

# DISC TIPS – Emailing a “D”

## Emailing a “D”

What is a “D”?

*Quick Tip...Email is preferred way of communicating.*

### It's a "D" Email When:

**Starts with:** A directive instead of a salutation.

**Example:** *Send quarterly report ASAP!*

**Format:** Short, to-the-point statements & bulleted lists.

**Example:** *In my office tomorrow at 8:30 sharp.*

*Send results now:*

- \* *Latest Profit & Loss Summary*
- \* *Update on Focus Group results*
- \* *Status on the Smith account*

**Tone:** Formal, urgent & authoritative.

**Example:** *Your work last week was acceptable, but what about today?*

**Power Cues:** Executes control through confrontation, debating & testing.

**Example:** *WHAT IS THIS?? What were you thinking?! FIX it NOW!*



### When E-mailing a "D":

**Pace:** Write email as if it's a text message. Immediate response is best; longer elapsed time = less credibility.

**Example:** *Consider it done.*

**Format:** Be organized. Keep it to one key point per e-mail. Be Brief, Be Bright, Be Gone!

**Example:** *See charts below. Tests are positive. You were right again!*

**Provide:** Solid solutions with justification. Keep to the facts.

**Example:** *Here are 3 best options and why:*

*A - Reduces our costs by 10%,*

*B - Increases productivity by 5%,*

*C - Combination of A&B but 50% higher upfront investment required.*

**Closing:** Always include your complete contact information to expedite their response, even in replies.

**Example:**

*Name & Company*

*Job Title/Position*



# DISC TIPS – Emailing an “I”

## Emailing an "I"

What is an "I"?

*Quick Tip...Email is for sharing thoughts and feelings.*

### It's an "I" Email When:

**Starts with:** Friendly, enthusiastic, energetic & uplifting greeting in a conversational style.

**Example:** *Shelly, THANK YOU!! Your referral is now my largest client. I owe you lunch.*

**Format:** Covers multiple topics in one email, often mixing personal with business.

**Example:** *Check out this cool article on leveraging our technology to connect with people. I'm starving, where's the lunch spot today?*

**Tone:** Optimistic, inspirational, & appreciative.

**Example:** *You folks rock!!!! For the 3rd month in a row, you beat the deadline!! KUDOS!!*

**Cues:** Expressive, seeks recognition, comfortable with "tooting their own horn."

**Example:** *Wow..I'm flying high - got a raise - going golfing with CEO & vacation starts Friday!*



### When E-mailing an "I":

**Pace:** Write with feeling & share short stories.

**Example:** *"Things are going well! Last week I fought with the copy machine; this week we're friends again! LOL."*

**Format:** Include emoticons; using symbols to express emotions. e.g. smiley face : )

**Example:** *"Hi Jim, I'm psyched about our assignment. We're going to kick butt!!!! - Dan : )"*

**Provide:** Admiration for their specific accomplishments & achievements.

**Example:** *Excellent presentation! Great info & so entertaining...you're hilarious!*

**Closing:** Be sure to include an acknowledgement and/or compliment.

**Example:** *Jan, again, thank you for an awesome job! ~Brandon*



# DISC TIPS – Emailing an “S”?

## Emailing an "S"

What is an "S"?

*Quick Tip...Email is for building personal relationships.*

### It's an "S" Email When:

**Starts with:** Friendly salutation. Will ask for input from all members, very inclusive.

**Example:** *"Hi everyone, I hope all is well. Do you think we should get together this afternoon to share ideas about the Awards Luncheon?"*

**Format:** Well organized. The greeting is followed by an apprehensive/polite request.

**Example:** *"Pat, glad to hear conference went well. When you have time today, please review the attached outline & provide edits."*

**Tone:** Sincere, supportive, cooperative & diplomatic. Likes to promote teamwork.

**Example:** *"I appreciate your hard work on a first class presentation to HQ. Jane's writing, Eyra's graphics & Ted's IT skills made the difference."*

**Cues:** Tentative about making decisions. Defers to others. Avoids conflict.

**Example:** *"I better check with IT first to make sure the timing is right. I'll try to get back to you by tomorrow, but it may take longer."*



### When E-mailing an "S":

**Pace/Tone:** Calm, low-key. Offer reassurance & appreciation.

**Example:** *"Casey, you're right. Checking with IT first will help avoid any implementation problems. Thanks for always being so thorough."*

**Format:** Well planned. Friendly opening followed by well structured message, with invitation to receive their feedback.

**Example:** *"Good idea to connect over lunch. Here are the action items we discussed. 1. I'll contact vendors. 2. You'll contact customers. 3. Progress check on 15th. Sound on track?"*

**Closing:** Considerate, sincere, recognition & acknowledgment. Thank them in advance for their help when appropriate.

**Example:** *"...I could use your help outlining our next project meeting's agenda... Your assistance last time really helped me prioritize. Thank you in advance, Taylor."*



# DISC TIPS – Emailing a “C”?

## Emailing a "C"

What is a "C"?

*Quick Tip...Office is doing quality work.*

### It's a "C" Email When:

**Starts with:** Purpose, task-oriented & data-driven.

**Example:** *"In response to your inquiry, the prototype results indicate a 75% match to your requirements. See attached documents."*

**Format:** Logical structure, includes all data.

**Example:** *"For the following reasons, it is critical to reassess the budget allocation for the next quarter"*

**Tone:** Formal, business like, conveys expertise.

**Example:** *"It will require three additional weeks to adequately evaluate whether product #018 is a viable option."*



### When E-mailing a "C":

**Pace:** Incorporate time for them to analyze and prepare a well-constructed response.

**Example:** *"Would you review the attached documentation & give me your feedback by next week?"*

**Tone:** Exact, professional, serious & task-oriented.

**Example:** *"I think your comprehensive analysis of market trends is exactly the information the executive team needs for its strategic planning session."*

**Format:** Organized. Include justification for conclusions.

**Example:** *"Based on what I have read, research indicates it would be prudent to consider product #018, because of its consistently superior filter system."*

