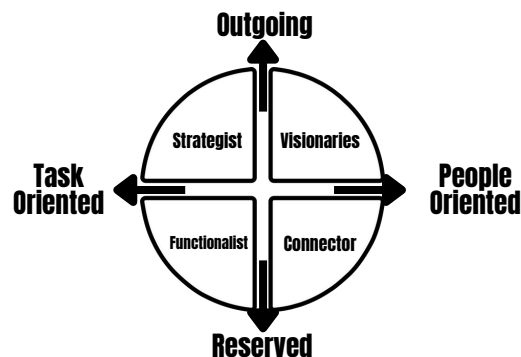
Improv For Business: Archetype Definitions & Communication Guide

The Four Communication Archetypes

In the world of communication, various models and frameworks have been developed to categorize and understand different communication styles. While the names and specifics may vary, conventionally, there are four primary archetypes. These archetypes are determined by two key dimensions: whether an individual is task-oriented versus people-oriented, and whether they are reserved versus outgoing. Understanding these communication styles can significantly enhance interactions and collaborations. Each archetype has unique characteristics and preferences that influence how they communicate and what they value in conversations.

The four archetypes are:

1. **Strategists: Task-oriented and outgoing.**
2. **Visionaries: Outgoing and people-oriented.**
3. **Connectors: People-oriented and reserved.**
4. **Functionalists: Reserved and task-oriented.**



Let's meet the four primary communication archetypes are: Strategist, Visionary, Connector, and Functionalist.

1. **Strategist** (Analytical)

Strategists focus on logic, data, and precision. They value structured, organized conversations and are goal-oriented, assertive, and confident. As fast-paced and task-oriented communicators, they are efficient decision-makers and excel in leadership roles where quick, informed choices are crucial.

2. **Visionary** (Intuitive)

Visionaries are creative and big-picture thinkers who thrive on new ideas and innovative approaches. They prefer high-level overviews and are enthusiastic and people-oriented. Their communication style is informal, energetic, and often animated, making them excel in roles that require dynamic and spontaneous interaction.

3. **Connector** (Collaborator)

Connectors prioritize relationships and emotional connections in their communication. They are empathetic, understanding, and people-oriented, seeking harmony and cooperation. With a warm and friendly demeanor, Connectors excel in roles that require strong interpersonal skills and a supportive approach.

4. **Functionalist** (Thinker)

Functionalists are process-oriented and value order, timelines, and step-by-step plans. They are detail-oriented, persistent, and analytical, excelling in managing projects and ensuring accuracy. Their communication is more reserved and serious, favoring thorough explanations and consistent information.

Understanding these archetypes and tailoring communication to "speak their language" can foster better relationships, enhance teamwork, and improve overall effectiveness in professional interactions.



Strategist

Strategist: This archetype focuses on logic, data, and precision. Strategist's communicators value facts and figures, and they prefer structured, organized conversations. They often ask detailed questions and require thorough explanations.

Description:

- Focus on logic, data, and precision
- Value facts and figures
- Prefer structured, organized conversations
- Ask detailed questions and require thorough explanations
- Fast-paced and direct
- Task-oriented
- Hardworking, ambitious, and leader types
- Goal-oriented, assertive, and confident
- Take-charge people
- Weaknesses: Impatient, competitive, and judgmental

How to Recognize Strategist:

1. Like timeliness and efficiency
2. Look and appear powerful and formal
3. Highly discriminating in many areas (people, opportunities, food, etc.)
4. Laugh less frequently
5. Maintain a serious demeanor
6. Take a leadership role in most situations
7. Ask pointed or challenging questions
8. Have strong opinions and creative ideas to share

Types of Professions:

- Corporate CEO
- Politician
- Stockbroker
- Lawyer
- Drill Sergeant
- Film/TV Director
- Entrepreneur

Famous Strategists:

- Steve Jobs
- Jeff Bezos
- Kamala Harris
- Sheryl Sandberg

Most Important Aspects of a Conversation/Communication:

1. Logic and Data: Base your points on facts, figures, and solid data.
2. Structure and Organization: Keep the conversation well-organized and structured.
3. Efficiency and Timeliness: Be concise and to the point, respecting their time.
4. Directness: Communicate clearly and assertively, without unnecessary embellishments.
5. Goal Orientation: Focus on objectives and outcomes.
6. Challenging Questions: Be prepared to answer pointed or challenging questions.



Functionalists

Functionalists: Functional communicators are process-oriented. They value order, timelines, and step-by-step plans. They excel in managing projects and ensuring that all parts of a process are completed correctly and efficiently.

Description:

- Process-oriented
- Value order, timelines, and step-by-step plans
- Excel in managing projects and ensuring all parts of a process are completed correctly and efficiently
- Task-oriented, indirect, and slow-paced
- Analytical, detail-oriented, thinker types
- Persistent, good problem solvers
- Pride themselves on orderliness and accuracy
- Quiet, low-key personalities
- Weaknesses: Withdrawn, rigid, closed-minded, and overly pessimistic

How to Recognize Functionalists:

1. Wear conservative, simple, functional clothing
2. Sit in a closed posture
3. Keep to themselves
4. Not initiate conversations, wait for others to do that
5. Take copious notes
6. Stay serious, rarely laugh
7. Like to hear facts, figures, statistics, and proof

Types of Professions:

- Accountant
- Secretary
- Bookkeeper
- Engineer
- Electrician
- Plumber
- Scientist

Famous Functionalists:

- Stephen Hawking
- Angela Merkel
- Spike Lee
- Marie Curie

Most Important Aspects of a Conversation/Communication:

1. Order and Process: Present information in a logical, step-by-step manner.
2. Details and Accuracy: Provide detailed and accurate information.
3. Consistency and Reliability: Ensure that all information is consistent and reliable.
4. Quiet and Low-Key: Maintain a calm and low-key demeanor.
5. Facts and Proof: Back up statements with facts, figures, and proof.
6. Patience: Allow them time to process information and respond.



Visionary

Visionary: Visionary communicators are big-picture thinkers. They prefer high-level overviews and concepts rather than details. This archetype values creativity and innovation, often seeking new ideas and unconventional approaches.

Description:

- Big-picture thinkers
- Prefer high-level overviews and concepts over details
- Value creativity and innovation
- Seek new ideas and unconventional approaches
- People-oriented, fast-paced, and enthusiastic
- Open and casual body language
- Animated, outgoing, and prefer informal atmosphere
- Can be outrageous, spontaneous, excitable, and sociable
- Weaknesses: Unreliable, self-centered, overly optimistic, and indiscriminate

How to Recognize Visionary:

1. Somewhat disorganized
2. Trouble being on time and keeping track of details
3. Wear bright colors
4. Sit in an open posture
5. Take the initiative in conversation
6. Laugh easily and loudly
7. Fun-loving
8. Like to talk about themselves

Types of Professions:

- Salesperson
- Trial Lawyer
- Entertainer
- Public Relations Officer
- Advertising Executive
- Social Director

Famous Visionaries:

- Harry Styles
- RuPaul
- Jennifer Lawrence
- Oprah Winfrey

Most Important Aspects of a Conversation/Communication:

1. Big Picture Focus: Highlight overarching themes and concepts rather than getting bogged down in details.
2. Creativity and Innovation: Emphasize new ideas and innovative solutions.
3. Enthusiasm and Energy: Maintain an enthusiastic and energetic tone to match their dynamic personality.
4. Informal Atmosphere: Keep the conversation casual and friendly.
5. Personal Engagement: Allow space for them to share their ideas and experiences.
6. Visual and Auditory Appeal: Use visual aids and dynamic storytelling to keep them engaged.



Connector

Connector: Connector communicators prioritize relationships and emotional connections. This archetype is attentive to the feelings and well-being of others, often seeking harmony and cooperation in communication.

Description:

- Prioritize relationships and emotional connections
- Value empathy, understanding, and personal interaction
- Attentive to the feelings and well-being of others
- Seek harmony and cooperation in communication
- Slow-paced and indirect
- People-oriented
- Warm, friendly, gentle, and cooperative
- Highly value relationships over goals
- Good listeners with a sweet temperament
- Open-minded and emotionally intuitive
- Weaknesses: Overly meek and easily side-tracked

How to Recognize Connectors:

1. Accommodating and helpful
2. Wear casual, simple clothing, nothing too loud
3. Initiate relationships, like to both talk and listen
4. Have pictures of family on their desk
5. Laugh quietly and often (sometimes just to be polite)
6. Show gratitude easily

Types of Professions:

- Therapist
- Teacher
- Minister
- Human Resources Manager
- Nurse
- Social Worker

Famous Connectors:

- Michelle Obama
- Brené Brown
- Tom Hanks
- Jacinda Ardern

Most Important Aspects of a Conversation/Communication:

1. Empathy and Understanding: Show genuine empathy and understanding.
2. Personal Connection: Foster a personal connection by discussing shared experiences and emotions.
3. Cooperative Tone: Use a cooperative and inclusive tone.
4. Active Listening: Actively listen and show appreciation for their input.
5. Warmth and Friendliness: Maintain a warm and friendly demeanor.
6. Emotional Intuition: Be sensitive to their emotions and respond accordingly.



Can't we all just get along?

Visionary Communicating with Other Archetypes

Visionary with Strategist:

- Focus on Goals: Highlight the big picture and end goals to align with the Strategist's objective-driven mindset.
- Provide Data: Support innovative ideas with data and facts to appeal to the Strategist's need for logic and evidence.
- Be Direct and Efficient: Keep the conversation structured and efficient, respecting the Strategist's time.

Visionary with Functionalist:

- Detail the Process: Break down innovative ideas into steps and processes to meet the Functionalist's need for order and details.
- Be Consistent: Ensure your ideas are well-thought-out and consistent to build trust with the Functionalist.
- Maintain Calmness: Adopt a more subdued tone to match the Functionalist's calm demeanor.

Visionary with Connector:

- Emphasize Relationships: Highlight the human aspect and the benefits to people, which will resonate with the Connector.
- Show Empathy: Be empathetic and attentive to the Connector's feelings and perspectives.
- Be Warm and Friendly: Maintain a warm and friendly tone, creating a comfortable atmosphere.

Strategist Communicating with Other Archetypes

Strategist with Visionary:

- Encourage Innovation: Show interest in the Visionary's ideas and how they can achieve strategic goals.
- Be Enthusiastic: Match the Visionary's enthusiasm to keep them engaged.
- Offer Support: Provide logical frameworks to help structure the Visionary's ideas.

Strategist with Functionalist:

- Detail-Oriented Approach: Provide detailed plans and structured information, respecting the Functionalist's need for thoroughness.
- Be Patient: Allow the Functionalist time to process information and respond.
- Build Consistency: Ensure that your strategies are logical and consistently presented.

Strategist with Connector:

- Show Empathy: Acknowledge the Connector's feelings and foster a cooperative tone.
- Focus on People: Highlight how strategic goals can positively impact relationships and well-being.
- Be Approachable: Maintain an approachable and less formal tone to build rapport.



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Functionalist Communicating with Other Archetypes

Functionalist with Visionary:

- Structure Ideas: Help the Visionary by organizing their ideas into a clear process.
- Be Open to Innovation: Show openness to new ideas while ensuring they are practical and feasible.
- Balance Detail and Big Picture: Provide necessary details while also acknowledging the broader vision.

Functionalist with Strategist:

- Provide Detailed Data: Share precise and accurate information, appealing to the Strategist's data-driven approach.
- Be Efficient: Communicate in a clear, concise, and efficient manner.
- Support Goals: Show how detailed plans and processes support strategic objectives.

Functionalist with Connector:

- Show Personal Interest: Demonstrate genuine interest in the Connector's well-being and relationships.
- Be Patient and Kind: Use a patient and considerate approach, valuing the Connector's input.
- Highlight Cooperation: Emphasize the importance of teamwork and mutual support in processes.

Connector Communicating with Other Archetypes

Connector with Visionary:

- Encourage Creativity: Support the Visionary's creative ideas and show enthusiasm.
- Build a Personal Connection: Engage in conversations that build personal rapport and understanding.
- Be Flexible: Allow for a more informal and spontaneous exchange of ideas.

Connector with Strategist:

- Show Respect for Goals: Acknowledge the importance of strategic objectives and how they can benefit relationships.
- Be Clear and Concise: Communicate clearly and avoid lengthy, emotional discussions.
- Offer Support: Provide emotional support and understanding, while keeping the conversation focused.

Connector with Functionalist:

- Be Detail-Oriented: Show appreciation for the Functionalist's attention to detail and thoroughness.
- Provide Emotional Support: Offer a supportive and understanding demeanor.
- Highlight Cooperation: Emphasize the importance of teamwork and shared goals in processes.



Can't we all just get along?

Summary Table for Easy Reference

Communicator	Audience	Key Strategy
Visionary	Strategist	Focus on goals, provide data, be direct and efficient
Visionary	Functionalist	Detail the process, be consistent, maintain calmness
Visionary	Connector	Emphasize relationships, show empathy, be warm and friendly
Strategist	Visionary	Encourage innovation, be enthusiastic, offer support
Strategist	Functionalist	Provide detailed plans, be patient, build consistency
Strategist	Connector	Show empathy, focus on people, be approachable
Functionalist	Visionary	Structure ideas, be open to innovation, balance detail and big picture
Functionalist	Strategist	Provide detailed data, be efficient, support goals
Functionalist	Connector	Show personal interest, be patient and kind, highlight cooperation
Connector	Visionary	Encourage creativity, build a personal connection, be flexible
Connector	Strategist	Show respect for goals, be clear and concise, offer support
Connector	Functionalist	Be detail-oriented, provide emotional support, highlight cooperation

Understanding communication archetypes is essential for enhancing interactions and fostering better relationships in both personal and professional settings. While these archetypes may be known by different names in various models, conventionally, they are categorized into four primary types: Strategists, Visionaries, Connectors, and Functionalists. These archetypes are defined by their inclination towards being task-oriented versus people-oriented and their propensity for being reserved versus outgoing. Strategists are task-oriented and outgoing, excelling in roles that require leadership and quick decision-making. Visionaries are outgoing and people-oriented, thriving on creativity and innovative ideas. Connectors are people-oriented and reserved, prioritizing empathy and relationship-building. Functionalists are reserved and task-oriented, focusing on order, accuracy, and detailed processes. By understanding these archetypes and adapting our communication styles accordingly, we can effectively "speak the language" of each type, thereby improving collaboration, productivity, and mutual understanding in any interaction.