



Hosted by



Understand your audience and aligning the communication for your RIA

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Founding organisations



2016 Partners



**The International School
on Research Impact Assessment**
MELBOURNE | 19–23 SEPTEMBER 2016



Six pillars of RIA wisdom



Six pillars of RIA wisdom



Themes

- How well do you know what *your preferences* are when working on your RIA activities?
- How do you engage with policy/decision makers who may have a *very different set of preferences* to your own?
- How *do you communicate with* your different audiences?



STRUCTURE

- Know yourself, know your team & know your stakeholders (Tom)
- Know how to communicate with different types (John)



KNOW YOURSELF, YOUR TEAM AND THOSE YOU WILL INTERACT WITH DURING A RIA PROJECT



Through the lens of the



Pre-workshop preparation



LOG IN ENGLISH ▾



TAKE THE TEST

PERSONALITY TYPES

PREMIUM PROFILES

MEMBERS AREA

FREE PERSONALITY TEST

Three things to know before taking the test:

1. Takes less than 12 minutes.
2. Answer honestly, even if you don't like the answer.
3. Try not to leave any "neutral" answers.

0%

You find it easy to introduce yourself to other people.

AGREE



DISAGREE

You often get so lost in thoughts that you ignore or forget your surroundings.

Let us now go through the personality aspects one by one:

Mind

This aspect shows how we interact with other people:



Introverted individuals prefer solitary activities and get exhausted by social interaction. They tend to be quite sensitive to external stimulation (e.g. sound, sight or smell) in general.

Extraverted individuals prefer group activities and get energized by social interaction. They tend to be more enthusiastic and more easily excited than introverts.

Where do each draw their energy from?

Introvert (I)

- Inward
- Need personal space
- From a few close friends
- Depth of interest
- Reserved
- Thoughtful
- Think-do-think
- Unwind in quiet

Extravert (E)

- Outward
- Prefer more social engagements
- Many acquaintances
- Breadth of interest
- Active in thought
- Expressive
- Do-think-do
- Unwind with others



Behaviour clues

Think it through (I)

- Pause when answering or giving information
- Less expressive face, quiet body
- Quieter voice volume

Talk it out (E)

- Rapid speech; appear to be 'thinking aloud', developing their position
- May interrupt; may finish others' sentences
- Louder volume to voice



Recognise this type? – I or E?



Recognise this type? – I or E?

Nancy®

by Jerry Scott



I or E?

- 1. Extrovert
- 2. Introvert
- 3. Ambivert



Energy

The second aspect determines how we see the world and process information:



Observant individuals are highly practical, pragmatic and down-to-earth. They tend to have strong habits and focus on what is happening or has already happened.

Intuitive individuals are very imaginative, open-minded and curious. They prefer novelty over stability and focus on hidden meanings and future possibilities.

What do each tend to pay attention to?

Observant (S)

- Preference for:
 - taking in information through the five senses, through detail, sequentially, with facts
 - noticing *what is* real and specific now, or was real in the past.

Intuitive (N)

- Preference for:
 - taking in information through intuition or association with other situations.
 - the big picture, for thinking of future possibilities and noticing *what could be*.



How do each tend to operate?

Observant (S)

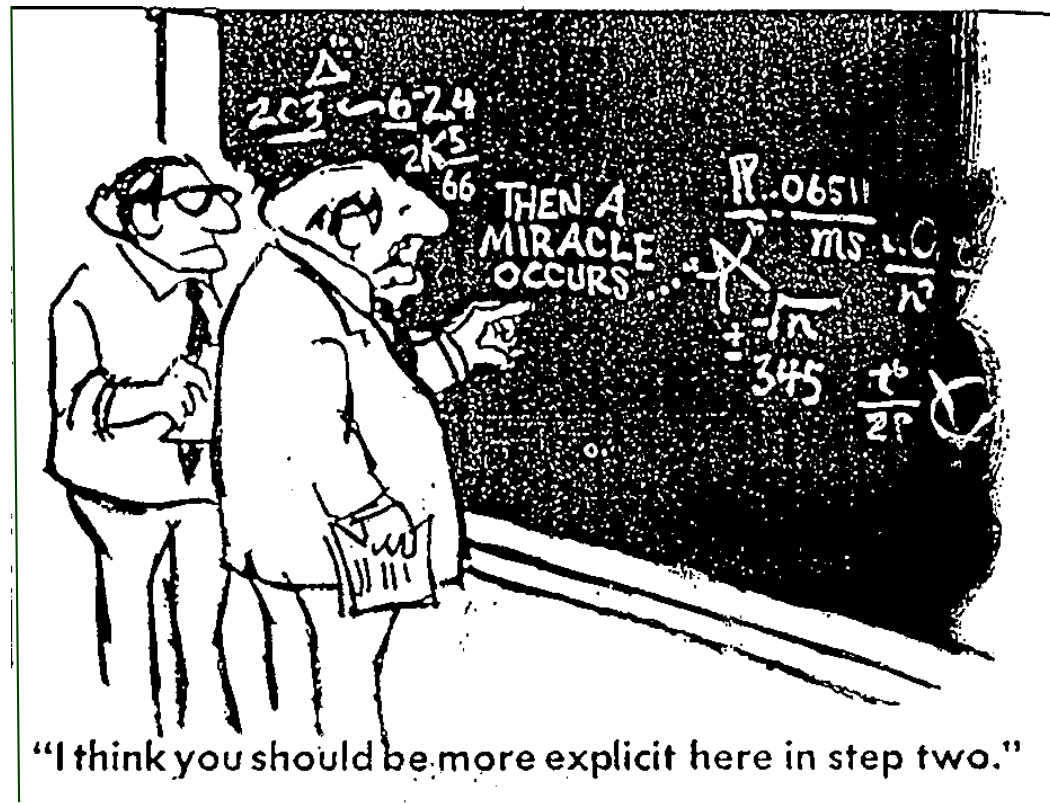
- Five senses
- What is real
- Details and facts
- Present and past
- Practical
- Sequential

Intuitive (I)

- Sixth sense, hunches
- What could be
- Patterns
- Future possibilities
- Theoretical
- Leap forward

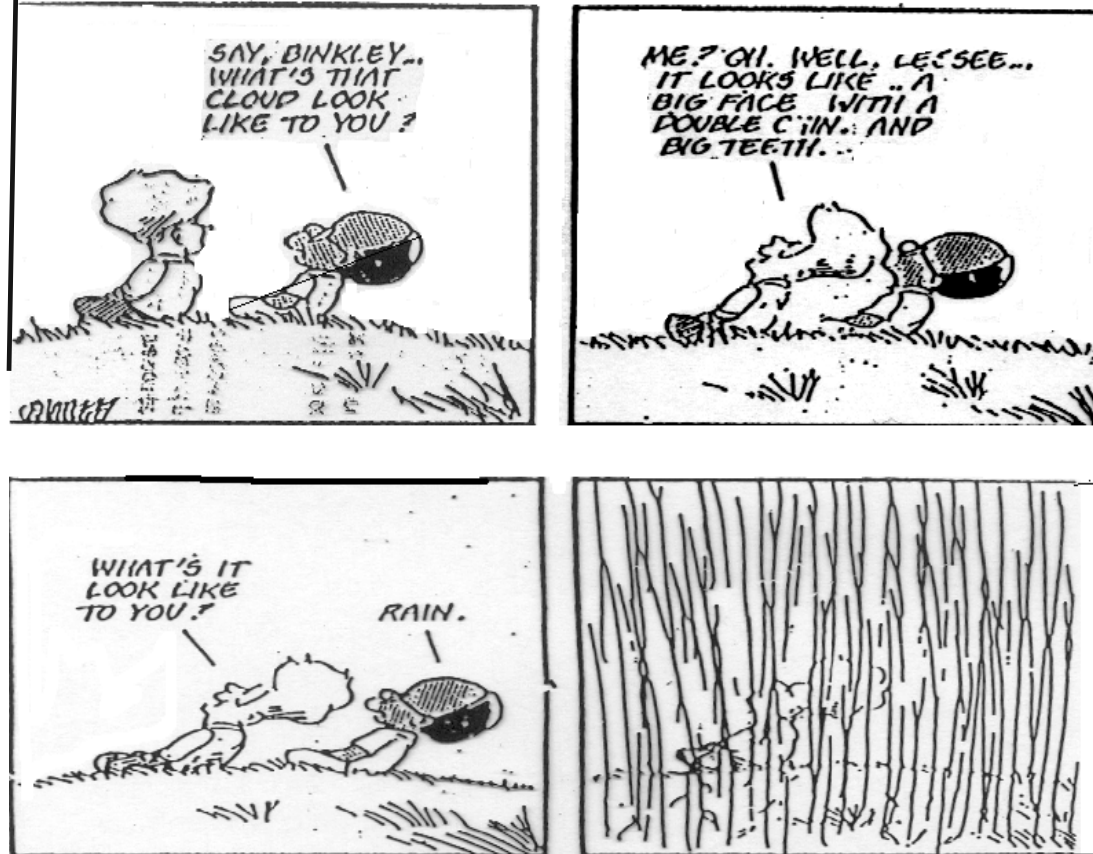


Recognise this type? – S or N?



Recognise the differences?

One **S** and One **N**



O or N?

- 1. Observant
- 2. Intuitive
- 3. Ambitexterous?



happened.

Nature

This aspect determines how we make decisions and cope with emotions:



Thinking individuals focus on objectivity and rationality, prioritizing logic over emotions. They tend to hide their feelings and see efficiency as more important than cooperation.

Feeling individuals are sensitive and emotionally expressive. They are more empathic and less competitive than Thinking types, and focus on social harmony and cooperation.

How do each tend to make decisions?

Thinking (T)

- Head
- Logic decides
- Detached
- Justice first
- Objective
- Dispassionate
- Get the job done

Feeling (F)

- Heart
- Values decide
- Involved
- People first
- Empathetic
- Compassionate
- Avoid conflict



Behaviour clues

Logical implications (T)

- Appear to be 'testing you' or your knowledge
- Weigh the 'objective' evidence
- Tend not to be swayed by evidence that others have decided on a position
- Conversations follow a pattern of checking logic: 'if this, then that'

Impact on people (F)

- Strive for harmony in the interaction
- May talk about what they 'value'
- May ask how others have acted or resolved the situation
- It matters more to them whether others have been taken into account



Recognise this type? – T or F?



And this type? – **T** or **F**?



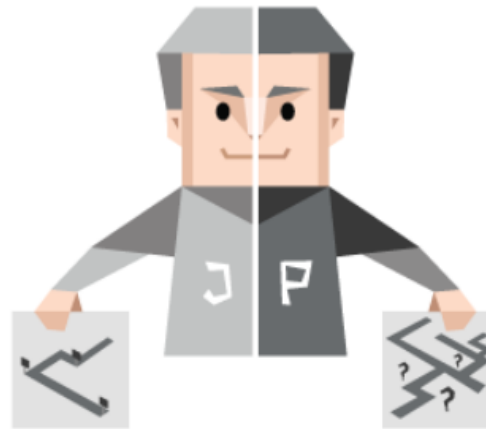
T or F?

- 1. Thinking
- 2. Feeling
- 3. Ambiguous?



Tactics

This aspect reflects our approach to work, planning and decision-making:



Judging individuals are decisive, thorough and highly organized. They value clarity, predictability and closure, preferring structure and planning to spontaneity.

Prospecting individuals are very good at improvising and spotting opportunities. They tend to be flexible, relaxed nonconformists who prefer keeping their options open.

How do each approach life?

Judging (J)

- Planned
- Know what comes next
- Higher on control
- Organised
- More convergent seek closure
- Set goals

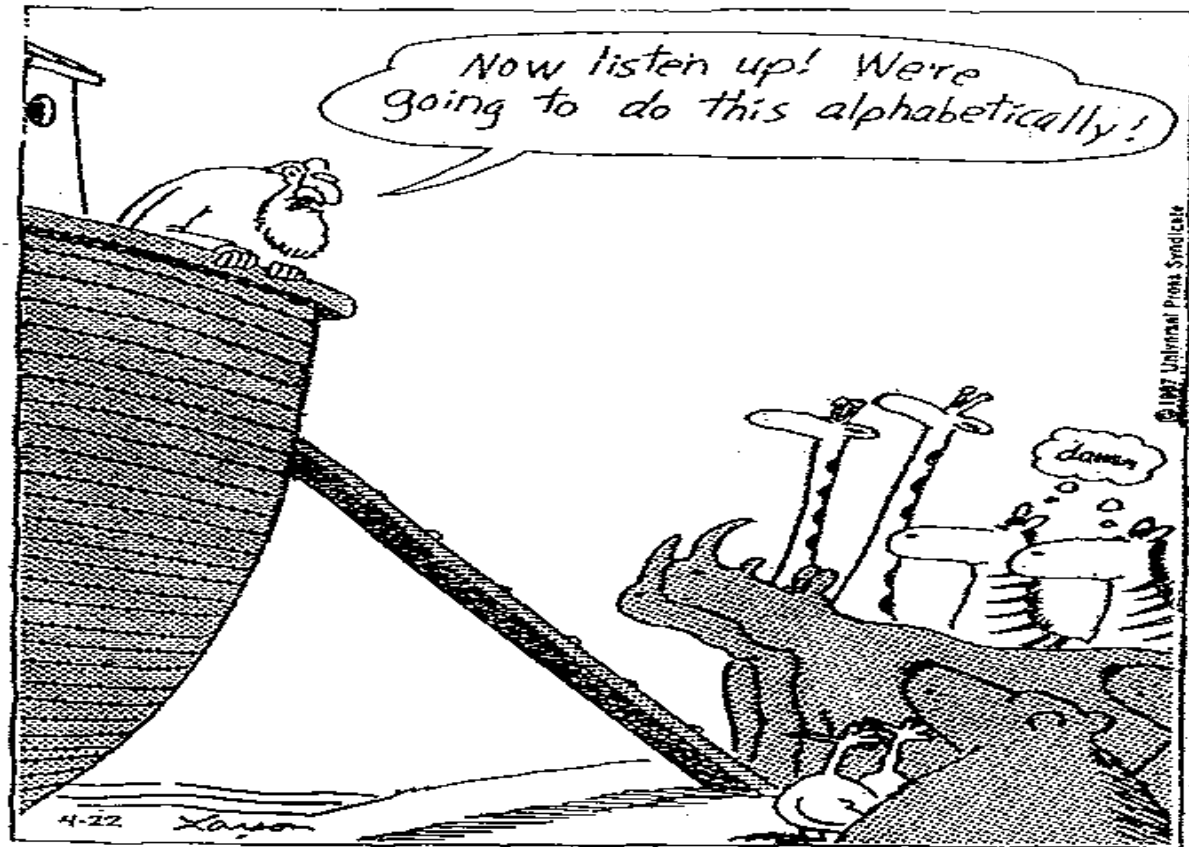
Prospecting (P)

- More spontaneous
- More 'go with the flow'
- More adaptable
- Appear disorganised
- More divergent
- Keep options open

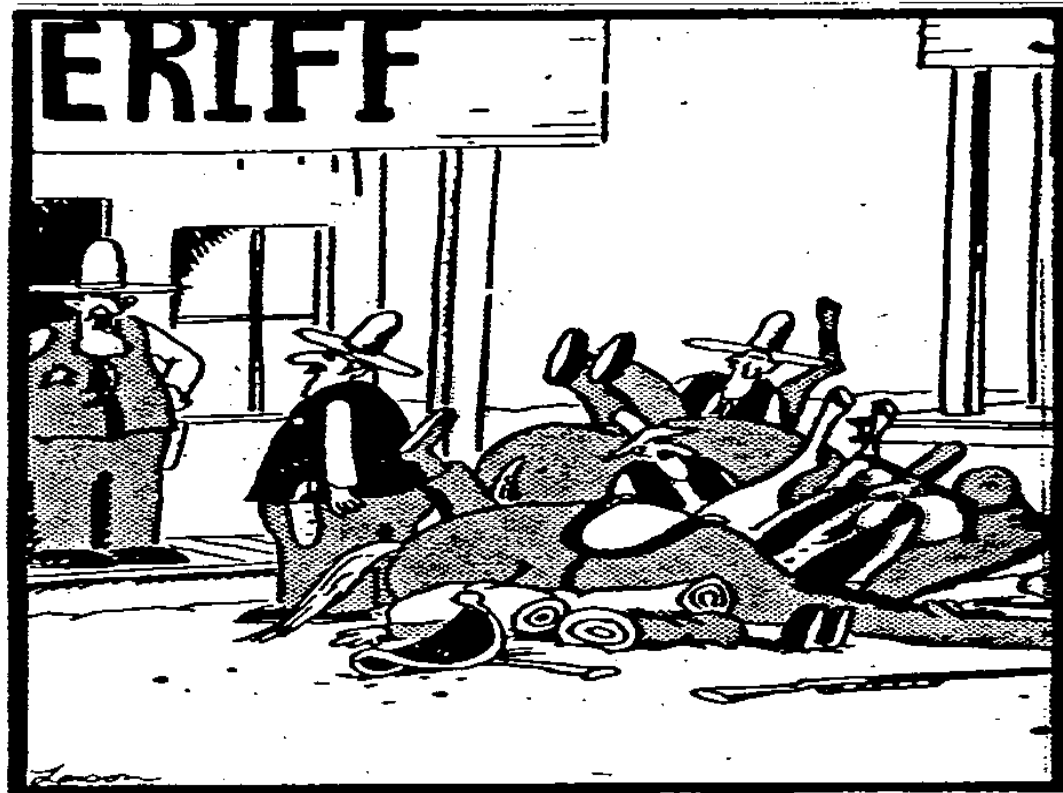


Recognise this type? **J** or **P**

THE FAR SIDE



Or are you more like this type? **J** or **P**?



**"And so you just threw everything together? ...
Mathews, a posse is something
you have to organize."**

J or P?

- 1. Judging
- 2. Prospecting
- 3. Anxious?



Identity

Finally, the Identity aspect underpins all others, showing how confident we are in our abilities and decisions:



Assertive (**-A**) individuals are self-assured, even-tempered and resistant to stress. They refuse to worry too much and do not push themselves too hard when it comes to achieving goals.

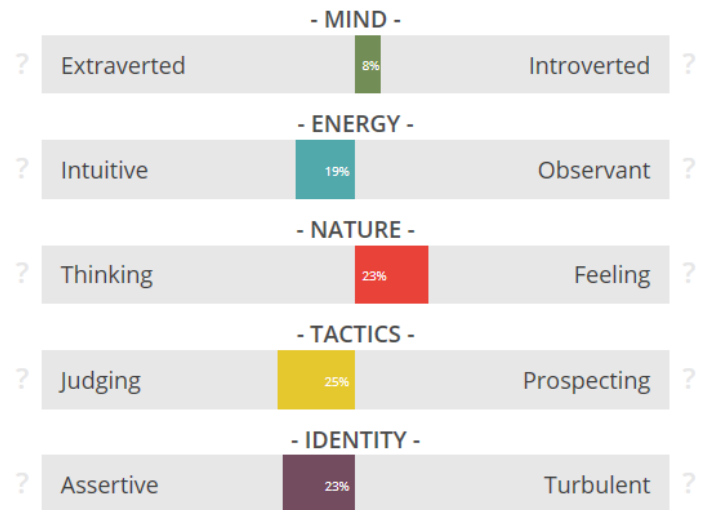
Turbulent (**-T**) individuals are self-conscious and sensitive to stress. They are likely to experience a wide range of emotions and to be success-driven, perfectionistic and eager to improve.

YOUR PERSONALITY TYPE IS:

ADVOCATE (INFJ-A)



Here, let me
show you the
right path...



SEND RESULTS BY E-MAIL



ANALYSTS



INTJ



INTP



ENTJ



ENTP

DIPLOMATS



INFJ



INFP



ENFJ



ENFP

SENTINELS



ISTJ



ISFJ



ESTJ



ESFJ

EXPLORERS



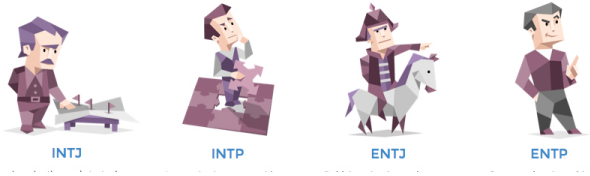
Caveats

- These are inevitably broad ranging descriptors
- Our personalities are all much more complex than '16 types'
- Some aspects of our personality are however by now pretty 'hard-wired' and significantly influence how we operate
- Our preferences and types can change a little over time and according to the context – so don't stereotype yourself or others
- Use the framework as a reminder of how we may need to adapt the way we might present our evidence, communicate our message and influence others

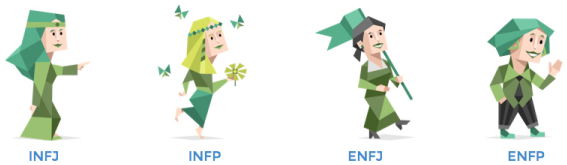




ANALYSTS



DIPLOMATS



SENTINELS



EXPLORERS

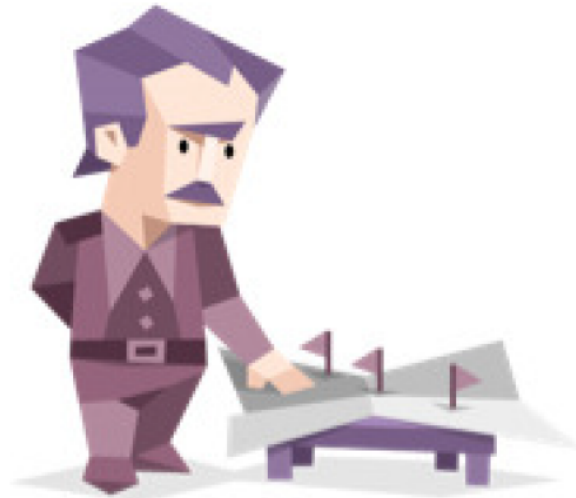


- Pair up and discuss ...
- 1. What makes your group *special*?
- 2. How do you *plan* a RIA?
- 3. Summarise ways you would suggest others should *approach* you as a policy/decision maker about a RIA exercise?
- 4. What *would irritate you* if others didn't give adequate attention to when engaging with you about RIA?



INTJ

‘The Architect’



INTP

‘The Logicians’



ENTP

‘The Debater’



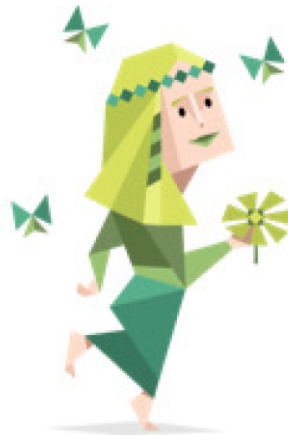
INFJ

‘The Advocates’



INFP

‘The Mediator’



ENFJ

‘The Protagonists’



ENFP

‘The Campaigner’



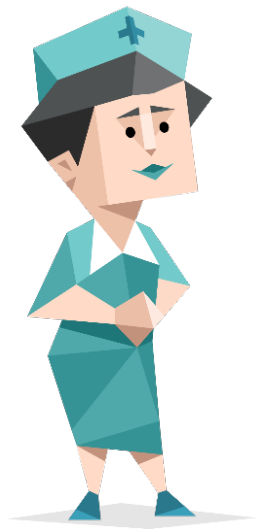
ISTJ

‘The Logistician’



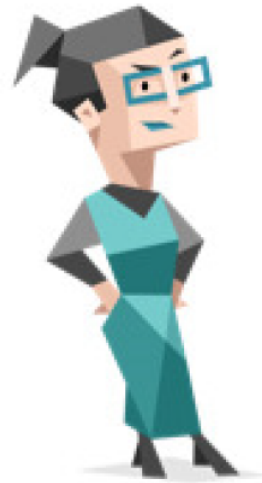
ISFJ

‘The Defender’



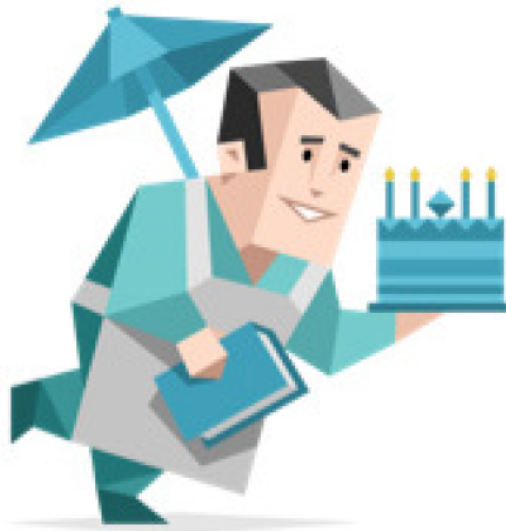
ESTJ

‘The Executive’



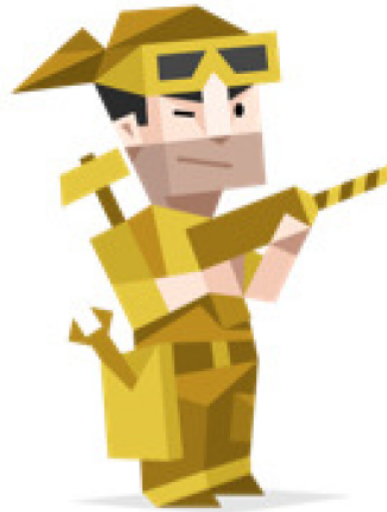
ESFJ

‘The Consul’



ISTP

‘The Virtuoso’



ISFP

‘The Adventurer’



ESTP

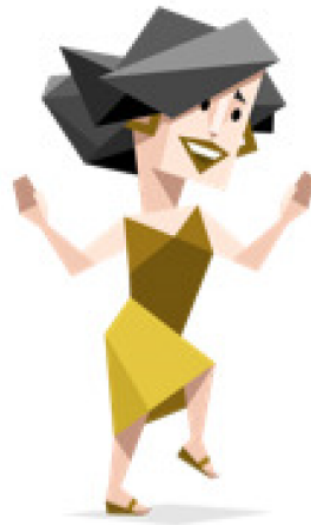
‘The Entrepreneur’



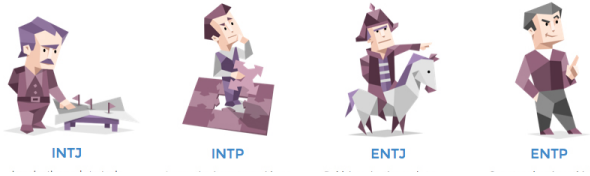
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ESFP

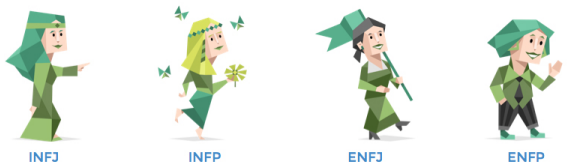
‘The Entertainer’



ANALYSTS



DIPLOMATS



SENTINELS

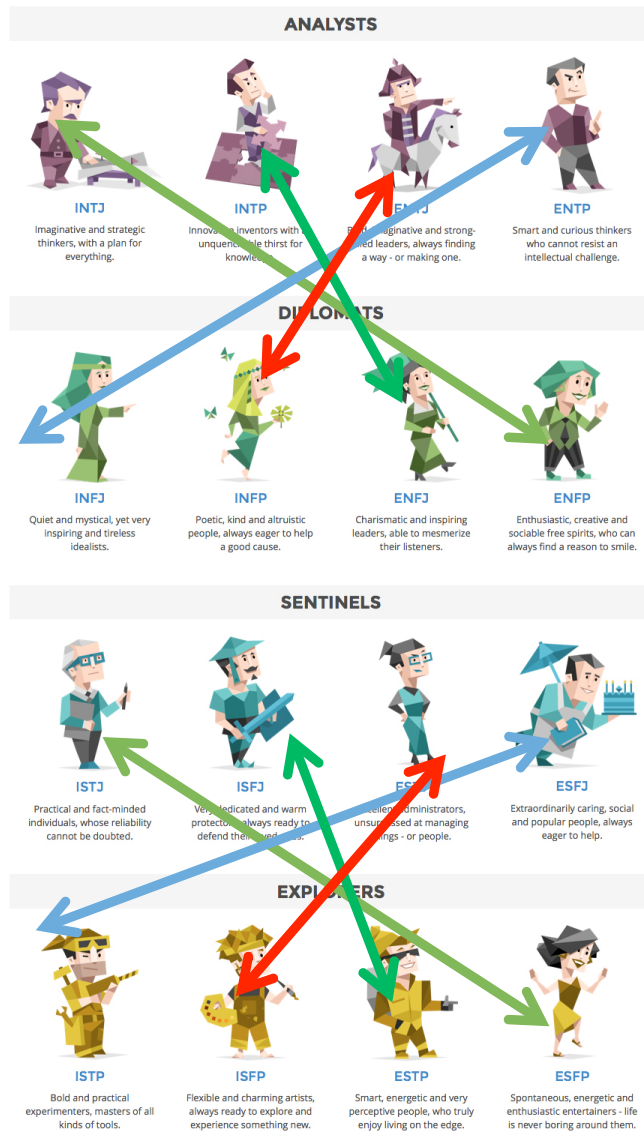


EXPLORERS



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- 3. Summarise in what ways you would suggest others should *approach* you as a policy/ decision maker about a RIA exercise?
- 4. What *would irritate you* if others didn't give adequate attention to when engaging with you about RIA?





- Pair up with another set of folks who are also *'special'* but who may view some aspects of the RIA agenda through a slightly or significantly different lens?

1. Listen to each others advice - what does it suggest you may need to give more attention to or avoid doing when communicating with them about RIA?



INTJ

‘The Architect’



ENFP

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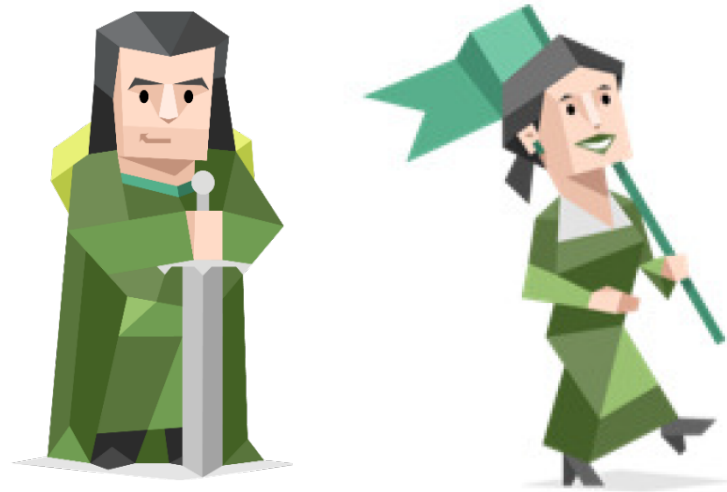
INTP

‘The Decisions’



ENFJ

‘The Protagonists’



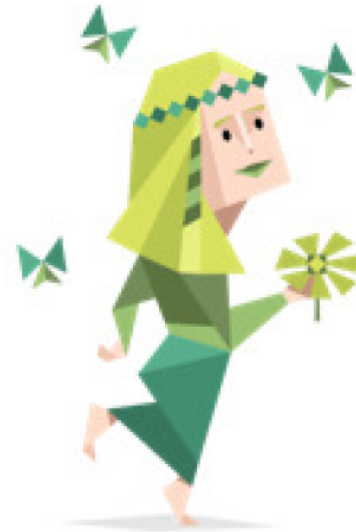
ENTJ

‘The Commander’



INFP

‘The Mediator’



ENTP

‘The Debater’



Smart and curious thinkers
who cannot resist an
intellectual challenge.

INFJ

‘The Advocate’



Quiet and mystical, yet very
inspiring and tireless
idealists.

ISTJ

‘The Logistician’



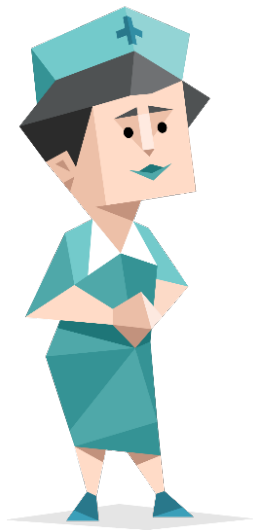
ESFP

‘The Entertainer’



ISFJ

‘The Defender’



ESTP

‘The Entrepreneur’



ESTJ

‘The Executive’



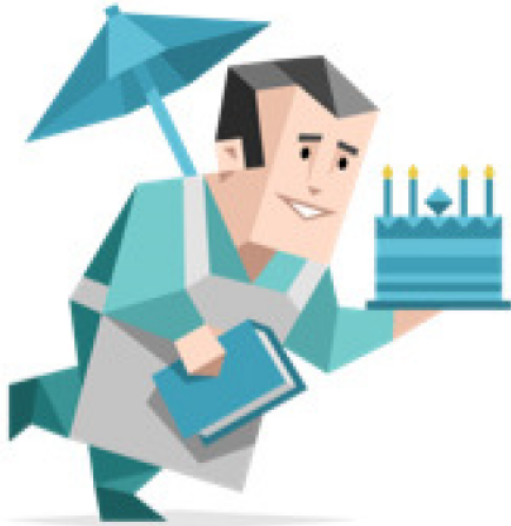
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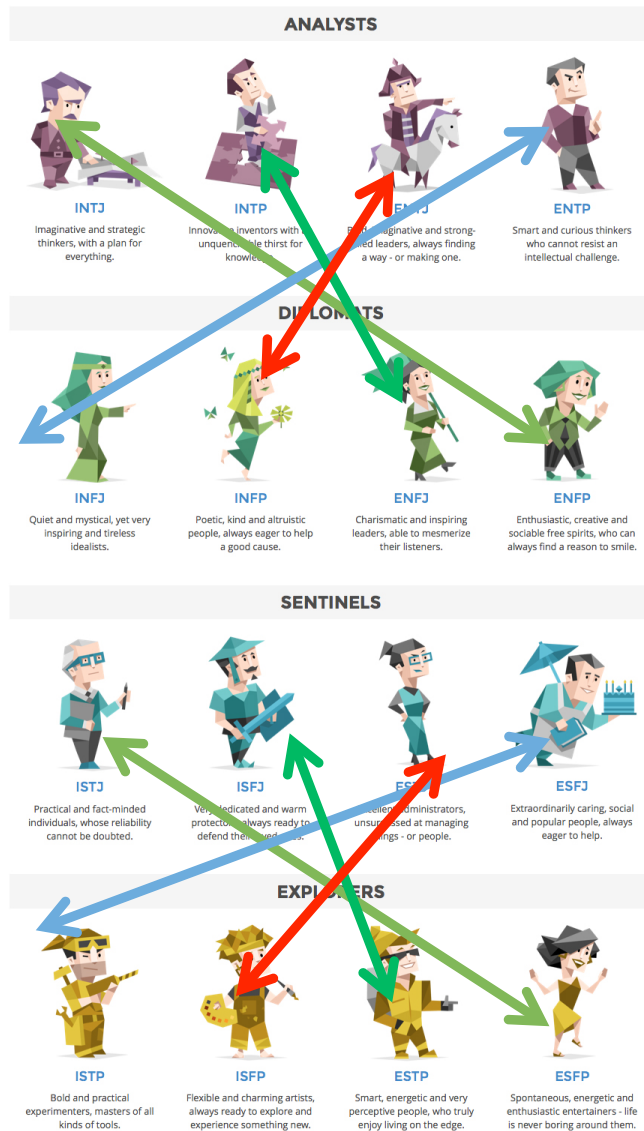
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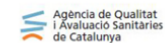


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