



Association of consulting actuaries

**Small changes for big
impact: the power of
communication**



Communication traits

Getting it right?



Getting it wrong?



Think Feel Know communication process



Think

Feel

Know



Think

Feel

Know

Data

Energy

Instinct



	1	2	3	4	5	6
Primary	Think	Think	Feel	Feel	Know	Know
Secondary	Feel	Know	Think	Know	Feel	Think
Lowest	Know	Feel	Know	Think	Think	Feel

You..... and them

	Your profile	Their profile
Primary		
Secondary		
Least used		