



Why am I completing the Social Style Identifier?

This deliverable will provide each family members' preferred style of communication at a greater depth. Clear, meaningful communication delivered in a style most accepted by you and your family members will serve as the “lifeblood” of improving meaningful communication, strengthening family unity and mitigating the 91% wealth transfer failure rate for your family.

What is the Social Style Identifier?

This deliverable is an analytical tool providing deeper insight into yours and your connected family members preferred communication method, style and manner. With this information, interactions with one another will be better understood and then responded to. Over time, this will improve the clarity of communication within the family.

How is the Social Style Identifier completed?

This deliverable consists of 10 questions. You will be provided two choices and must select one. In the end, a visual, color coded, output will be provided presenting your preferred communication style. Each communication style will have a detailed description of how to/how not to communicate with each family member and describe likely traits when in a good/bad mood.

Source: Wilson Learning Corporation - 1968