

# Supercommunicators Quick-Reference Guide

*Based on Charles Duhigg's Supercommunicators*

Most miscommunication isn't caused by what people say - it's caused by a mismatch in the type of conversation happening. Duhigg's research reveals that [Supercommunicators](#) master one core skill: recognizing which conversation is happening and aligning with it.

## The 3 Types of Conversations

	Conversation Type	What It Sounds Like / When It Happens
1	<b>What's This Really About?</b>	Practical - plans, decisions, logistics, problem-solving. "What should we do next?"
2	<b>How Do We Feel?</b>	Emotional - beliefs, experiences, fears, values. "I'm overwhelmed." or "I don't feel heard."
3	<b>Who Are We?</b>	Identity/Social - belonging, how we're seen, shared values. "Do you see me as part of this?"

## The Matching Principle

When you identify the conversation type, match it - don't switch it.

Situation	Match With...
Someone shares frustration or overwhelm	Slow down, acknowledge, validate. Don't jump to solutions.
Someone is weighing options or decisions	Be clear, structured, analytical. Give data and options.
Someone's identity feels threatened	Find shared identity. Name the "we" that connects you.

## The Looping Framework

Use this 4-step process to demonstrate understanding before you respond.

1. **Ask** a genuine, open-ended question to invite the other person to share more.
2. **Reflect** back what you heard, in your own words - not a verbatim repeat.
3. **Confirm** understanding with a simple check-in: "Did I get that right?"
4. **Wait** for confirmation before responding, advising, or pivoting.

*Looping doesn't slow you down. It prevents the costly rework of broken trust and missed understanding.*

## Navigating Identity Conversations

When identity feels threatened, defensiveness rises and collaboration drops. Redirect toward shared identity.

- Name what you have in common: "We all want this project to succeed."
- Acknowledge multiple identities - people are more than one role.
- Shift from 'me vs. you' to 'us vs. the problem.'
- Avoid reducing someone to a label, category, or stereotype.

## Connection to Intentional Resilience (IRx)

Social Support	Stress Management	Adaptability
Looping and matching strengthen trust and make support actually land.	Fewer mismatches = less unnecessary tension and emotional drain.	Shifting communication style across conversation types builds flexibility.

## Quick Self-Assessment

Rate yourself 1 (rarely) to 5 (consistently) on each:

- I pause to identify what type of conversation is happening before responding.
- I adjust my response style based on whether someone needs empathy vs. solutions.
- I reflect back what I heard before offering advice.
- When conversations get tense, I look for shared identity or common ground.
- After difficult conversations, I check if the other person felt understood.

Scores of 3 or below in any area point to a real growth opportunity. Consider taking the [Intentional Resilience Assessment \(IRx\)](#) to see how your communication patterns connect to your resilience profile.

---

### Ready to strengthen your leadership communication?

Take the Intentional Resilience Assessment at [intentionalresilience.me](https://intentionalresilience.me)

Book a discovery call at [lifelongdevelopment.com](https://lifelongdevelopment.com)

Lifelong Development, LLC - Coaching. Training. Consulting.