

# the 3 types of communicators

in your association

Whether you are moderating posts for your online community or planning content strategy for an upcoming industry update, understanding the best way to communicate with your membership is critical. Malcolm Gladwell's *Tipping Point* tells us more about communication methods.

Do you know which members are your best bet for getting group buy-in? Have you identified who you'll lean on to get the message to people who don't often pay attention? Let's look at the **3 types of communicators** that can exist in your communities, and learn how to use their characteristics to your advantage when you're communicating.

## Connector

The *Connector* has a broad, full network of relationships and finds joy in maintaining those connections. Their link to so many others allows them to pass on information quickly and easily. You'll find *Connectors* at the center of groups and in the middle of large events. Find them fast and your information will be shared before you know it.



A *Maven* soaks up knowledge, evaluates it, and then shares it back out to others (along with their interpretation of that information.) They are often subject matter experts, and as such, are gatekeepers of that knowledge. Whether or not a *Maven* finds value in your message is key to whether or not that message finds its way to the rest of your membership.

## Maven

## Persuader

Also known as the Salesperson, a *Persuader* relies on the influence of their character to share information with others. They are successful in encouraging others to accept a message, even when they don't have a close personal connection to them. *Persuaders* have to find value in the message in order to sell it, but they'll help others find value as well.

