

# “Direct no-nonsense communication typifies the Senser”



The fourth communication style that Carl Jung, the noted Swiss psychoanalyst, says we normally use, except when we are under some form of stress. The first three styles were:

- **Intuitior style:** characterised by those who primarily are conceptual, synthesising, inductive, reasoning and projecting
- **Thinking style:** characterised by those who primarily are logical, objective, systematic, and principled
- **Feeler style:** characterised by those who place great value on personal experience and harmony in their interactions with others.

The fourth style is what Carl Jung called the “**Senser**” style and those who use this style are individuals who place high value on action. They are here-and-now individuals who thrive on getting things done. They are quick to put into action what needs to be done, and judge the actions of others as evidence of their commitment to a given task. They are likely to express a direct, down-to-earth, and energetic approach to work and life.

Sensors seem to learn best through their own direct experience rather than on a conceptual or theoretical basis. For example, if someone is discussing a potentially dramatic breakthrough in computer software, they are likely to interrupt to ask about packaging or a variety of applications.

When action is necessary, Sensors are often decisive. Quick decision-making is important, as taking action is one of their primary means of relieving the anxiety or lack of control they may feel when things are disordered. When there is indecision and lack of guidelines for action, they will tend to utilise a proven method that has worked in the past rather than adapting their style to an

unknown solution. This is in part because Sensors tend to assess progress using specific and quantifiable criteria. They will look for measures such as sales volume, quarterly profits, percentage of rejects, etc., rather than more qualitative or speculative measures of performance.

**The positive Traits of Sensors are that they are seen at their best as being:**

- Steadfast and reliable workers who will move mountains to make the undertaking a success
- Resourceful, well organised, pragmatic, and hard driving
- Driven by high standards imposed on themselves and others
- Constructively impatient and tireless
- Spirited and down-to-earth, with the ability to convey a sense of mission and purpose to others
- Tireless in coaching the less skilful on the team to develop their skills as well.

**However the challenges facing Sensors are that at their worst they are seen as being:**

- Not able to sufficiently consider the long-range consequences of their actions
- So action-oriented and focused on the here and now that they fail to grasp some of the significant longer-term steps in the process of planning and implementation
- Somewhat cavalier in dispensing with caution and analysis
- Guilty of imposing their expectations, drive, tempo, and zeal onto others
- Too concerned with short-term results and acting impulsively, trying to bend others to their will, rather than adopting strategies based on the concepts, plans, and the feelings of others.

**Under stress however Sensors run the risk of being seen as:**

- Having tunnel vision and/or overreacting to differences of opinion
- Riding roughshod over the ideas of others, dismissing them as being impractical and speculative, no matter how well intended
- Failing to realise their impact upon others
- Giving the impression of being opinionated and having a closed-mind
- Construing loyalty as being the degree to which others agree with them and help them
- Seeing the lack of success, when failure is likely, not as a negative reflection of their own style, but as evidence that others are not sufficiently loyal or industrious to make the project work.

Do you know such a person? If not here are some clues you might look for:

1. **Communication Style:** Since Senser types assume that others see and do things as they do; they expect their actions and communication to be understood by others. Because they tend to be very direct in their communications they have little patience for rambling dialogues and lengthy introductions. Driven by their desire for information that is concise, relevant, and applicable, they want others to "get to the point" so that it can be converted into action. If when speaking with the Senser you focus too much on the abstract (s)he will quickly lose interest. This will not happen because of disrespect, but rather because the Senser fails to grasp the connections behind the concepts as presented.
2. **Their approach to problem solving:** The Senser's approach to problem solving is very practical. It is motivated by a need for clear information and an understanding of how a particular problem has been approached in the past. As they do not have a high tolerance for novelty or untested solutions they prefer a structured, concrete approach that avoids ambiguity and relates to the actions expected in solving a particular problem. Given the information and structure they need, they are tenacious in their desire for

closure. This quality often gives them the appearance of being driven and "no nonsense" in their interactions with others.

3. **Their writing style:** It is not unusual for the different types to engage in written communication in a manner that reflects their personal style or preference for verbal communications. Senses will tend to be brief and to-the-point when writing as they feel that there is no need to elaborate. The facts speak for themselves. If suggestions are made or advice given they will give clear instructions or recommendations on how to proceed. They spend little time on "small talk" but if support is needed it is usually practical and direct. The assumption is that the reader is equally impressed with the facts as presented by the Senses.

Understanding your own primary style of communication and then looking for differences, not judging them, in other people's styles paves the way for good rapport, greater productivity and improved satisfaction between you and your manager, peers and subordinates. However remember it will take time but then "practise makes perfect".