

Factors	Definition	Constructs	Definition
Cooperative	<p>Cooperative Communication means to be friendly to conversational partners, to perceive their feelings sensitively and to react sensitively to them. Empathic people try to take over the perspective of their interlocutors, but also encourage and support them. They convey willingness to help others.</p> <p><b>Cooperative is a friendly and supportive style of communication that conveys helpfulness and sensitivity.</b></p> <p><b>Cooperative</b> = To be friendly and sensitive while offering support.</p>	empathic	<p>The empathic communication style conveys a high sensitivity for the feelings of other people. The communication is cautious, focuses on feelings and tries to understand other people's perspectives. It deals directly with the statements of others and reacts sensitively to their feelings.</p> <p><b>Empathic communication focuses intensively on feelings and conditions of others.</b></p> <p><b>Empathic</b> = To focus on other people and their feelings.</p>
		friendly	<p>The friendly communication style expresses social closeness to others and is perceived as sympathetic and warm-hearted. It conveys a general feeling of goodwill and a willingness to compromise.</p> <p><b>People who communicate friendly, appear likeable, benevolent and warm-hearted.</b></p> <p><b>Friendly</b> = To communicate benevolently, likeable and warm-heartedly.</p>
		supportive	<p>The supportive communication style involves encouraging others and helping them to develop further. The focus is not on the own well-being but on others. Those who communicate supportively encourage others and convey a great willingness to help. Appreciation for others is shown.</p> <p><b>Supportive communication requires willingness to help and a serious interest in the well-being of others.</b></p> <p><b>Supportive</b> = To show interest in the well-being of others, to encourage - and to help them.</p>
Venturing	<p>Venturing Communication means spreading a confident mood and calling for ventures that cannot yet be fully assessed. It conveys both a positive mood in the current situation and an optimistic view of the future. Positive experiences from the past ensure a good mood and a high level of confidence that the future will also be glorious and successful. Visions of this promising future arise and are expressed by concrete ideas of how this can be achieved.</p> <p><b>Venturing means communication that shines with confidence and optimism.</b></p> <p><b>Venturing</b> = To express confidence and optimism in visions of the future.</p>	positive	<p>The positive communication style describes a positive and cheerful charisma that causes a pleasant mood.</p> <p><b>Positive communication creates a pleasant atmosphere through a positive and cheerful charisma.</b></p> <p><b>Positive</b> = To create a pleasant atmosphere through a positive and cheerful charisma.</p>
		optimistic	<p>The optimistic communicative style conveys confidence. The result is a positive view of the future that draws positive conclusions even from negative experiences and expresses that anything is possible. The confident attitude also means that risks are assessed more positively and are more likely to be taken.</p> <p><b>Optimistic communication is confident, draws positive conclusions and talks about positive expectations.</b></p> <p><b>Optimistic</b> = To communicate confidently regarding past and future.</p>
		visionary	<p>People with a visionary communication style often refer to a glorious future and make promising statements. It is often a question of how more can be achieved and what potential improvements look like. Visions are communicated that indicate positive expectations and a promising future.</p> <p><b>People communicate visionary by expressing their great strategies and a promising future.</b></p> <p><b>Visionary</b> = To talk about great plans and a promising future.</p>
Professional	<p>Professional communication implies a structured conversation technique in which the individual parts of a story build on each other. Attention is paid to an objective and rational description. Clear and unambiguous statements are made and communicated efficiently, resulting in a high degree of commitment in the statements. The effect often seems intellectual, as it describes exactly what is meant. Additionally, it often conveys high performance standards.</p> <p><b>Communication is professional when it is structured, objective and rational at a demanding level.</b></p> <p><b>Professional</b> = To communicate structured, objective and rational at a demanding level.</p>	formal	<p>The formal communicative style presents facts as objectively as possible. It often consists of numbers, data and facts, resulting in a rational, fact-oriented and down-to-earth effect.</p> <p><b>Formal communication is always rational and fact-based.</b></p> <p><b>Formal</b> = To communicate rationally and fact-based.</p>
		structured	<p>In the structured communication style, the individual statements of a narrative build on each other. Communication follows a logical structure and has a common thread. This creates an organized effect.</p> <p><b>A common theme and a logical structure are signs of the structured communication style.</b></p> <p><b>Structured</b> = To follow a common theme and a logic structure.</p>
		goal-oriented	<p>Clear and unambiguous statements are made in the goal-oriented communication style. The communication is as efficient and concise as possible with the aim of finding a pragmatic solution.</p> <p><b>Goal-oriented communication requires clear, concise statements.</b></p> <p><b>Goal-oriented</b> = To make clear and concise statements.</p>
		reliable	<p>People who choose the reliable communication style convey a sense of commitment. It is clearly stated for what responsibility is taken and the interlocutor knows that the statements of the other person will still be equally valid the next day.</p> <p><b>Those who make binding statements and assume responsibility appear as reliable.</b></p> <p><b>Reliable</b> = To make binding statements and take responsibility.</p>
		intellectual	<p>The intellectual communication style creates a well thought-out and deliberate effect. Its structure is precise and rather complex. Contents are described in detail. All in all, a high standard of performance is imparted.</p> <p><b>Intellectual communication is characterized by thought-out precision and high complexity.</b></p> <p><b>Intellectual</b> = To communicate with thought-out precision and complexity.</p>
Innovative	<p>Innovative communication conveys a great interest in profound topics, theoretical backgrounds and philosophical conversations. Surprising and innovative statements are often made that open up new perspectives.</p> <p><b>Innovative communication deals with philosophical</b></p>	unconventional	<p>Unconventional communication means adding unusual, imaginative ideas to conversations, opening up innovative or unusual perspectives and making generally surprising statements.</p> <p><b>Communication is unconventional due to innovative and surprising elements.</b></p> <p><b>Unconventional</b> = To make statements with surprising and innovative elements.</p>

	<p>Philosophical communication deals with philosophical topics from a new, progressive perspective.</p> <p><b>Innovative</b> = To look at relevant topics from a new perspective.</p>	<p><b>philosophical</b></p>	<p>Philosophical communicators talk about the theoretical background of their statements. They discuss philosophical and significant topics in depth.</p> <p><b>Significant and in-depth discussions let communication appear philosophical.</b></p> <p><b>Philosophical</b> = To discuss philosophical and significant topics in depth.</p>	
<b>Competitive</b>	<p>Competitive communication means an emotional and restless way of communicating. The impatience often leads to heated discussions, provokes, argues and often exerts pressure on others. The communicating person seems relentless and quick-tempered.</p> <p><b>Competitive communication is characterized by impatience, provocation and quick-tempered discussions.</b></p> <p><b>Competitive</b> = To discuss impatiently, provocatively and quick-tempered.</p>	<p><b>impulsive</b></p> <p><b>aggressive</b></p>	<p>The impulsive style of communication is impatient, stormy or unsteady. Often a sudden impulse or intuition is the trigger for communication rather than thinking about the consequences of one's own statements and reflecting them. This quickly gives rise to heated discussions.</p> <p><b>Communication has an impulsive effect if it is stormy and heated, but consequences are not taken into full account.</b></p> <p><b>Impulsive</b> = To communicate stormy and heated without thinking about consequences.</p> <p>The aggressive communication style is about quick-tempered, relentless communication that puts pressure on others and provokes the interlocutor or the person addressed. This often provokes discussions.</p> <p><b>Aggressively communicating people are relentless and like to trigger discussions.</b></p> <p><b>Aggressive</b> = To provoke rather than give in while discussing.</p>	
<b>Directing</b>	<p>Directing communication means a strong tendency to take control of a conversation, to steer and to set the tone. Directing people find it difficult to hold back, they tend to focus on themselves. Instead of appearing tense, nervous or restless, they are relaxed and self-confident even in critical situations.</p> <p><b>Directing communication is a controlling style of communication that takes over control of conversations.</b></p> <p><b>Directing</b> = To take the lead in conversations.</p>	<p><b>authoritative</b></p> <p><b>self-confident</b></p> <p><b>composed</b></p>	<p>The authoritarian communication style determines the direction and the tone of a conversation.</p> <p><b>Authoritarian communication means to set the tone and to take control of a conversation.</b></p> <p><b>Authoritative</b> = To set the tone and take control.</p> <p>Self-confident communicators tend to place themselves at the centre of communication. They rarely hold back, seem unreserved and do not get easily discouraged. They don't shy away from confrontation either.</p> <p><b>People who communicate self-confidently, like to be in the spotlight and do not shy away from confrontation.</b></p> <p><b>Self-confident</b> = To be in the spotlight and not to avoid confrontation.</p> <p>Composed communication relaxes conversational situations rather than causing nervousness and excitement. Even in stressful situations, people are still able to express themselves appropriately.</p> <p><b>People who communicate composed seldom seem nervous and stressed, so that they can still choose their words well even in difficult situations.</b></p> <p><b>Composed</b> = To communicate with little nervousness and stress.</p>	
<b>Dramatic</b>	<p>Dramatic communication means to exaggerate, to embellish stories and to present events more interesting and exciting than they really were.</p> <p><b>Dramatic communication means the exaggerated embellishment of narratives.</b></p> <p><b>Dramatic</b> = To exaggerate and embellish stories.</p>	<p><b>dramatic</b></p>	<p>Dramatic communication means to exaggerate, to embellish stories and to present events more interesting and exciting than they really were.</p> <p><b>Dramatic communication means the exaggerated embellishment of narratives.</b></p> <p><b>Dramatic</b> = To exaggerate and embellish stories.</p>	
<b>Inspiring</b>	<p>Inspiring communication means developing a captivating effect that leaves a lasting impression on the audience. This succeeds in inspiring and motivating others.</p> <p><b>Inspiring communication is captivating, impressive and motivating at the same time.</b></p> <p><b>Inspiring</b> = To communicate in a captivating, impressive and motivating way.</p>	<p><b>motivating</b></p> <p><b>impressive</b></p>	<p>The motivating communication style conveys enthusiasm and activity. This effect makes it easier to carry away and inspire listeners. Conversations or texts are more likely to be experienced as exciting.</p> <p><b>Motivating communication means to carry listeners away with enthusiasm and activity.</b></p> <p><b>Motivating</b> = To excite the audience with enthusiasm and activity.</p> <p>The impressive communication style is captivating and leaves a lasting impression on other people.</p> <p><b>Impressive</b> = To communicate captivatingly and leave a lasting impression.</p>	
<b>Independent</b>	<p>Independent communication means to make statements independent of common opinions and other people. Those who communicate independently do not ensure the acceptance of their statements from others. They do not allow themselves to be influenced in what they say by the predominant opinion or the supposed judgments of others.</p> <p><b>Independent communication means not to be influenced by others, but to emphasize one's point, even if it meets little approval.</b></p> <p><b>Independent</b> = To communicate independently from others, even if it meets little approval.</p>	<p><b>independent</b></p>	<p>Independent communication means to make statements independent of common opinions and other people. Those who communicate independently do not ensure the acceptance of their statements from others. They do not allow themselves to be influenced in what they say by the predominant opinion or the supposed judgments of others.</p> <p><b>Independent communication means not to be influenced by others, but to emphasize one's point, even if it meets little approval.</b></p> <p><b>Independent</b> = To communicate independently from others, even if it meets little approval.</p>	