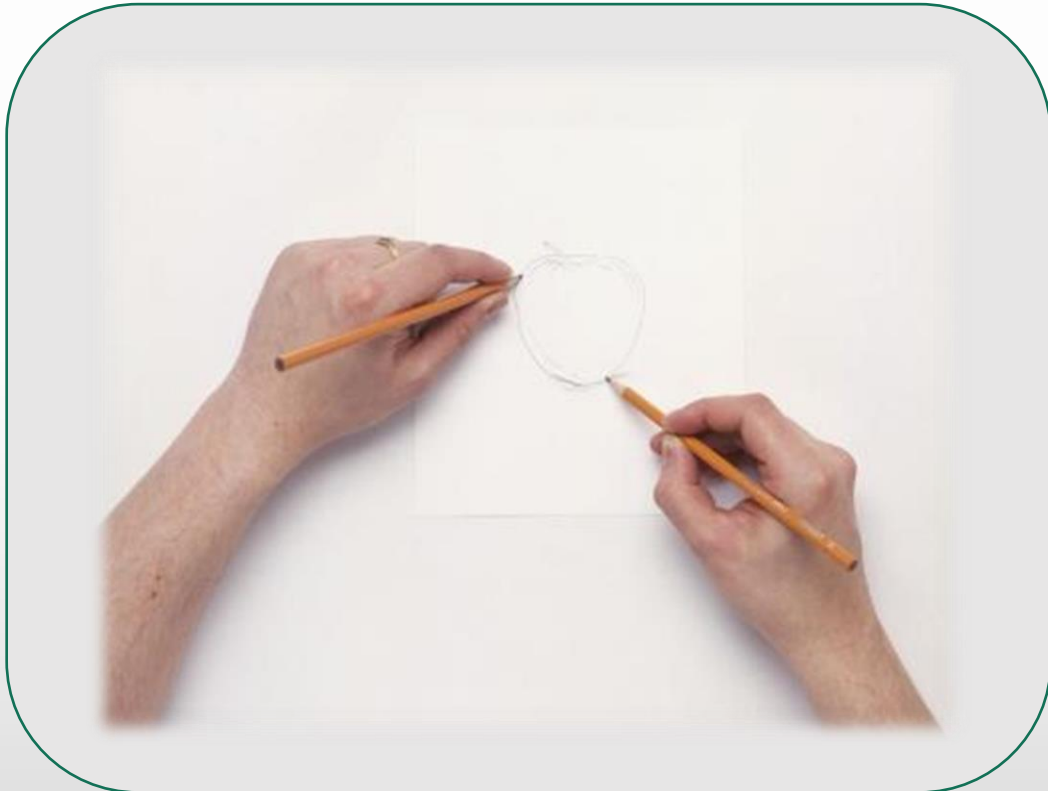


# How to **INCREASE** Communication Success ...

With  
**DISC!**



# Before We Dive In...



1 Write down your First Name

2 Write down your First Name  
with your Non-Dominant hand

How did the transition feel?

Did you Succeed?



# The Three P's



**Payoff:**

- Increased communication effectiveness with colleagues & customers

**Process:**

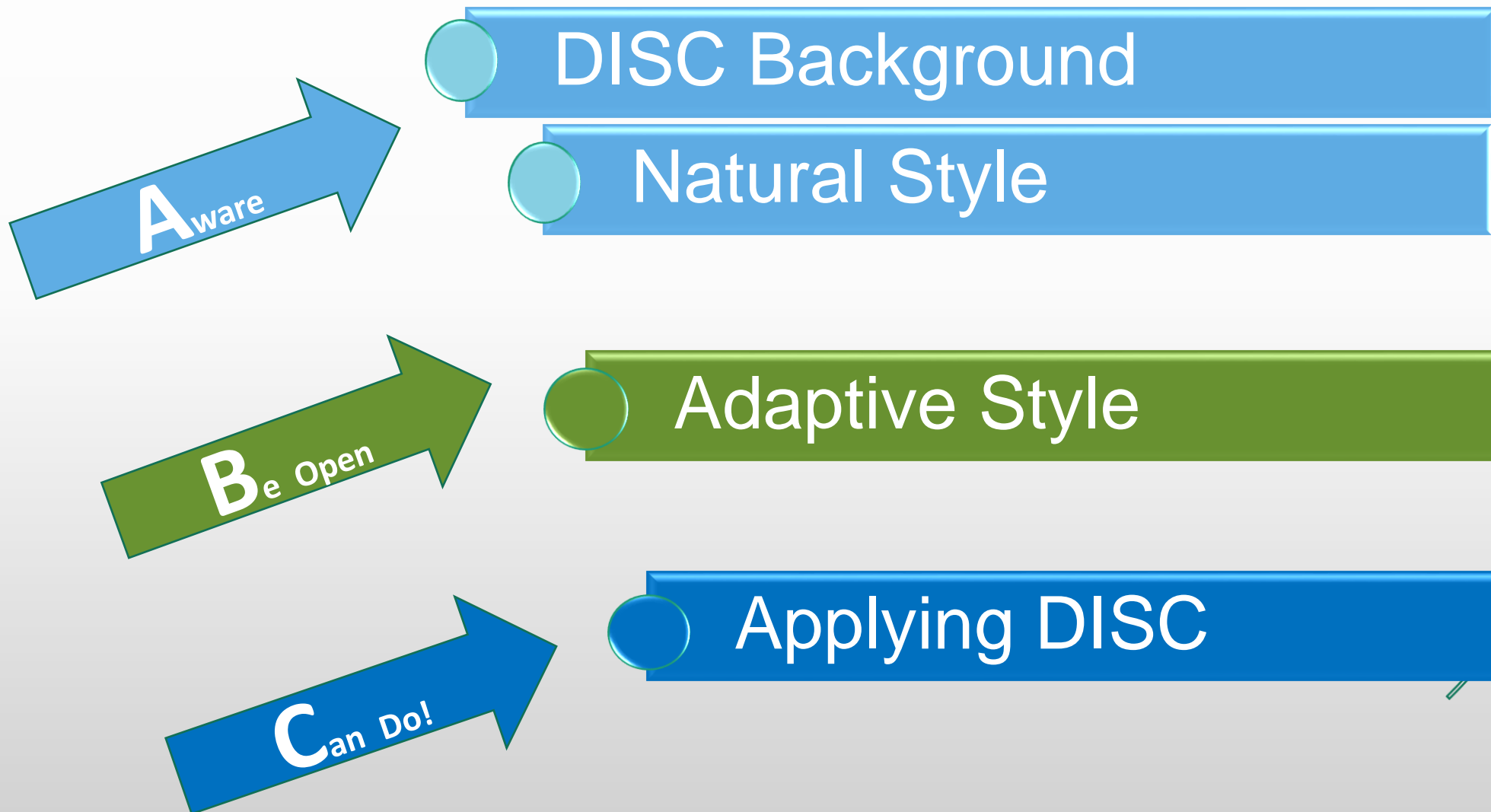
- Learn from our DISC reports, one another, & learning activities

**Purpose:**

- Provides communication insights & Strategies



# Communication Success – Learn DISC A,B,Cs



# DISC Background

# What is DISC? ... Ride an elevator today?

D



Quickly pushes "Close Door"

I



"We'll wait for you!"

C



Permit expired... takes stairs

S



Lets others step on 1<sup>st</sup>, then goes to the back

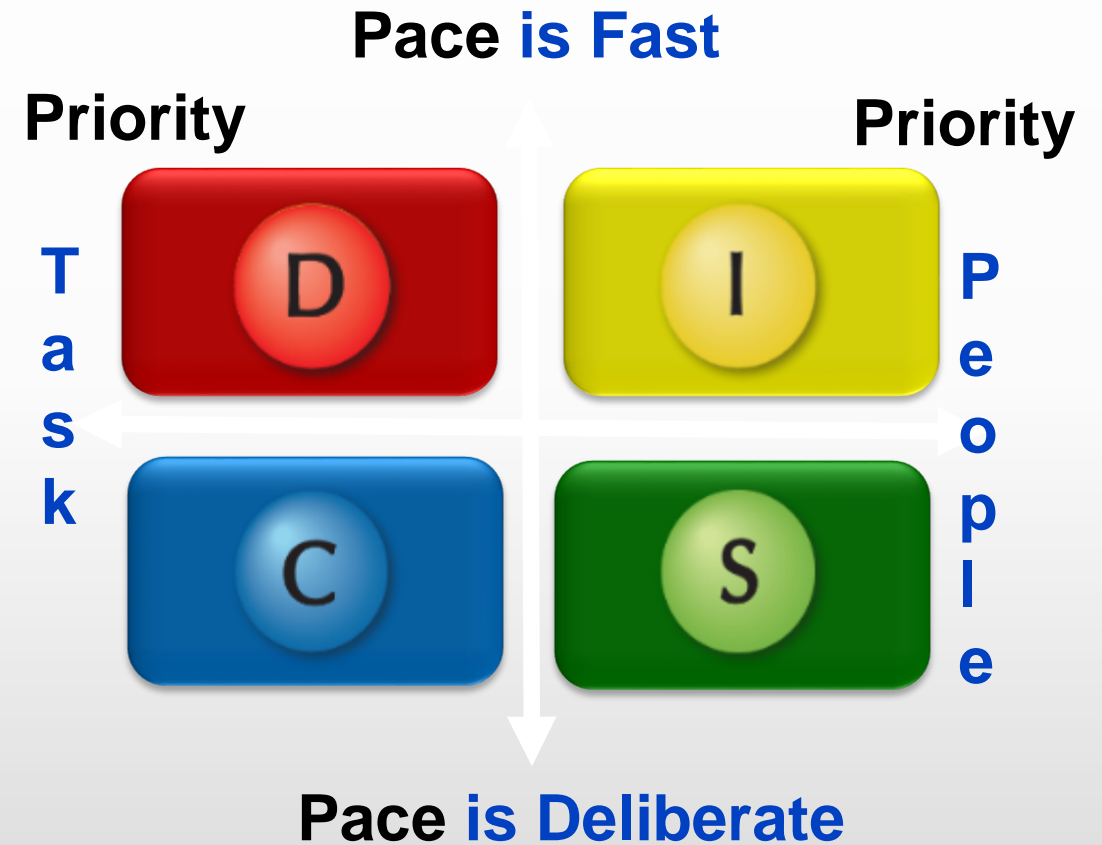
Measures Observable Behaviors



# DISC Model – Since 1928

**Style = Pace + Priority**

Dominant	Fast	+	Task
Influence	Fast	+	People
Steady	Deliberate	+	People
Conscientious	Deliberate	+	Task

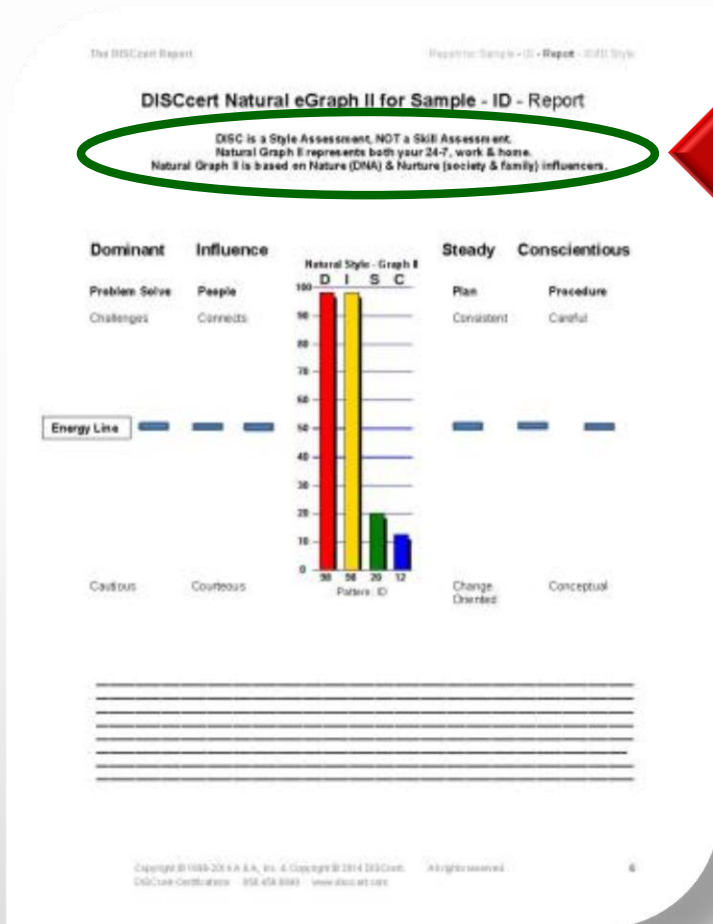




# Natural Styles







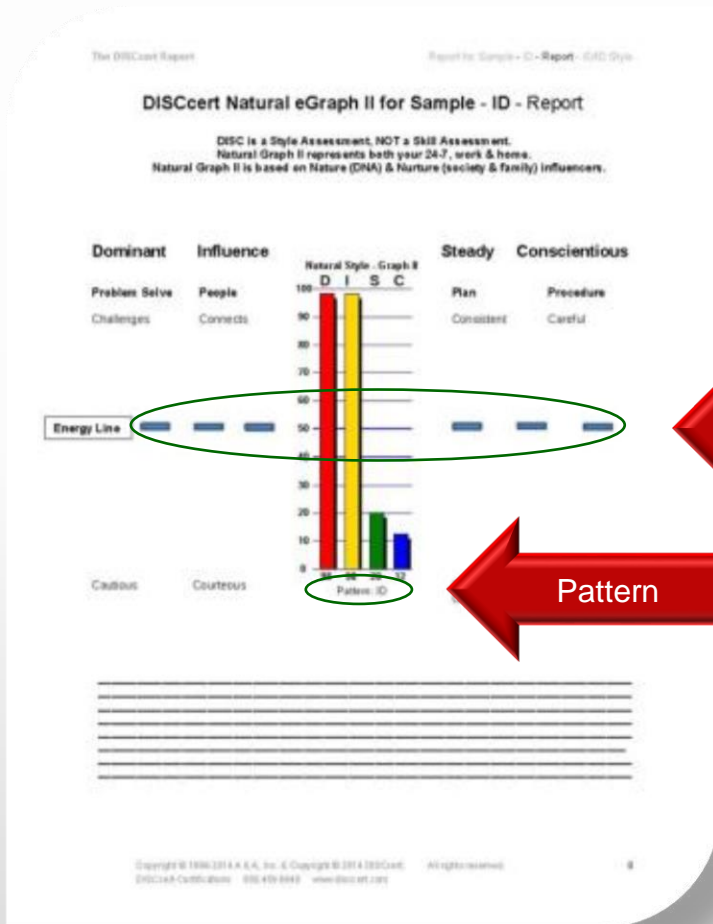
Underline

## Key Points:

- Style NOT Skill
- Represents your 24-7  
Both Work & Home
- Based on:  
Nature (DNA)  
Nurture (Society & Family Influences)



# Natural Graph



## Key Points:

- Energy Line: Indicates degree of preference for each style
- Natural Style: Based on points *above* the Energy Line
  - Labeled as your “Pattern”
- We all have *some* D, I, S, and C in our styles



# What determines the Natural Graph Results?

	Most	Least
1. Cheerful	<input type="radio"/>	<input type="radio"/>
Cooperative	<input type="radio"/>	<input type="radio"/>
Obliging	<input type="radio"/>	<input type="radio"/>
Persuasive	<input type="radio"/>	<input type="radio"/>

Example

“What is your **least favorite food?**” I will say:

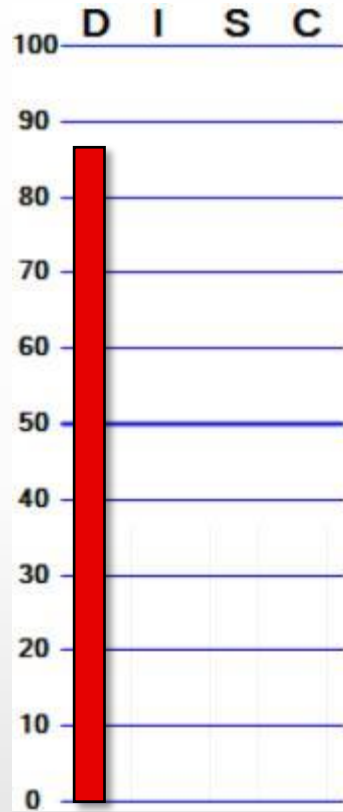
Does not matter when or where you ask me.  
My ***answer will always be:***

## Least!

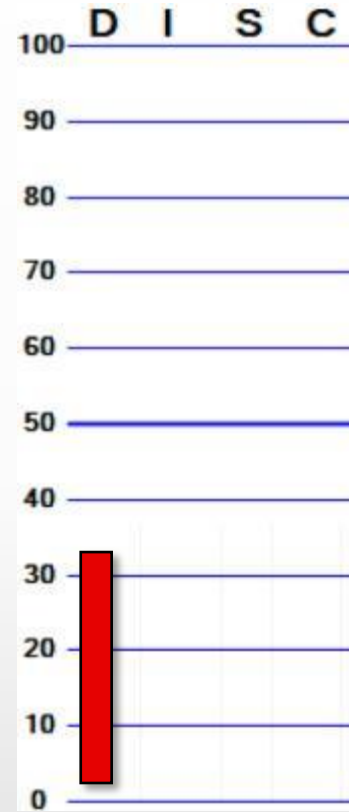
Research shows people have more ***clarity*** around what they ***least like***.



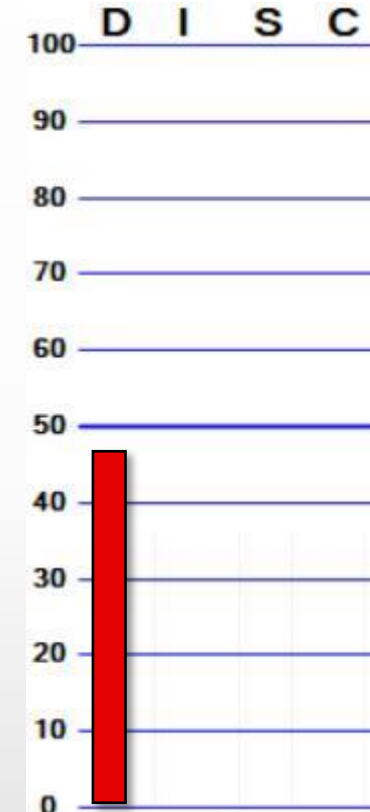
# Dominant – Orientation is Problem Solving



Preference -  
Expediency



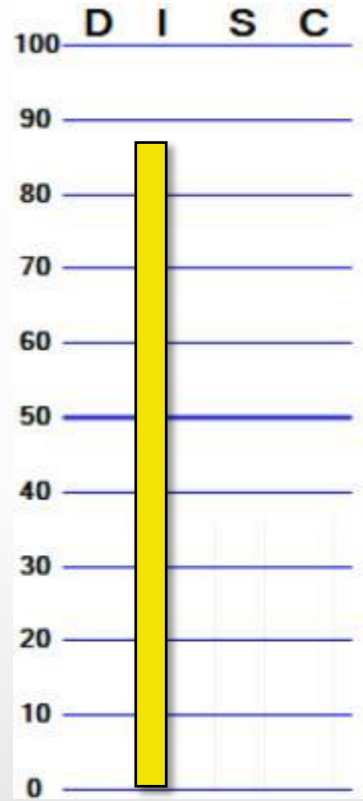
Preference -  
Contemplative



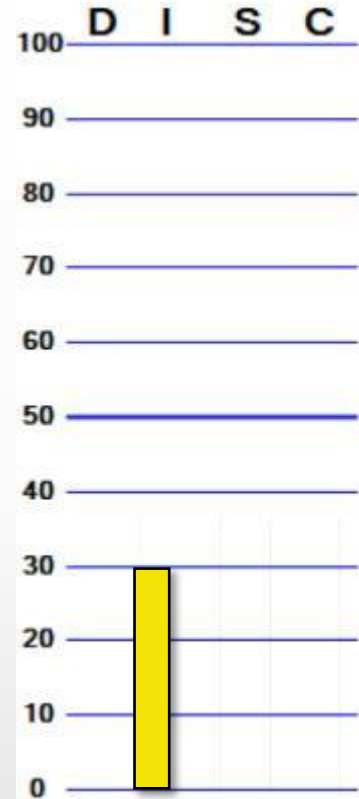
Preference -  
Calculated Risks



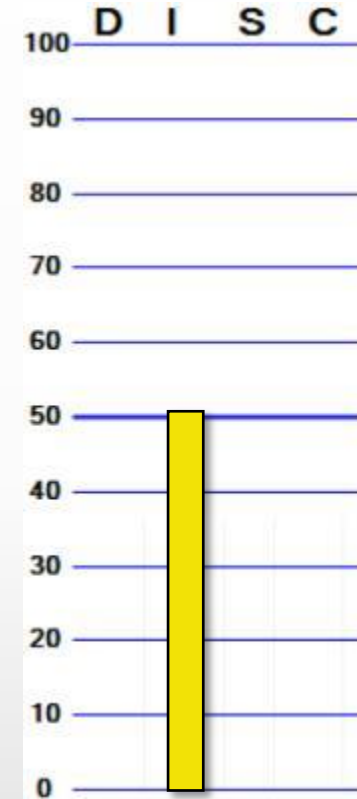
# Influencer - Orientation is People Connection



Preference -  
Demonstrative



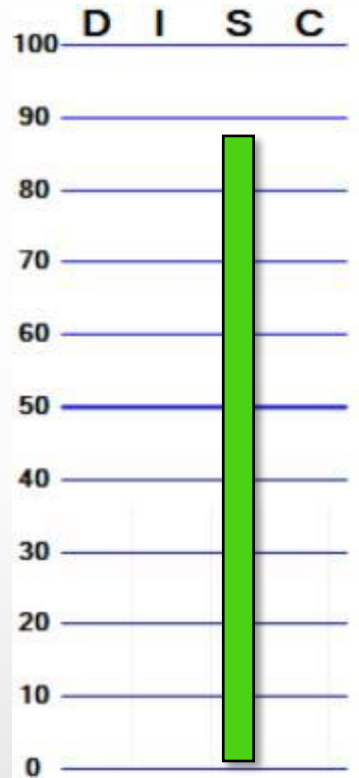
Preference -  
Understated



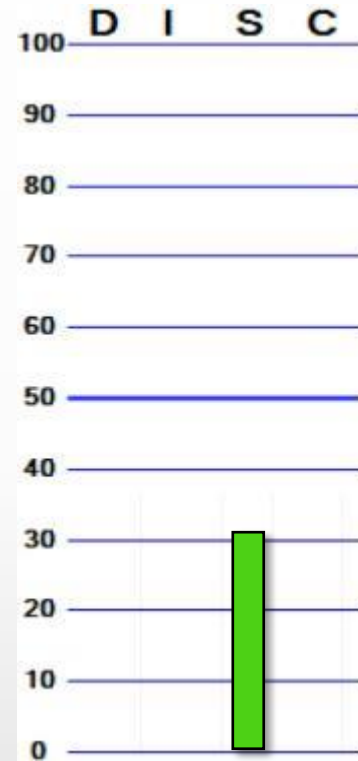
Preference -  
Friendly/Reserved



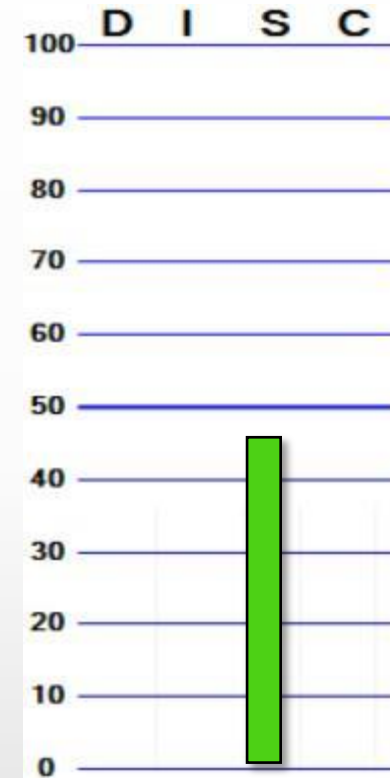
# Steady – Orientation is Planning



Preference -  
Systematic



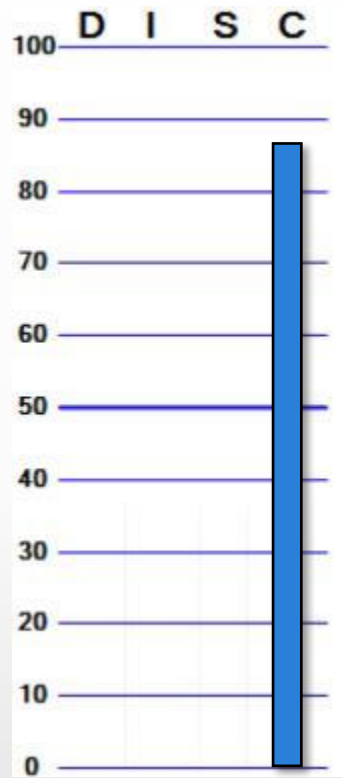
Preference -  
Spontaneous



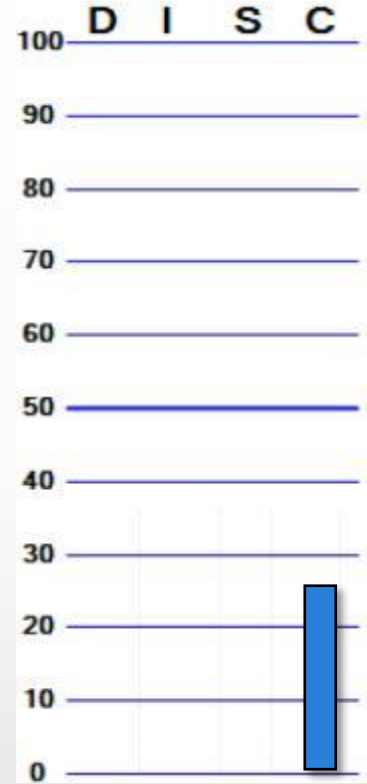
Preference -  
Composed



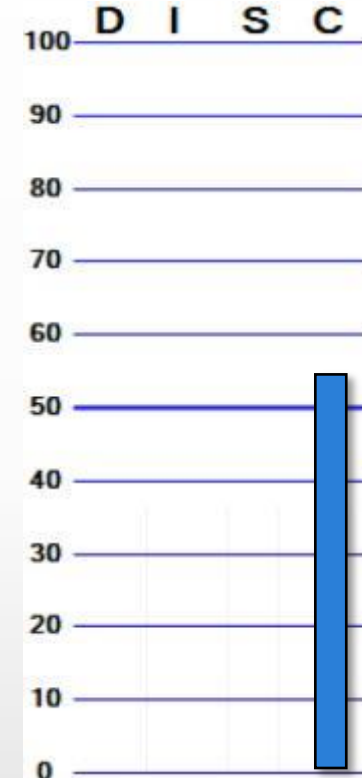
# Conscientious – Orientation Procedures



Preference -  
To Analyze



Preference -  
Conceptual



Preference -  
Pragmatic/Focused



The DISCort Report Report for Sample DISCort-Def - ASD Style

### Your Word Sketch for Your Natural Graph II

Based on your assessment responses, your DISC report has identified characteristics that line-up with your Natural Graph II DISC Pattern. The highlighted words indicate your preference for solving problems, influencing people, developing plans and handling procedures. Note that all your points, whether above or below the Energy Line have positive descriptors. The actual location of each style represents the degree to which you more or less prefer in using when communicating with others.

DISC Focus →	<b>D</b> Problem Solve	<b>I</b> People	<b>S</b> Plan	<b>C</b> Procedures
	Competitive Assertive Daring Ambitious Directive Expend	Demonstrative Enthusiastic Gregarious Idea Optimistic Persuasive	Systematic Stable Patient Peaceful Accommodating Team Player	Accurate Analytical Exact Factual Practical Logical
	Decisive Risk-taker Goal oriented Pioneering	Expressive Charming Collaborative Social	Consistent Cooperative Logical Supportive	Careful Data Driven Investigative High Standards
	Deliberate Determined Self-reliant Cautious	Trusting Confident Friendly Generous	Relaxed Composed Calm Courteous	Focused Detail Oriented Pragmatic Conventional
	Calculated Risks Unassuming Rational Thoughtful	Poised Modest Reserved Subtle	Active Change Oriented Eager Spontaneous	Firm Challenges Self-assured Independent
	Reflective Contemplative Hesitant Seeks Information	Introspective Modest Reserved Private	Energetic Careless Vigorous Nervy Oriented	Autonomous Open-minded Conceptual Adventurous
	Tentative Prudent Judicious Balanced	Understated Inconspicuous Sympathetic Discreet	Tenacious Energetic Assured Unstructured	Experiments Approximates Exploratory Progressive

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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DISCort-Certification 855.458.8045 www.discort.com



## Key Points:

- Positive “Style” descriptors for your Natural Style
- Highlighted words indicate your preference for:

**Problem Solving**

**Connecting with People**

**Developing a Plan**

**Working with Procedures**





# Identify the DISC Styles

## Rainmaker

Matt Damon

Steady 



## To Kill a Mockingbird

Gregory Peck

 Conscientious

## The Good Wife

Julianna Margulies

Dominant 



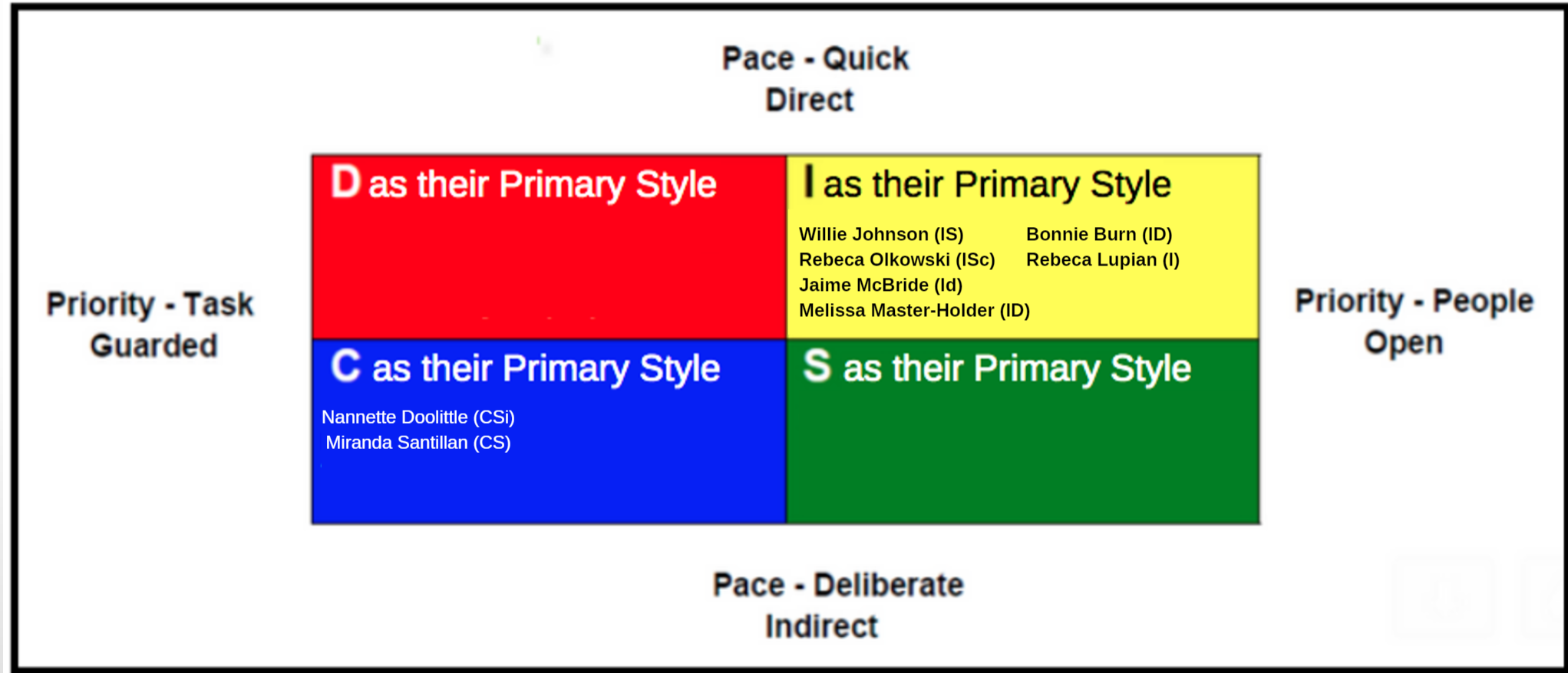
## Intolerable Cruelty

George Clooney

 Influence



# DISCcert Team Styles



# Strengths By Style

## Dominant

- Asks **questions** to challenge tradition
- Works **quickly** to resolve issues



## Influence

- Brings a sense of **enthusiasm**
- Easily **negotiates** conflict between teams



## Conscientious

- **Clarifies** complex issues
- Demonstrates technical **expertise**



## Steady

- Excels at **calming** disagreements
- **Encourages** input from all members



## Dominant

- Offer solutions
- Anticipate questions



## Influence

- Acknowledge ideas
- Have joint meetings



## Conscientious

- Provide rationale
- Include documentation



## Steady

- Provide a plan
- Offer assurances



# Applying DISC



# DISC Behaviors: Non-Verbal Examples

D



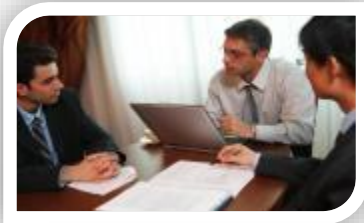
- Handshake - Firm and not held long
- Gestures - Used to speed things up
- Eye Contact - If they are listening to you

I



- Handshake - Says "Happy to see YOU!"
- Gestures - Animated
- Eye Contact - Looks to engage you

S



- Handshake - Solid, but friendly
- Gestures - Minimal
- Eye Contact - Direct without intensity

C



- Handshake - Formal
- Gestures - Deliberate
- Eye Contact - Sparse



# Prep for the Trip to Visit another Country?

## Actions

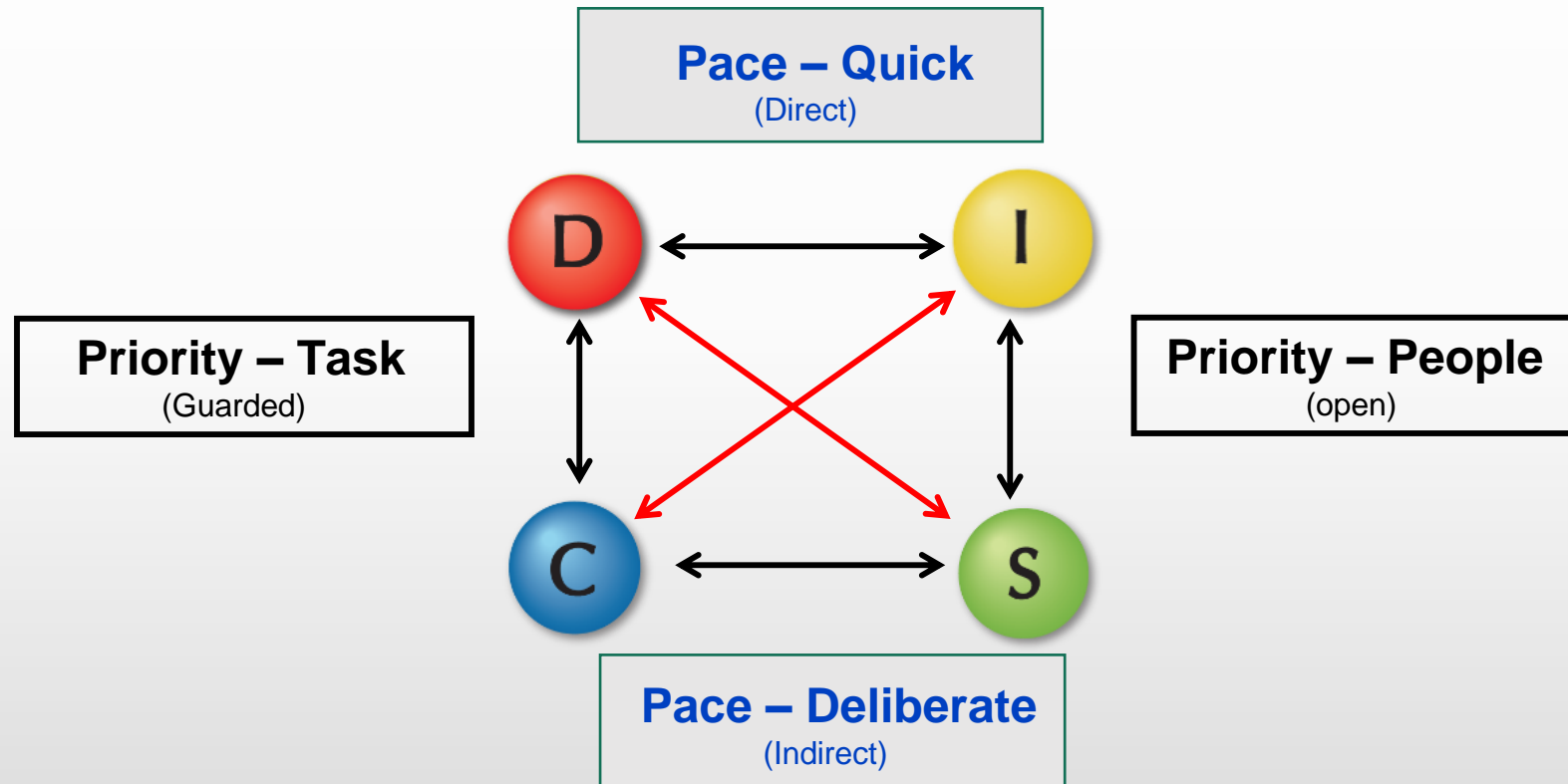
Stretch, Flex to Learn Additional Language

## Benefits!

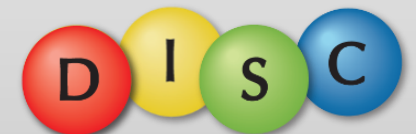
Shows Respect to Native Language!  
Plus Ability to Speak Another Language  
Increase Communication Successes



# DISC Styles – 2 Key Questions – Pace? Priority?



The Great Outdoors







Goal  
Oriented

Offer  
Solutions



Builds  
Positive Alliances

Provide  
Positive Comments



Enjoys  
Teamwork

Acknowledge  
Their Support



Thinks  
Logically

Give data to them  
in writing



## Greeting – Format – Word Choice

**D** States Purpose - Brief - Notification

**I** Happy Tone - 😊, Colors - Social

**S** Friendly - Methodical - Productive

**C** Formal - Detailed - Serious

## Tips

Get to the point ASAP

Include acknowledgements

Well-organized message

Include data, stay on task



# Email Decoding – Doing Email #4 Altogether

Pg 27

## Email #4

Subject: Planning Committee

Planning Committee

Mtg Oct 15 – 2<sup>nd</sup> floor – sm conference  
9 – 12:30

We will start on time  
D. Dacron

What is D. Dacron's DISC Style?

(The sender)

### Greeting – Format – Word Choice

**D** States Purpose - Brief - Notification

**I** Happy Tone - 😊, Colors - Social

**S** Friendly - Methodical - Productive

**C** Formal - Detailed - Serious

### Tips

Get to the point ASAP

Include acknowledgements

Well-organized message

Include data, stay on task

Pretend you are recipient of this email.  
Write an email response to D. Dacron.



# Email Decoding Worksheet

## Email #1

Subject: Planning Meeting Invitation

Hello Sam,

I would like to invite you to attend the planning meeting on Tuesday, October 15<sup>th</sup> on the second floor, the small conference room. I know you have a busy schedule, so I want to extend my appreciation for your time. The meeting starts @ 9:00 a.m. and ends @ 12:30 p.m. Please bring your reports, to help ensure this is highly productive meeting.

I look forward to seeing you on October 15<sup>th</sup> and working together to increase success for all of us. Please do not hesitate to call me @ ext 43.

Warm Regards,  
Sarah Smith  
Customer Care Department

### Greeting – Format – Word Choice

**D** States Purpose - Brief - Notification

**I** Happy Tone - 😊, Colors - Social

**S** Friendly - Methodical - Productive

**C** Formal - Detailed - Serious

### Tips

Get to the point ASAP

Include acknowledgements

Well-organized message

Include data, stay on task

## What is Sarah's DISC Style?

(The sender)

Pretend you are Recipient of this email.  
Write an email response to Sarah.



# Email Decoding Worksheet

## Email #2

Subject: Planning Meeting with Food! ;-)

**Hi Everyone!**

*I am so excited that we will all be working together on the planning committee!* I scheduled it on Tues, Oct 15 from 9-12:30 (yes, there will be plenty of coffee in the morning and a great lunch at the end ;-)  
We'll be on the second floor – sm conference rm. This will be our first meeting and I know you'll all make it a huge success, with all the talent and experience you bring! I know several of you have some excellent materials to share – that's great. We'll have plenty of time to hear from everyone.

Thrilled you're a part of this new planning committee!  
(We could come up with a special name for our committee too!)  
See you on Oct 15! [Thanks so much 😊]  
Isabel,  
Customer Care Dept

### What is Isabel's DISC Style?

(The sender)

Pretend you are the recipient of this email.  
Write an email response to Isabel.

#### Greeting – Format – Word Choice

**D** States Purpose - Brief - Notification

**I** Happy Tone - 😊, Colors - Social

**S** Friendly - Methodical - Productive

**C** Formal - Detailed - Serious

#### Tips

Get to the point ASAP

Include acknowledgements

Well-organized message

Include data, stay on task



# Email Decoding Worksheet

## Email #3

Subject: Planning Meeting Announcement

Attention Planning Committee:

The Planning Committee will be meeting on Tuesday, October 15, 2013 on the second floor in the smaller of the two Conference rooms.

The meeting will begin at 9:00 A.M. PST and conclude at 12:30 P.M. PST.

The agenda for the meeting is as follows:

1. Current status of our customer care process
2. Proposal presentations. (Send your PowerPoint slides to me by October 1, 2013.)
3. Sub-committee assignments and timelines.

We will commence our meeting on time at 9:00 A.M. PST and conclude at 12:30 P.M. PST.

Regards,  
Carlton Cornick  
Customer Care Agent

### Greeting – Format – Word Choice

**D** States Purpose - Brief - Notification

**I** Happy Tone - ☺, Colors - Social

**S** Friendly - Methodical - Productive

**C** Formal - Detailed - Serious

### Tips

Get to the point ASAP

Include acknowledgements

Well-organized message

Include data, stay on task

What is Carlton Cornick's 's DISC Style?

(The sender)

Pretend you are recipient of this email.  
Write an email response to Carlton Cornick.



**Select a Direct Report**  
**Determine their Natural Style**

<b>Dominant</b> (Quick/Task)		<b>Influence</b> (Quick/People)	
Characteristics	Tips for Others	Characteristics	Tips for Others
<ul style="list-style-type: none"> <li>_ Competitive</li> <li>_ Strategic</li> <li>_ Bottom-line</li> <li>_ Goal oriented</li> <li>_ Debates</li> <li>_ Be in Control</li> <li>_ Assertive</li> </ul>	<ul style="list-style-type: none"> <li>_ Offer Solutions to Win</li> <li>_ Display Reasoning</li> <li>_ Provide Concise Data</li> <li>_ Offer Projected Results</li> <li>_ Be Prepared with Facts</li> <li>_ Present Action Plan</li> <li>_ Anticipate Questions</li> </ul>	<ul style="list-style-type: none"> <li>_ Expressive</li> <li>_ Optimistic</li> <li>_ Builds Alliances</li> <li>_ Be Involved</li> <li>_ Likes Change</li> <li>_ Appreciates Recognition</li> <li>_ Spontaneous</li> </ul>	<ul style="list-style-type: none"> <li>_ Acknowledge Ideas</li> <li>_ Discuss Solutions</li> <li>_ Schedule joint Mtgs</li> <li>_ Include from Start</li> <li>_ Offer New Ideas</li> <li>_ Provide Compliments</li> <li>_ Ask their Opinion</li> </ul>
<b>Conscientious</b> (Cautious/Task)		<b>Steady</b> (Cautious/People)	
Characteristics	Tips for Others	Characteristics	Tips for Others
<ul style="list-style-type: none"> <li>_ Think Logically</li> <li>_ Seek Facts</li> <li>_ Focus on Accuracy</li> <li>_ Values Creditability</li> <li>_ Like to Contemplate</li> <li>_ Analytical</li> <li>_ Follows Protocol</li> </ul>	<ul style="list-style-type: none"> <li>_ Provide Rationale</li> <li>_ Give Written Data</li> <li>_ Show Due Diligence</li> <li>_ Be Prepared</li> <li>_ Build in Extra Time</li> <li>_ Offer Pros and Con</li> <li>_ Provide Documentation</li> </ul>	<ul style="list-style-type: none"> <li>_ Stability Focus</li> <li>_ Dependable</li> <li>_ Methodical</li> <li>_ Enjoy Teamwork</li> <li>_ Look for Calmness</li> <li>_ Express after Assessing</li> <li>_ Cooperative</li> </ul>	<ul style="list-style-type: none"> <li>_ Provide Assurances</li> <li>_ Offer Written</li> <li>_ Provide a Plan</li> <li>_ Be Sincere</li> <li>_ Show Composure</li> <li>_ Give Advance Notice</li> <li>_ Be Courteous</li> </ul>



Add a Star ★  
by one of the  
Tips to get started

Dominant (Quick/Task)	
Characteristics	Tips for Others
<input checked="" type="checkbox"/> Competitive	<input type="checkbox"/> Offer Solutions to Win
<input checked="" type="checkbox"/> Strategic	<input type="checkbox"/> Display Reasoning
<input checked="" type="checkbox"/> Bottom-line	<input type="checkbox"/> Provide Concise Data
<input checked="" type="checkbox"/> Goal oriented	<input type="checkbox"/> Offer Projected Results
<input checked="" type="checkbox"/> Debates	<input type="checkbox"/> Be Prepared with Facts
<input checked="" type="checkbox"/> Be in Control	<input type="checkbox"/> Present Action Plan
<input checked="" type="checkbox"/> Assertive	<input type="checkbox"/> Anticipate Questions

At bottom of page  
write how you will apply  
the Tip

**Your Action Plan:**

*I'll be meeting with Jane next Tuesday to discuss the 1st quarter budget. I will spend time thinking in advance what questions she will have of me. I know she'll definitely be asking me how we are comparing so far with last year's budget.*





# How **D I S C** Supports GLOBE Inc Values





# DISC TIPS



## Entering a "D" Office

What is a "D"? Dominant  
Office is for business, not chit-chat



### It's a "D" Office When

#### Desk

- Massive desk keeps others at a distance.
- Often has papers stacked neatly and bulging In/Out basket.

#### Non-Verbal Message

"Let's get down to business."

#### Chair

- Large chair behind "power desk."
- Often remains seated when you enter.
- May not have a chair for visitors.

#### Non-Verbal Message

"I'm powerful. I'm in control."

#### Walls

- Trophies, awards, diplomas, commendations.
- One wall may have large planning timeline or calendar.

#### Non-Verbal Message

"I know how to win."

## Entering an "I" Office

What is an "I"? Influence  
Office is for creating and connecting



### It's an "I" Office When

#### Desk

- Multiple projects and messages are highly visible.
- Reflects their optimism for getting a lot accomplished.

#### Non-Verbal Message

"I'm a creative problem solver"

#### Chair

- Comfortable, swivels, easy to get out of.
- Often leaves chair to sit next to you for a lively conversation.

#### Non-Verbal Message

"I need to feel I know you before we can talk business."

#### Walls

- Motivational slogans, posters and action-oriented photos.
- Often adds background sounds (music, radio) to energize their environment.

#### Non-Verbal Message

"Live your life to the MAX."

## Entering an "S" Office

What is an "S"? Steady  
Office is for relationship building



### It's an "S" office when

#### Desk

Unassuming desk with family photos & mementos arranged for viewing from chair

#### Non-Verbal Message

"My work is not my life."

#### Chair

Comfortable & functional. Prefers friendly side-by-side seating arrangement.

#### Non-Verbal Message

"I'm personable and accessible."

#### Walls

Conservatively-framed landscapes, motivational posters & certificates recognizing community service

#### Non-Verbal Message

"I'm traditional, contemplative and giving of my time."

## Entering a "C" Office

What is a "C"? Conscientious  
Office is for doing quality work



### It's a "C" Office When

#### Desk

Neat, uncluttered, usually facing a wall, with useful objects accessible

#### Non-Verbal Message

"I want to be left alone to work."

#### Chair

Functional. Seating is arranged to maintain distance from visitors.

#### Non-Verbal Message

"Communications will be conducted in a controlled and business-like manner."

#### Walls

Charts, graphs & models about specific products/services are arranged with pristine accuracy.

#### Non-Verbal Message

"I'm an expert in my field."

# What was your Key Insight Today?



1. Pick a key insight, takeaway, or learning
2. Determine how to put that insight into action
3. Share your insight and action commitment with one other person

Patch Adams



# How to *INCREASE* Communication Success?

*APPLY* the *A, B, C's* to 

1. *Aware*

2. *Be Open*

3. *Can Do*

- Emails? Meetings?
- Phone Calls?
- Talk with a Colleague?

