

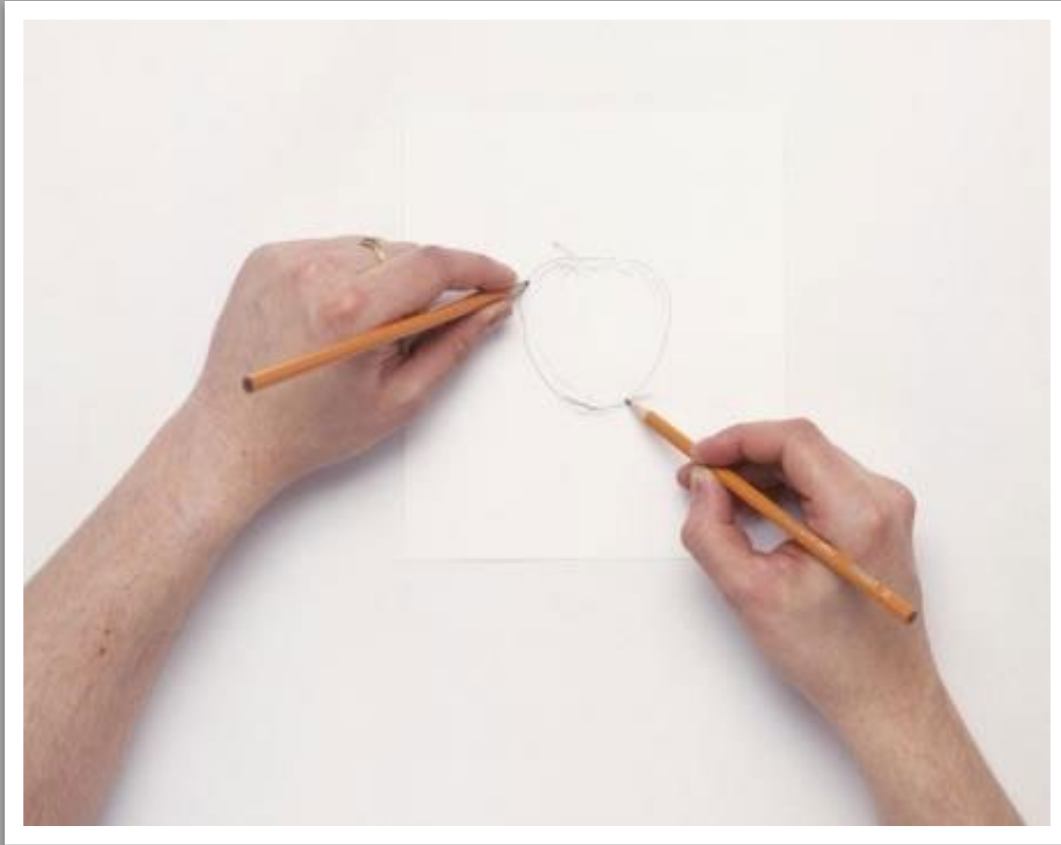
**INCREASE** Communication Success

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?



# Training Objectives: The Three P's

## Purpose

Provide communication insights & strategies

## Process

Learn from your DISC Report,  
one another & learning activities

## Payoff

Increased communication effectiveness  
with colleagues & customers



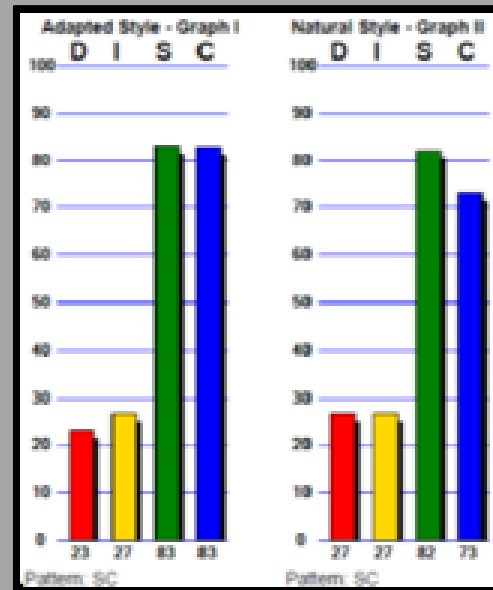
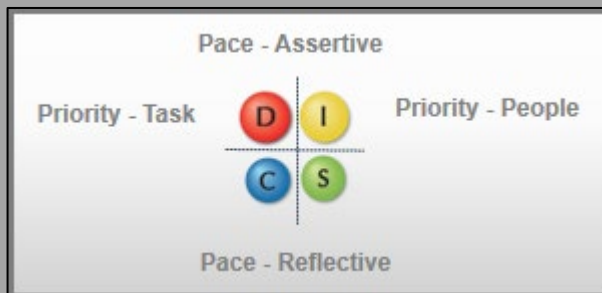


# Training Outline

2. Natural Style

3. Adapted Style

1. DISC Background



4. Applying DISC

Subject    Planning Committee

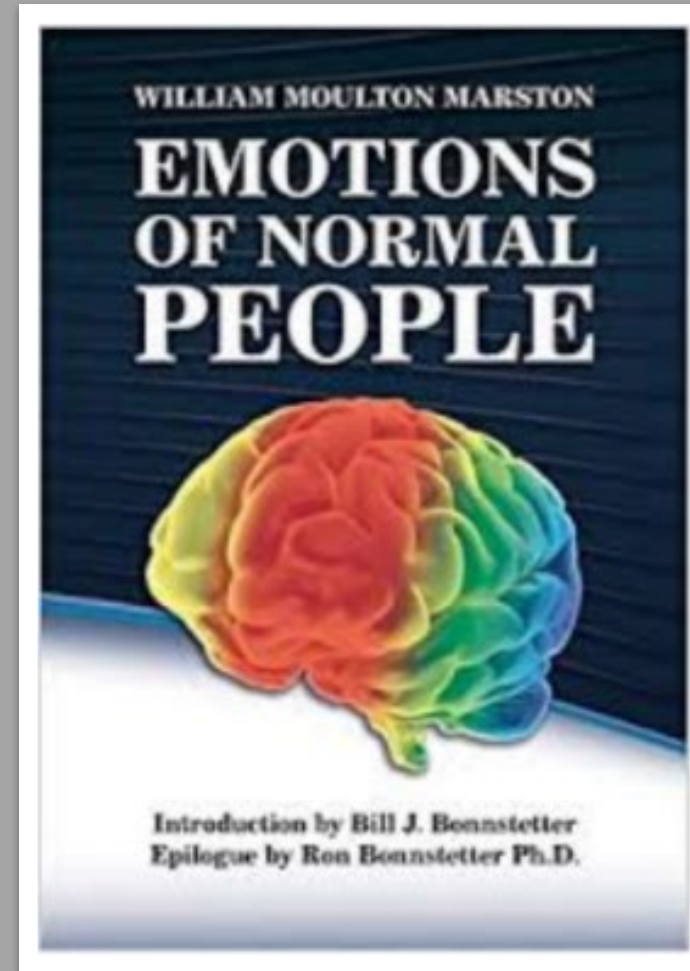
Planning Committee

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

We will start on time  
D. Dacron



# 1. DISC Background



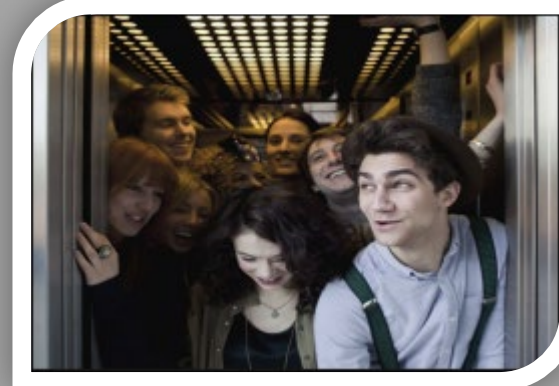


# What is DISC?

## Ride an elevator lately?

Quickly pushes  
"Close Door"

Dominant **D**

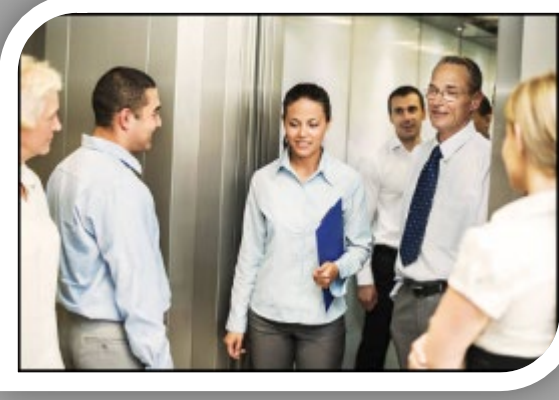


"We'll wait for you!"

**I** Influence

Permit expired...  
takes stairs

Conscientious **C**



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

**S** Steady

Measures Observable Behaviors

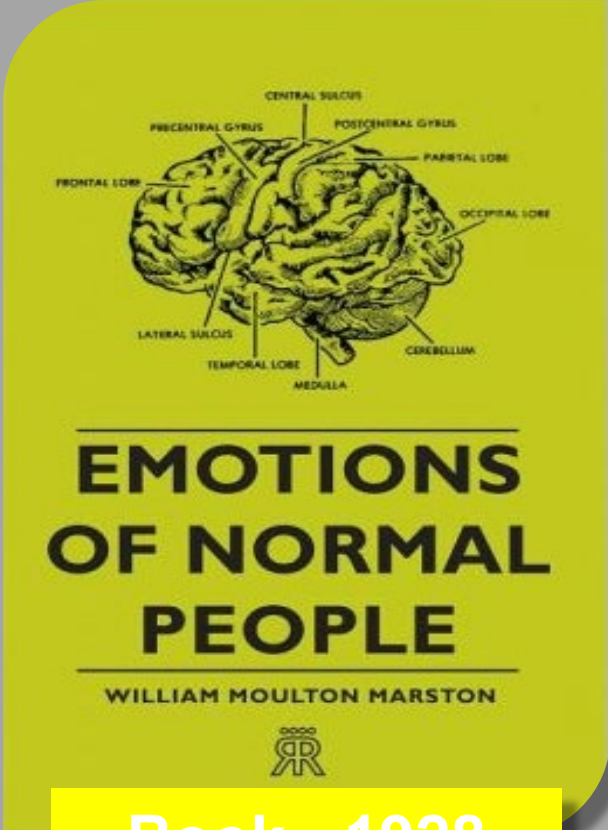
# DISC History



**Dr. Marston**



**Lie Detector**



**Book - 1928**

**Measures Observable Behaviors**



# DISC Behavior - Definition



Measures Observable Behaviors

## Behavior

- Refers to one's ACTIONS before or towards others
- Behaviors includes with family, friends, co-workers, or strangers
- Behavior is what we do
- Also includes our responses to stimuli in its environment

## Personality

- DISC does NOT measure personality
- Personality is what we are

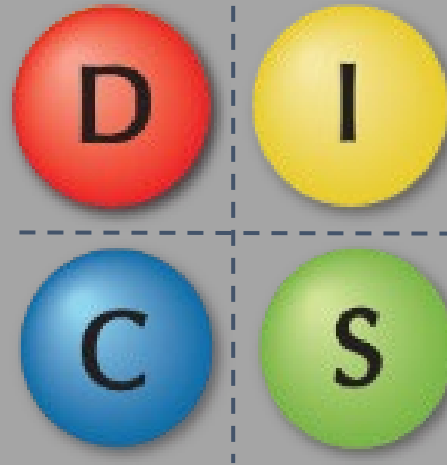




# DISC Styles – How to Identify

Pace - Assertive

Priority - Task



Priority - People

Pace - Reflective

Measures Observable Behaviors



# DISC - Motivator Match Up

**Influence**

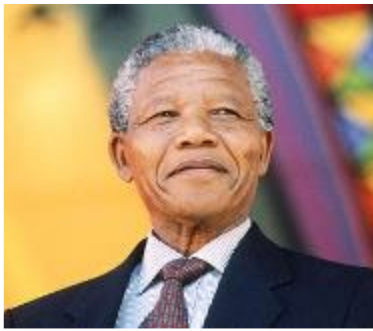
**Steady**

**Dominant**

**Conscientious**



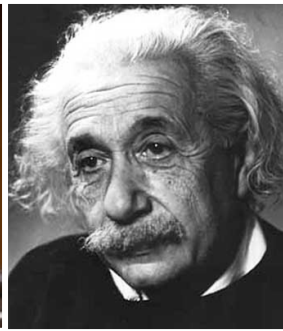
Tony Robbins



Nelson Mandela



Judge Judy



Albert Einstein

Style

Pace/Priority

Energized by

**Dominant**

**Assertive/Task**

**Solving Problems**

**Influence**

**Assertive/People**

**Inspiring People**

**Steady**

**Reflective/People**

**Offers Helpful Plans**

**Conscientious**

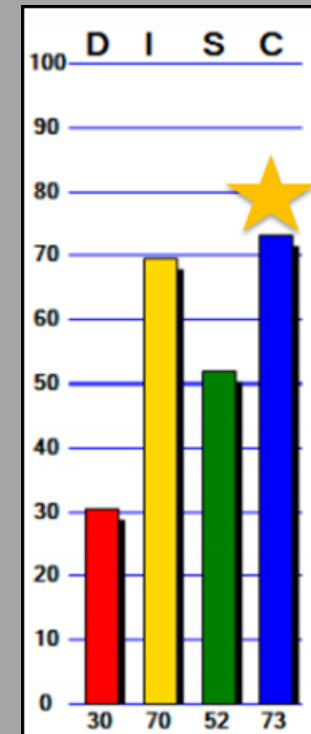
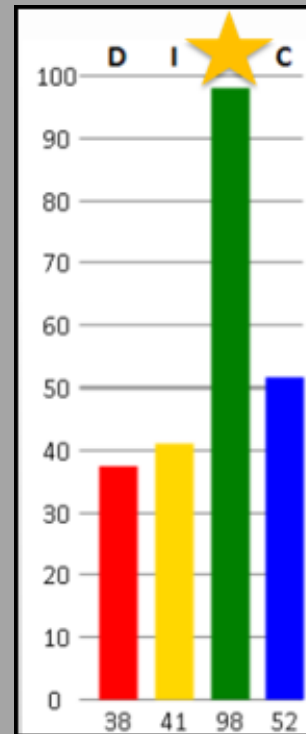
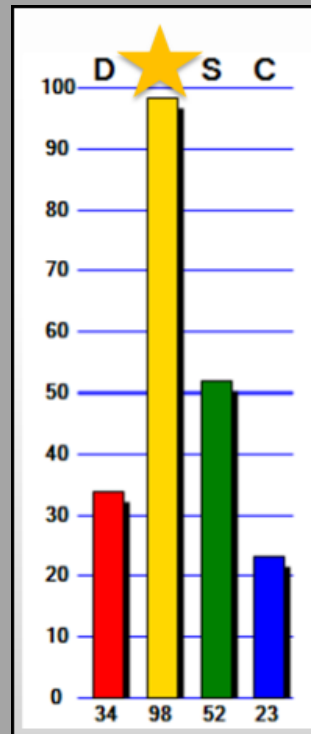
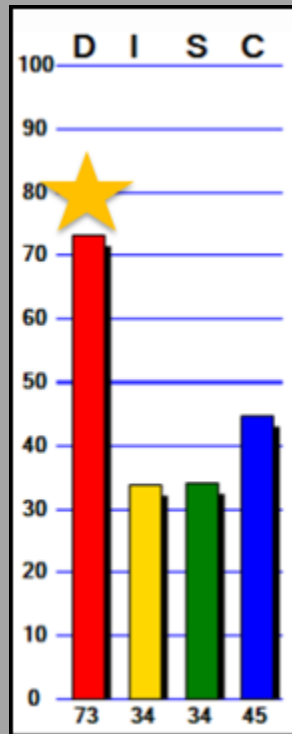
**Reflective/Task**

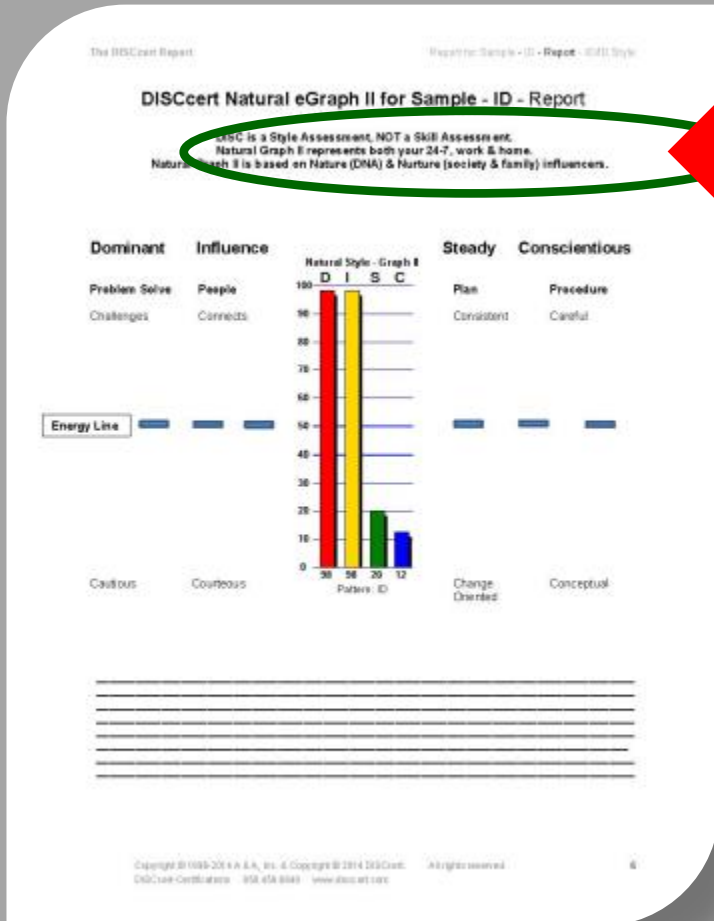
**Follows Procedures**





## 2. Natural Graph





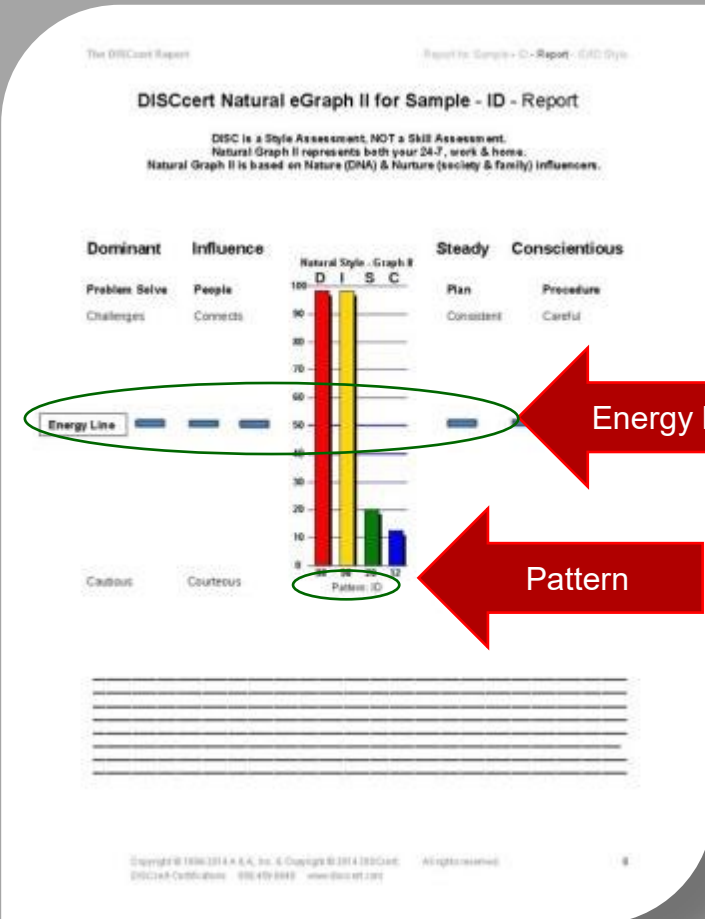
Underline

## Key Points

- The Assessment is about Style & Preference
- NOT Skill, Performance, nor Personality Assessment
- The Natural Graph Represents your 24-7 Both Work & Home
- Based on
  - Nature (DNA/How you are wired)
  - 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**



# Natural Graph – Determined By

	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*.



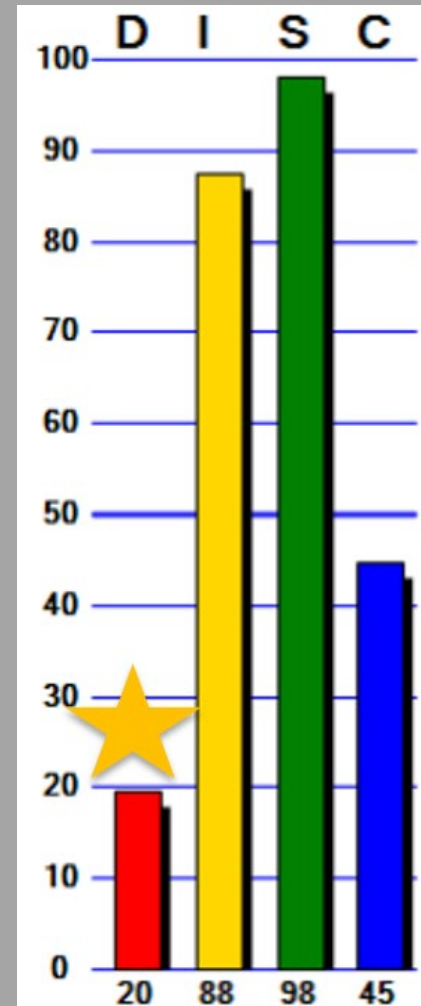
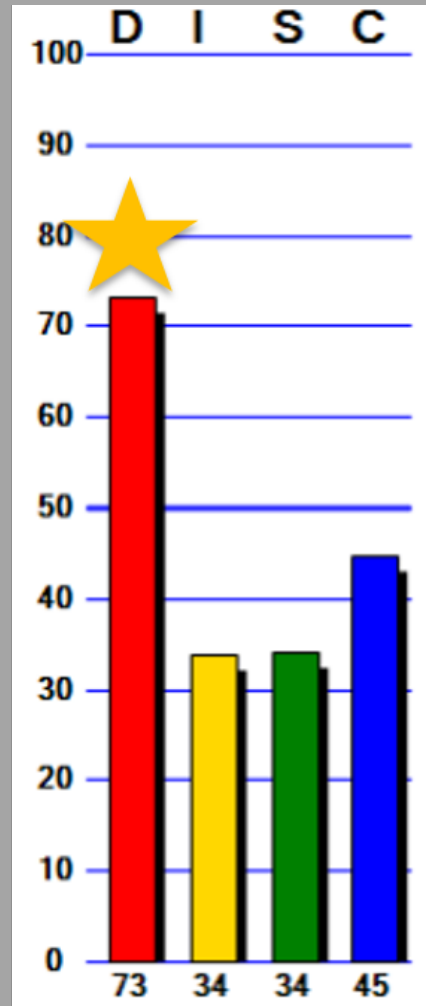


# Dominant – Problem Solving

What?

**Preference**  
Expediency  
Result-driven

**Overuse**  
Demanding  
Assertive



**Preference**  
Contemplative

**Development**  
Decisiveness

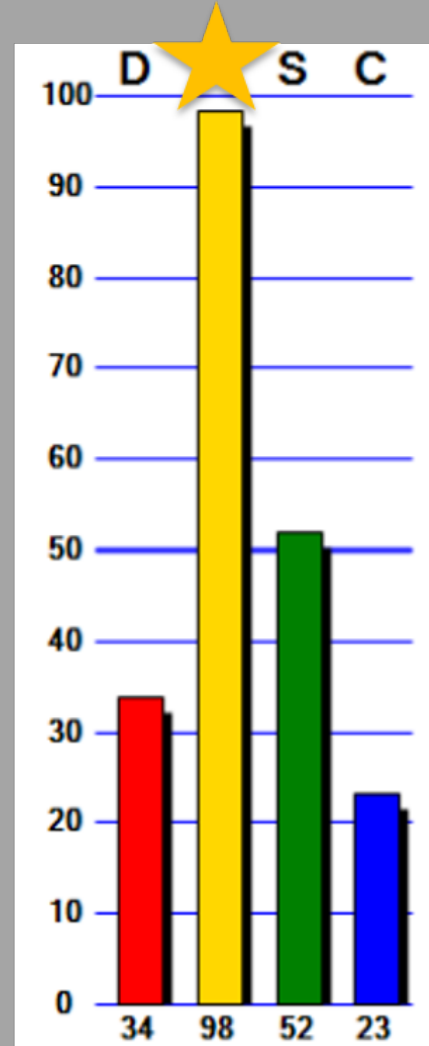


# Influence – People Connection

Who?

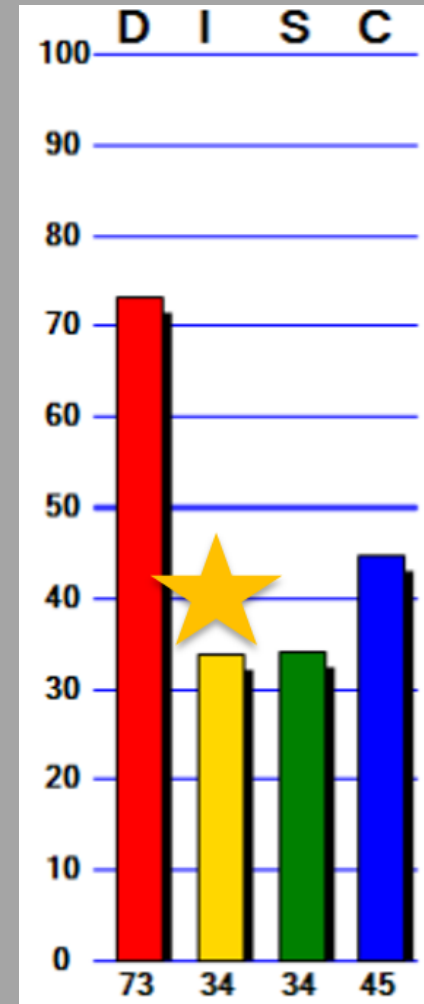
**Preference**  
Expressive

**Overuse**  
Overpowering  
enthusiasm



**Preference**  
Discreet

**Development**  
Collaborative





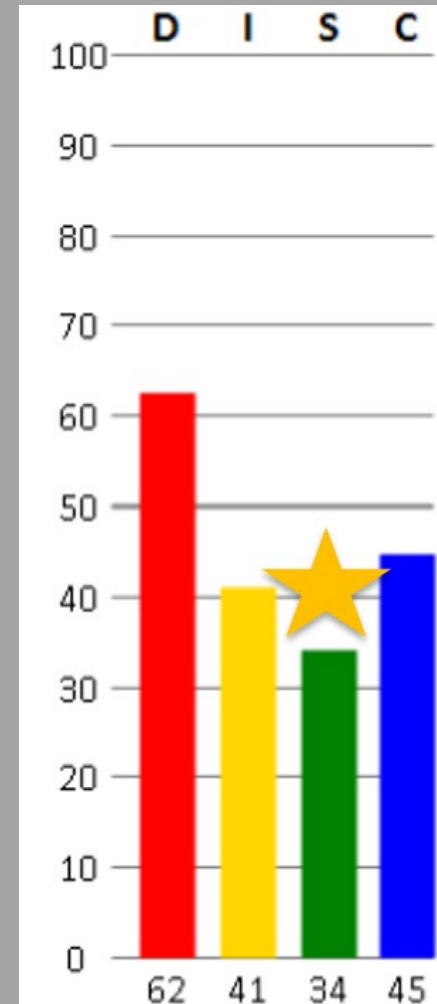
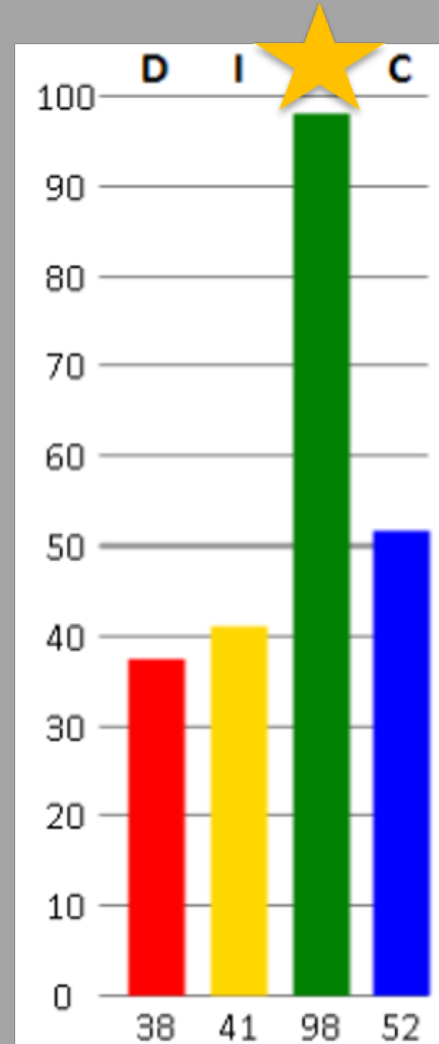


# Steady – Planning

How?

**Preference**  
Systematic

**Overuse**  
Maintain  
status quo



**Preference**  
Spontaneous

**Development**  
Plan ahead

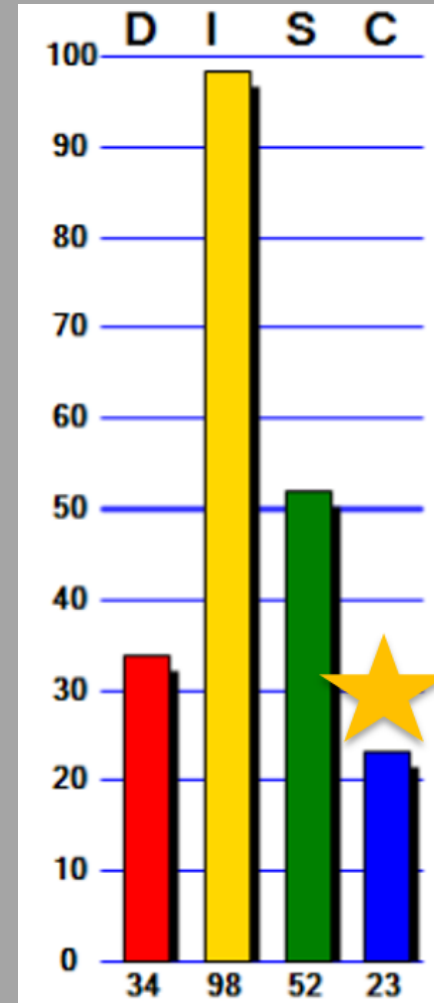
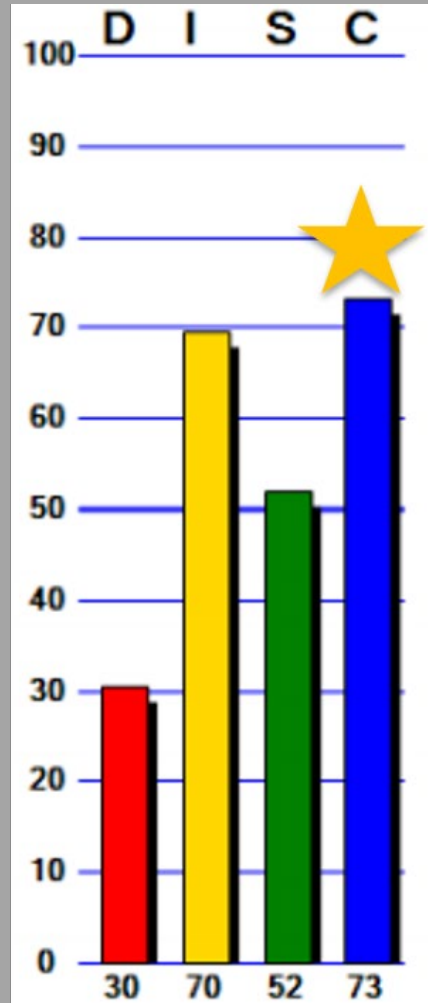


# Conscientious - Procedures

Why?

**Preference**  
Analytical

**Overuse**  
Stuck in the  
details



**Preference**  
Conceptual

**Development**  
Detail-oriented



# Natural Word Sketch

The DISCcert Report Report for Sample DISCcert-Self - 1010 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 Expedient	Demonstrative Enthusiastic Gregarious Insecure Optimistic Persuasive	Systematic Stable Patient Peaceful Accommodating Team Player	Accurate Analytical Exacting Factual Practical Logical
	Decisive Risk-taker Goal oriented Pioneering	Expressive Charming Collaborative Sociable	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 Disassuming Rational Thoughtful	Poised Modest Reserved Subtle	Active Change Oriented Eager Spontaneous	Firm Challenges Self-assured Independent
	Reflective Contemplative Hesitant Seeks Information	Introspective Moderate Reserved Private	Energetic Carefree Vigorous Varying Oriented	Autonomous Open-minded Conceptual Adventurous
	Tentative Prudent Justicious Balanced	Understated Inconspicuous Sympathetic Discreet	Tenacious Energetic Assured Unstructured	Experiments Approximates Exploratory Progressive

Preferences

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DISCcert-Certification 855.439.8045 www.discert.com

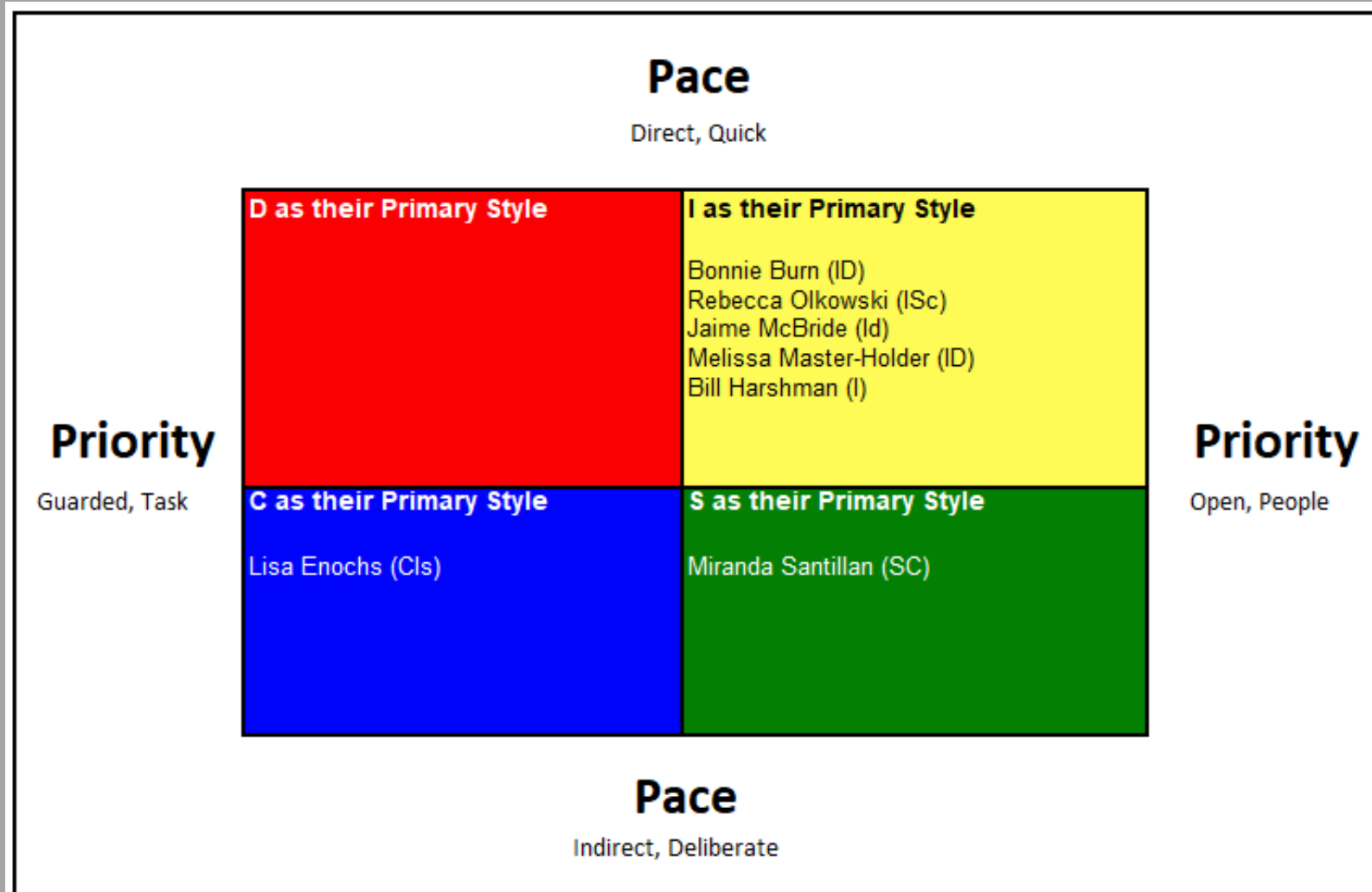
## Key Points

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

- D** Problem Solving
- I** Connecting with People
- S** Developing a Plan
- C** Working with Procedures



# DISC Team Styles





# DISC Styles - Their Strengths

## 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





# DISC Styles – How to Connect

## Dominant

- Offer solutions
- Anticipate questions



## Influence

- Acknowledge ideas
- Have joint meetings

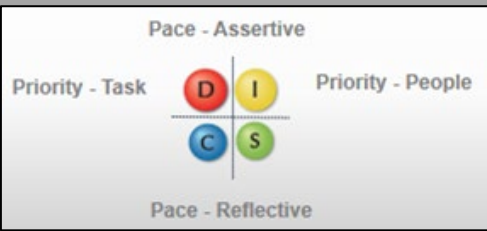
## Conscientious

- Provide rationale
- Include documentation



## Steady

- Provide a plan
- Offer assurances





# Pair & Share

## Share

Strengths (Pg 11)

Communication Tips (Pg 14)

## Discuss

Similarities and Why?

Differences and Why?

## Learn

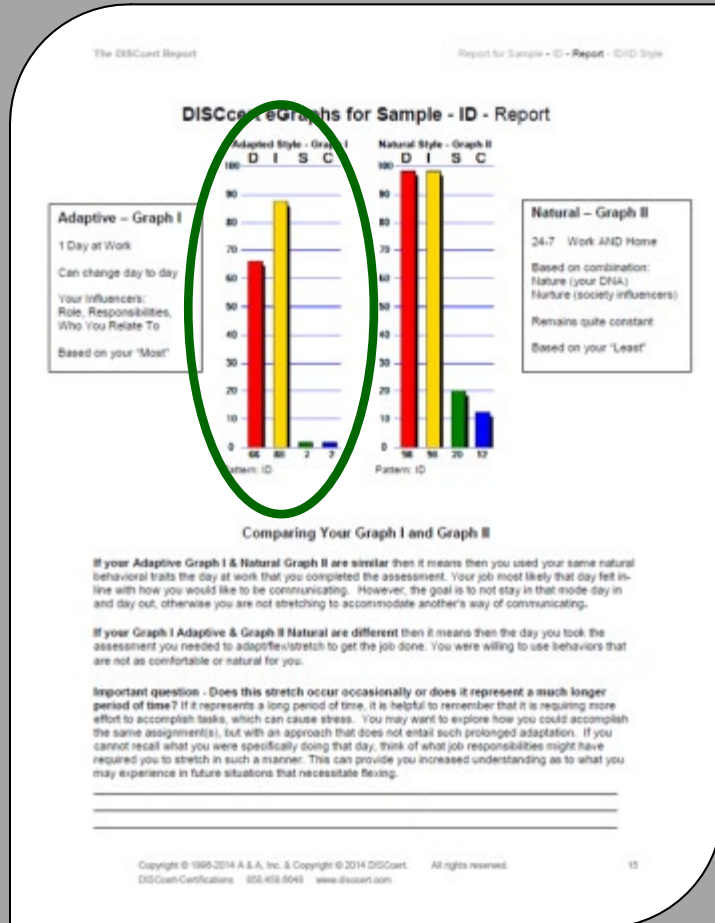
How will you incorporate  
your insights at work?



### 3. Adapted Graph





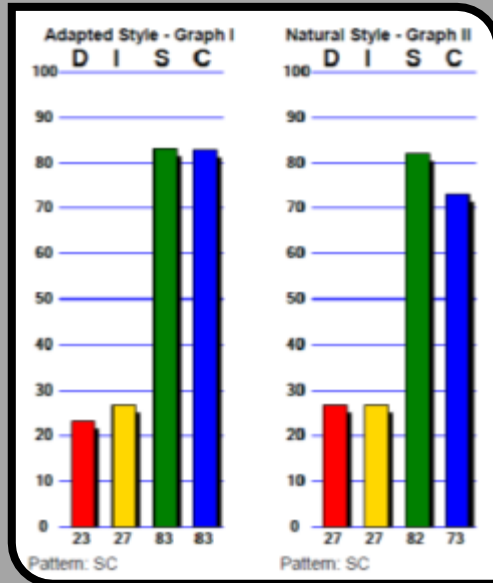


## Key Points

- One day at work
- Can change day-to-day
- Influenced by the 3 R's:
  - Role
  - Relating
  - Responsibilities
- Based on your "Most"

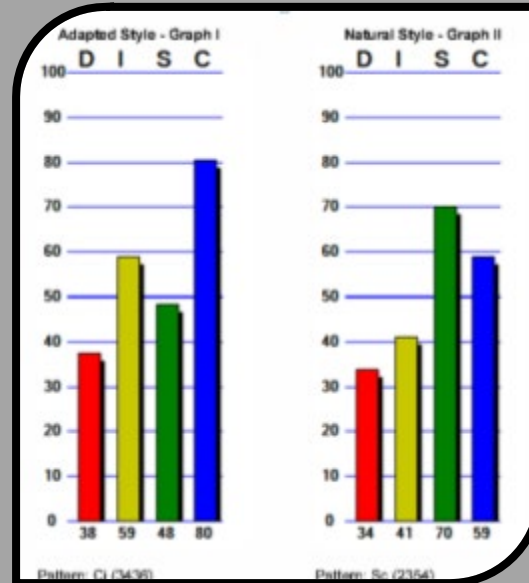


# Adapted Graph – Similar? Different?



**Similar**

- Stretching was not needed the day of assessment



**Different**

- Stretching was needed the day of the assessment or in general

**If different, ask:**

- Caused you to Stretch?
- Stretch - Occasional or Daily?
- If Daily - Requires more effort!



# If needed ... Can you Stretch?

1. Fold your arms

2. Fold your arms the opposite way

**How did the Transition Feel?  
Did you succeed?**



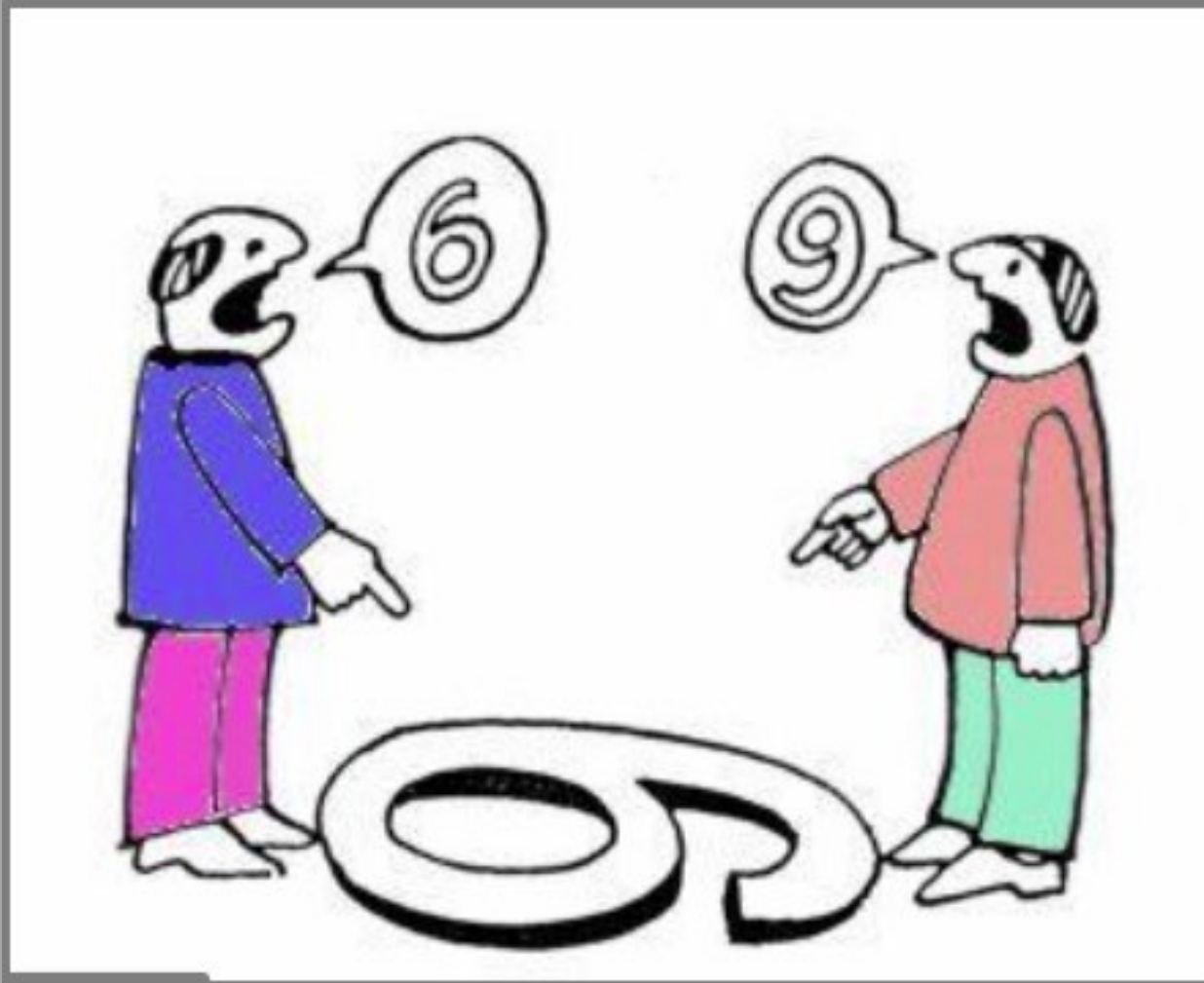


## 4. Applying DISC





# Business Problems



**83%**

Poor Communications

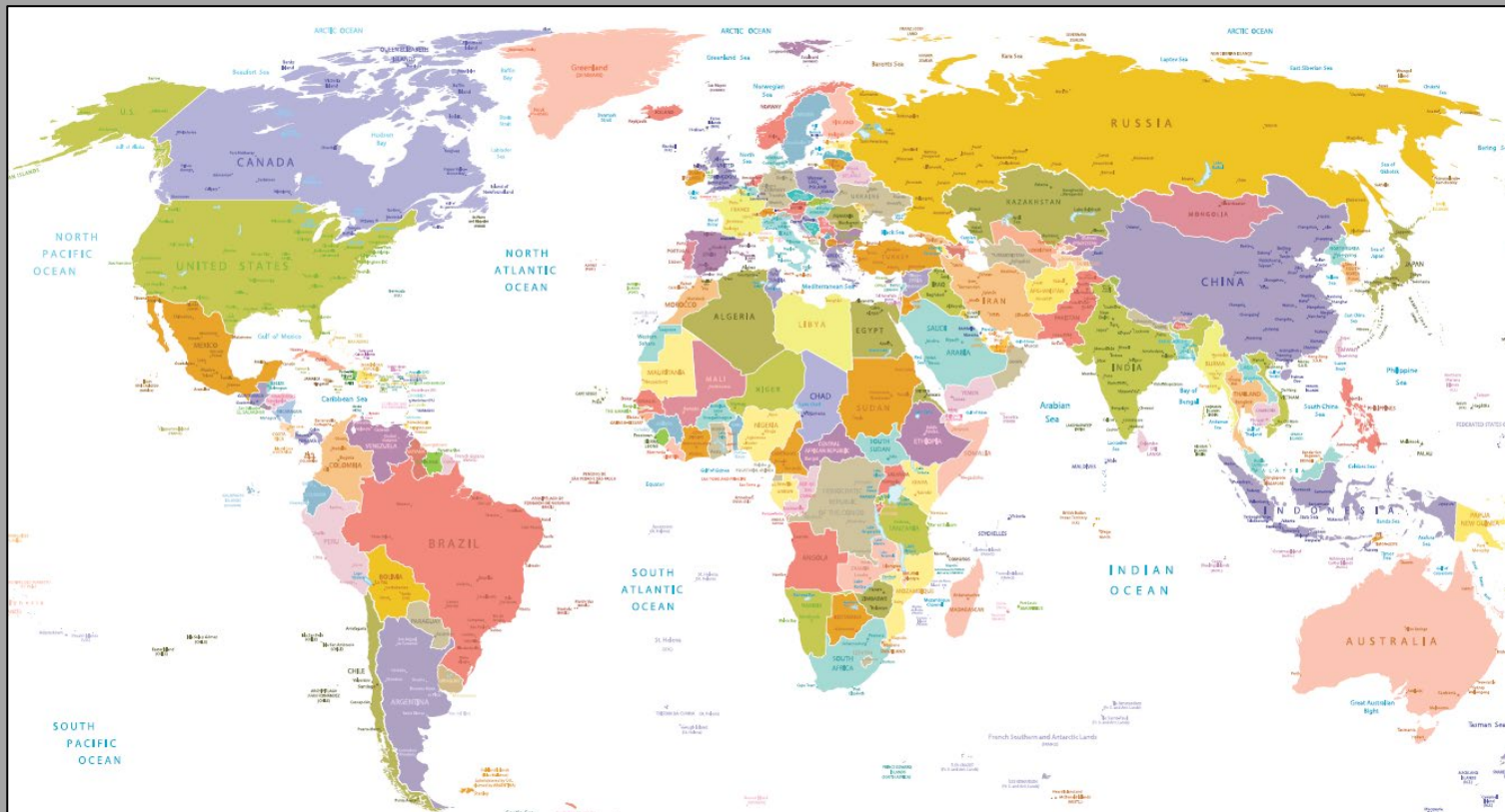


# If You Visit a Foreign Country

## Would you...

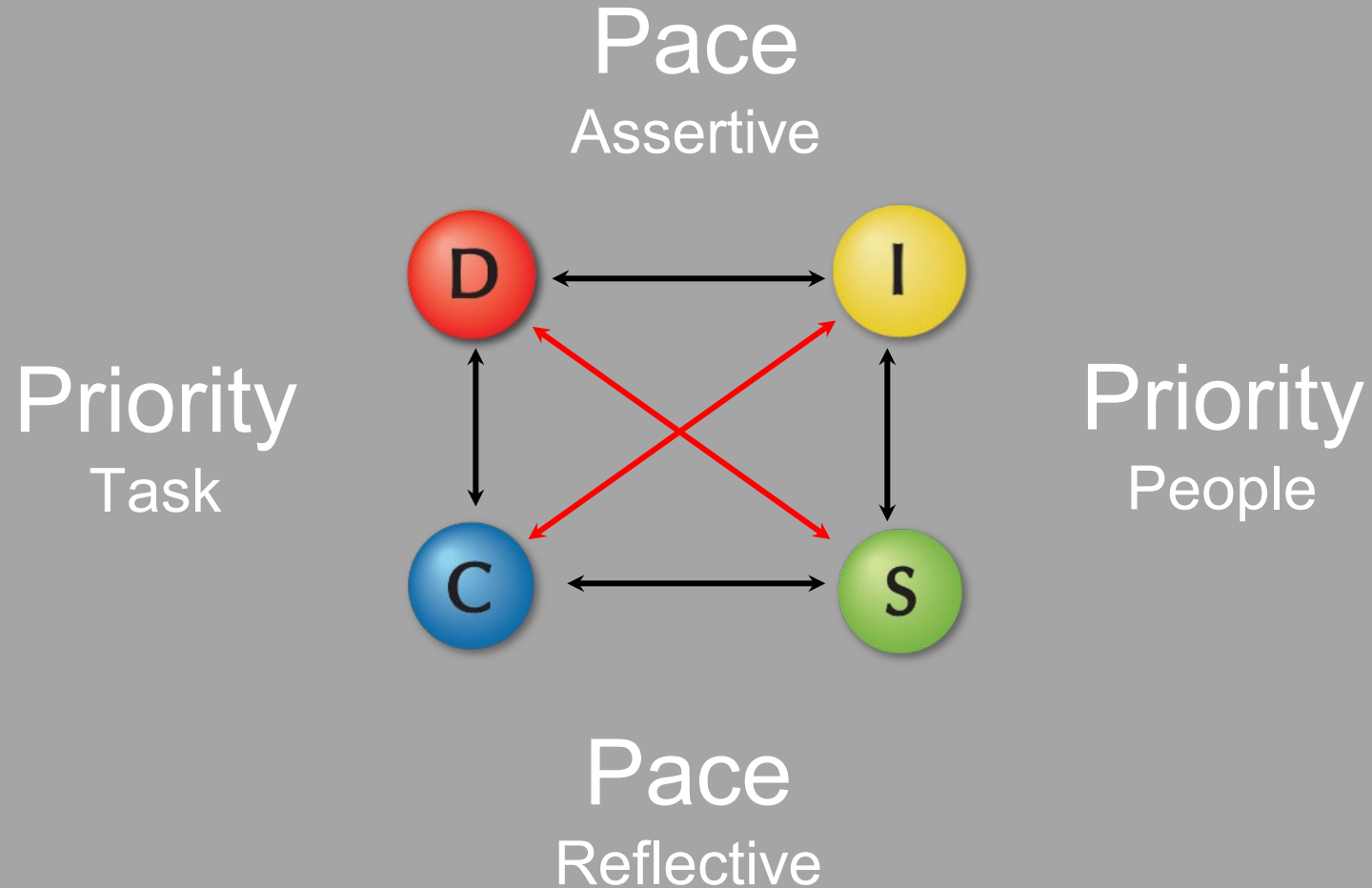
...try to speak a little of their language?  
If Answer is “Yes” – May I ask You Why?

“Communication World” has 4 Languages.  
Dominant, Influence, Steady, Conscientious.





# Extra Stretching needed?





# Communication Tips

Pace?

Priority?

Tips for Responding

D



Goal Oriented

Offer Solutions

I



Positive Alliances

Positive Feedback

S



Enjoys Teamwork

Acknowledge Support

C



Thinks Logically

Written Data





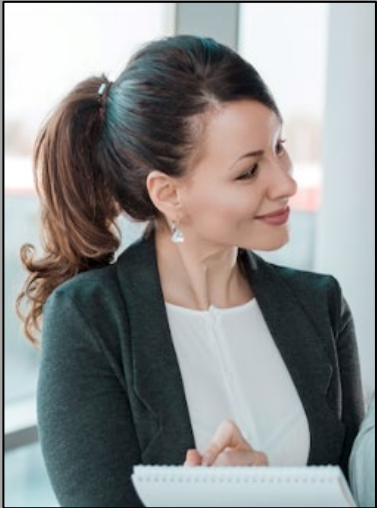
# A DISC Story





# A DISC Story

## Jane



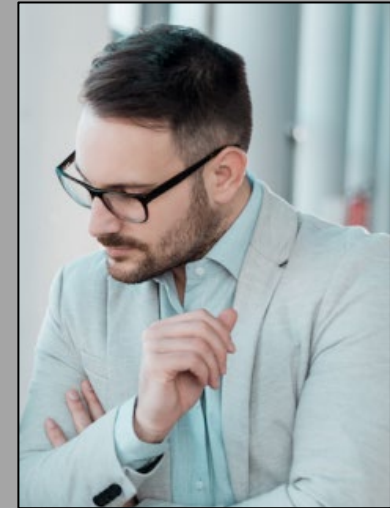
### Situation

She is a new Team Leader of 12 Employees as of 2 weeks ago.

### Behaviors

- Speaks first.
- When interacting, conveys enthusiasm in voice and gestures.

## Carlos



### Situation

He is Jane's Supervisor.

### Behaviors

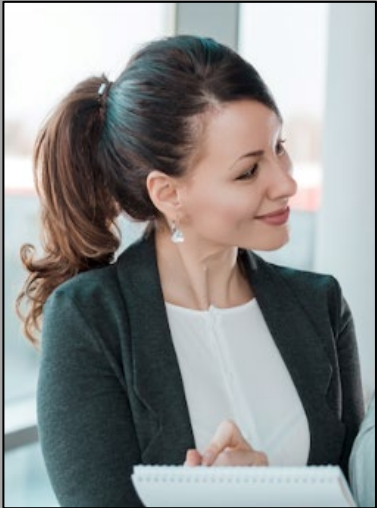
- Responds using a low voice.
- Reserved mannerisms.





# A DISC Story

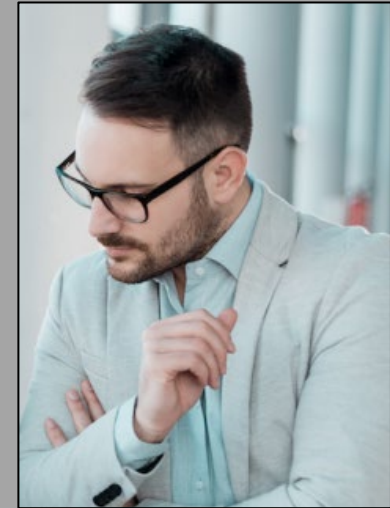
## Jane



Hey Carlos, look!  
I went ahead and scheduled our  
Team's first meeting off-site.

Thought we'd have a catered  
breakfast, do some Team building  
activities followed by lunch and  
then return to work all excited  
about being on the Team!

## Carlos



Oh.... (Pauses) That's all well and  
good but first you need to  
generate an agenda that will help  
the team succeed.

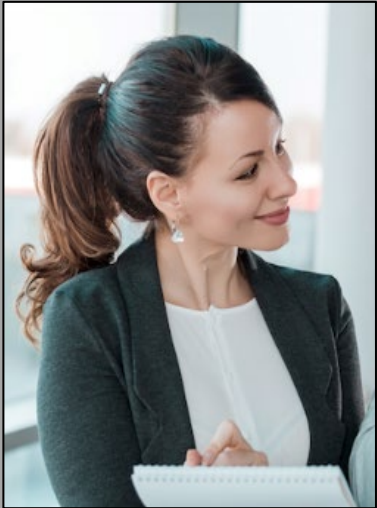
Second, have you reviewed your  
Team's budget for this quarter  
yet?





# A DISC Story

## Jane



Yes, I glanced at the budget.

I just figured you'd know how important it is for a Team to have fun together in order to succeed.

Surely you can negotiate some funding for us... right?

## Carlos



A budget is established so you work within its parameters.

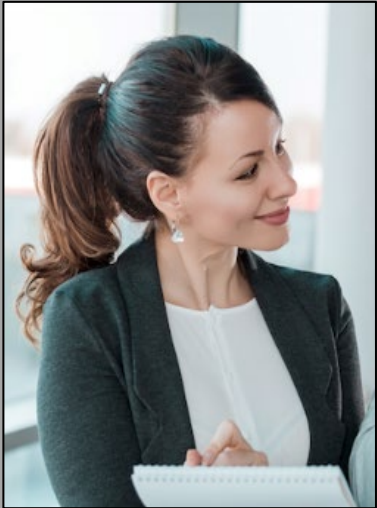
Your focus needs to be  
First, Determining your Team's Objectives  
Second, Selecting your Team's Roles  
Third, Generating your Team's Schedule.





# A DISC Story

## Jane



Yes, yes. I have that all handled.

## Carlos



That's good to hear you have it all handled.

Please send me your Team's plan and revised agenda for the Team's first meeting.

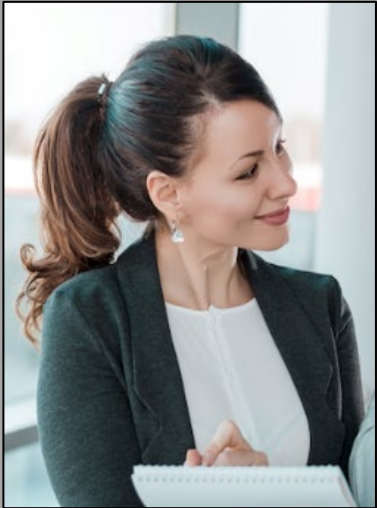
It will need to be held in the conference room on the 4th floor. I expect to receive these documents by 4pm today and will review. We will meet in my office tomorrow from 9:00-9:30 a.m. to finalize.





# A DISC Story

## Jane



But what about my off-site meeting?

It's so important to make everybody feel so welcomed.

And It's too late to cancel the catering.

## Carlos



You'll have clarity by the end of tomorrow's meeting.





# Email Decoding Activity

## Communication Tips

Greeting – Format – Word Choice

Tips 

**D** States Purpose - Brief - Notification

Get to the point ASAP

**I** Happy Tone - 😊, Colors - Social

Include acknowledgements

**S** Friendly - Methodical - Productive

Well-organized message

**C** Formal - Detailed - Serious

Include data, stay on task



# Email Decoding Activity

## 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

What is Sarah's DISC Style? (The sender)

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

### Greeting - Format - Word Choice

### Tips

**D** States Purpose - Brief - Notification

Get to the point ASAP

**I** Happy Tone - ☺, Colors - Social

Include acknowledgements

**S** Friendly - Methodical - Productive

Well-organized message

**C** Formal - Detailed - Serious

Include data, stay on task

Pace - Assertive

Priority - Task      Priority - People



Pace - Reflective





# Email Decoding Activity

## 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 Recipient of this email.  
Write an email response to Isabel.

### Greeting – Format – Word Choice

### Tips

**D** States Purpose - Brief - Notification

Get to the point ASAP

**I** Happy Tone - ☺, Colors - Social

Include acknowledgements

**S** Friendly - Methodical - Productive

Well-organized message

**C** Formal - Detailed - Serious

Include data, stay on task

### Pace - Assertive

Priority - Task      Priority - People



### Pace - Reflective



# Email Decoding Activity

## 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.

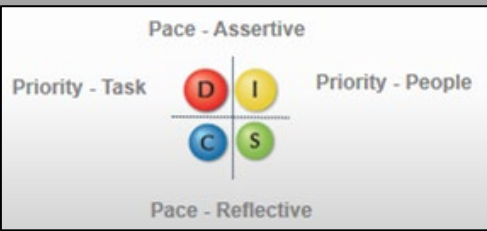
We will commence our meeting on time at 9:00 A.M. PST and conclude at 12:30 P.M. PST.

Regards,  
Carlton Cornick  
Customer Care Agent

What is Carlton's DISC Style? (The sender)

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

Greeting – Format – Word Choice	Tips
<b>D</b> States Purpose - Brief - Notification	Get to the point ASAP
<b>I</b> Happy Tone - ☺, Colors - Social	Include acknowledgements
<b>S</b> Friendly - Methodical - Productive	Well-organized message
<b>C</b> Formal - Detailed - Serious	Include data, stay on task





# Email Decoding Activity

## 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)

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

### Greeting – Format – Word Choice

### Tips

**D** States Purpose - Brief - Notification

Get to the point ASAP

**I** Happy Tone - ☺, Colors - Social

Include acknowledgements

**S** Friendly - Methodical - Productive

Well-organized message

**C** Formal - Detailed - Serious

Include data, stay on task

Pace - Assertive

Priority - Task      Priority - People



Pace - Reflective



# Action Plan for All Styles

Select a Co-Worker  
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>
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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 Credibility</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>



# Action Plan for All Styles

## Not sure about Coworker's Style?



 **3 Tips**



# Action Plan for All Styles – 3 Tips

1. Select coworker you have met in person.
2. Picture them at large group meeting.
3. Which scenario best describes their behavior?

## Dominant

Mission to solve problems



## Influence

Makes friends quickly



## Conscientious

Passive in engaging



## Steady

Engages with few people





# Action Plan for All Styles

Add checkmarks by “Characteristics” that match your co-worker

<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><input checked="" type="checkbox"/> Competitive</li> <li><input type="checkbox"/> Strategic</li> <li><input checked="" type="checkbox"/> Bottom-line</li> <li><input checked="" type="checkbox"/> Goal oriented</li> <li><input type="checkbox"/> Debates</li> <li><input checked="" type="checkbox"/> Like to be in Control</li> <li><input checked="" type="checkbox"/> Assertive</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Offer Solutions to Win</li> <li><input type="checkbox"/> Display Reasoning</li> <li><input type="checkbox"/> Provide Concise Data</li> <li><input type="checkbox"/> Offer Projected Results</li> <li><input type="checkbox"/> Be Prepared with Facts</li> <li><input type="checkbox"/> Present Action Plan</li> <li><input type="checkbox"/> Anticipate Questions</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Expressive</li> <li><input type="checkbox"/> Optimistic</li> <li><input type="checkbox"/> Builds Alliances</li> <li><input type="checkbox"/> Be Involved</li> <li><input type="checkbox"/> Likes Change</li> <li><input type="checkbox"/> Appreciates Recognition</li> <li><input type="checkbox"/> Spontaneous</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Acknowledge Ideas</li> <li><input type="checkbox"/> Discuss Solutions</li> <li><input type="checkbox"/> Schedule joint Mtgs</li> <li><input type="checkbox"/> Include from Start</li> <li><input type="checkbox"/> Offer New Ideas</li> <li><input type="checkbox"/> Provide Compliments</li> <li><input type="checkbox"/> Ask their Opinion</li> </ul>
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# Action Plan for All Styles

Add an **X** by Tips you are currently using with co-worker

<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><input checked="" type="checkbox"/> Competitive</li> <li><input type="checkbox"/> Strategic</li> <li><input checked="" type="checkbox"/> Bottom-line</li> <li><input checked="" type="checkbox"/> Goal oriented</li> <li><input type="checkbox"/> Debates</li> <li><input checked="" type="checkbox"/> Be in Control</li> <li><input checked="" type="checkbox"/> Assertive</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Offer Solutions to Win</li> <li><input type="checkbox"/> Display Reasoning</li> <li><input type="checkbox"/> Provide Concise Data</li> <li><input checked="" type="checkbox"/> Offer Projected Results</li> <li><input checked="" type="checkbox"/> Be Prepared with Facts</li> <li><input type="checkbox"/> Present Action Plan</li> <li><input type="checkbox"/> Anticipate Questions</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Expressive</li> <li><input type="checkbox"/> Optimistic</li> <li><input type="checkbox"/> Builds Alliances</li> <li><input type="checkbox"/> Be Involved</li> <li><input type="checkbox"/> Likes Change</li> <li><input type="checkbox"/> Appreciates Recognition</li> <li><input type="checkbox"/> Spontaneous</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Acknowledge Ideas</li> <li><input type="checkbox"/> Discuss Solutions</li> <li><input type="checkbox"/> Schedule joint Mtgs</li> <li><input type="checkbox"/> Include from Start</li> <li><input type="checkbox"/> Offer New Ideas</li> <li><input type="checkbox"/> Provide Compliments</li> <li><input type="checkbox"/> Ask their Opinion</li> </ul>
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# Action Plan for All Styles

Add circles  by remaining Tips

<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><input checked="" type="checkbox"/> Competitive</li> <li><input checked="" type="checkbox"/> Strategic</li> <li><input checked="" type="checkbox"/> Bottom-line</li> <li><input checked="" type="checkbox"/> Goal oriented</li> <li><input checked="" type="checkbox"/> Debates</li> <li><input checked="" type="checkbox"/> Be in Control</li> <li><input checked="" type="checkbox"/> Assertive</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Offer Solutions to Win</li> <li><input type="checkbox"/> Display Reasoning</li> <li><input type="checkbox"/> Provide Concise Data</li> <li><input checked="" type="checkbox"/> Offer Projected Results</li> <li><input checked="" type="checkbox"/> Be Prepared with Facts</li> <li><input checked="" type="checkbox"/> Present Action Plan</li> <li><input checked="" type="checkbox"/> Anticipate Questions</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Expressive</li> <li><input type="checkbox"/> Optimistic</li> <li><input type="checkbox"/> Builds Alliances</li> <li><input type="checkbox"/> Be Involved</li> <li><input type="checkbox"/> Likes Change</li> <li><input type="checkbox"/> Appreciates Recognition</li> <li><input type="checkbox"/> Spontaneous</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Acknowledge Ideas</li> <li><input type="checkbox"/> Discuss Solutions</li> <li><input type="checkbox"/> Schedule Joint Mtgs</li> <li><input type="checkbox"/> Include from Start</li> <li><input type="checkbox"/> Offer New Ideas</li> <li><input type="checkbox"/> Provide Compliments</li> <li><input type="checkbox"/> Ask their Opinion</li> </ul>
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# Action Plan for All Styles

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

At bottom of page, write how you will apply the Tip

**Dominant** (Quick/Task)

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>

★

**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.*

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# What if this is your first encounter?





# What if this is your first encounter?

## Start as Steady Style

1. Start as "S"
2. Observe Response
3. Stretch if needed

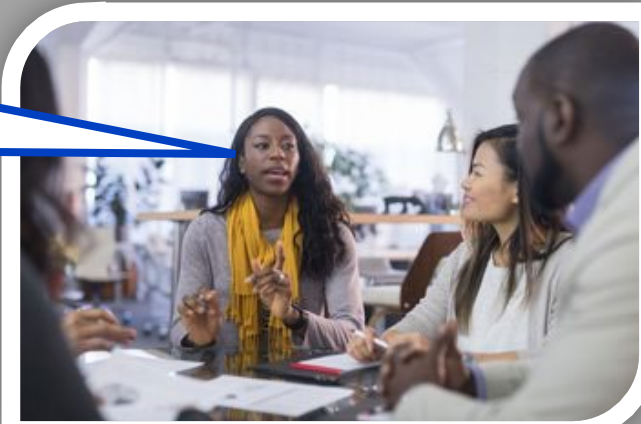
Response: "Your point is?"

**Dominant**



Response: "Why do that?  
Where is the analysis?"

**Conscientious**



"Response: Yes, but let me tell you all about ..."

**Influence**



Response: "Sounds good.  
But where is the plan?"

**Steady**





# DISC Supports Your Organization's Values

## ORG CORE VALUES

Understanding Our Customers

Innovation & Agility

Continuous Improvement

Integrity

## DISC RESULTS


- DISC leads to an increase in sales and customer service that results in greater customer satisfaction and customer loyalty

- Use DISC to leverage individual strengths in developing Inclusive, creative solutions that genuinely energize the team, and truly make a difference in the customer experience

- Applying DISC, Teams will understand one another and work together better, and as a result, teamwork and team performance improves noticeably

- DISC creates a common universal language of respect – resulting in more engaged and empowered employees

DISC *Tips*



**"D"**  
TIP

## Emailing a "D"

**What is a "D"? Dominant**

*Email is preferred method 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 Point and 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?"

**When emailing a "D"**


**Pace**

- Best to respond immediately.
- Longer elapsed time = less credibility.
- Example: "Consider it done." (Response sent within 5 minutes)

**Format**

- Write email as if it's a text message.
- Do only 1 key point per email.
- Example: "See charts below. Tests are positive. You were right again!"

DISC *Tips*



**"I"**  
TIP

## Emailing an "I"

**What is an "I"? Influence**

*Email is for sharing thoughts & feelings*

**It's an "I" email when...**

**Starts with**

- Friendly, enthusiastic, energetic and 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 and 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 the CEO and vacation starts Friday!"

**When emailing an "I"**


**Pace**

- Write with feeling and 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 :)"

DISC *Tips*



**"S"**  
TIP

## Emailing an "S"

**What is a "S"? Steady**

*Email is for building personal relationships*

**It's a "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 the conference went well. When you have time today, please review the attached outline and provide edits."

**Tone**

- Sincere, supportive, cooperative and diplomatic.
- Likes to promote teamwork.
- Example: "I appreciate your hard work on a first class presentation to HQ. Jane's writing, Eyra's graphics and 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 emailing a "S"**


**Pace**

- Calm, low-key. Offer reassurance and 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"

DISC *Tips*



**"C"**  
TIP

## Emailing a "C"

**What is a "C"? Conscientious**

*Email is for stating facts*

**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 emailing a "C"**

**Pace**

- Incorporate time for them to analyze & prepare a well-constructed response.
- Example: "Would you review the attached documentation and give me your feedback by next week?"

**Format**

- 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."

**Closing**

- Organized. Include justification for conclusions.
- Example: "Based on what I have read, research indicates it would be prudent to"



# What was your Key Insight Today?



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



**INCREASE** Communication Success ...

with **DISC!**

