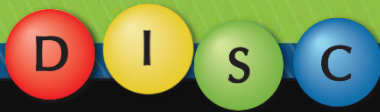


# Welcome to Increasing Communication Success with DISC



DISCcert  
Bonnie Burn



*DISCcert Delivers...*



# Path

**Purpose** – Provide communication insights & strategies

**Process** – Learn from DISC report, one another, & learning activities

**Payoff** – Increase communication effectiveness with colleagues & customers

# Road Map



 1. DISC Background

 2. Natural Style

 3. Adaptive Style

 4. Applying DISC

# Road Map



## 1. DISC Background

# Explaining DISC to Others ... Use Elevator Scenario



**GETS ON & PUSHES "CLOSE DOOR"  
Button = Dominant**

**Keeps doors open & says,  
"We'll wait for you!" = Influence**

**Let's others in first, then moves  
towards corner = Steady**

**Posted maximum weight?  
If over, steps off & takes stairs =  
Conscientious**

# History

(Page 3 of Report)

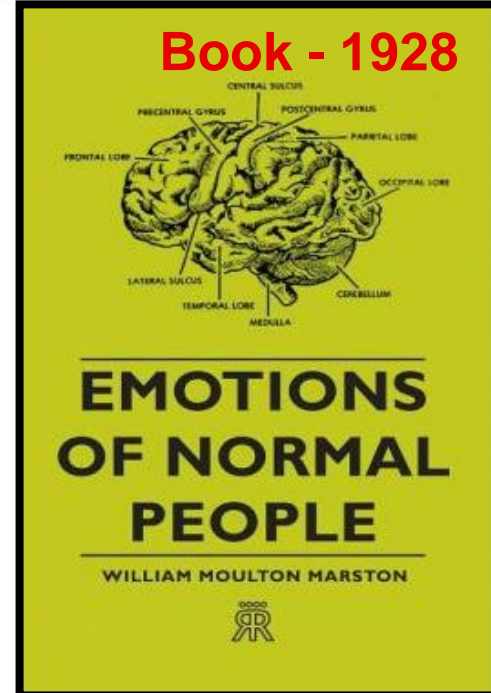
**Dr. Marston**



**Lie Detector**



**Book - 1928**







	Pace	Priority
<b>Dominant</b>	Fast	& Task
<b>Influence</b>	Fast	& People
<b>Steady</b>	Deliberate	& People
<b>Conscientious</b>	Deliberate	& Task



*DISCcert Delivers...*

# Motivator Match-up

(Page 4 of Report)

Influence	Steady	Dominant	Conscientious
			
Tony Robbins	Mother Teresa	Barbara Walters	Bill Gates

<b>Dominant</b>	Fast & Task	<b>Solving Problems</b>
<b>Influence</b>	Fast & People	<b>Inspiring People</b>
<b>Steady</b>	Deliberate & People	<b>Offers Helpful Plans</b>
<b>Conscientious</b>	Deliberate & Task	<b>Complex Procedures</b>



# Road Map

(Page 3 of Report)



**1. DISC Background**



**2. Natural Style**

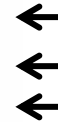


# Natural eGraph II

(Page 6 of Report)

## DISCcert Natural eGraph II for Sample DISCcert-Report

- DISC is a Style Assessment, NOT a Skill Assessment.
- Natural Graph II represents both your 24-7, work and home.
- Graph II based on Nature (your DNA) & Nurture (society and family influencers.)

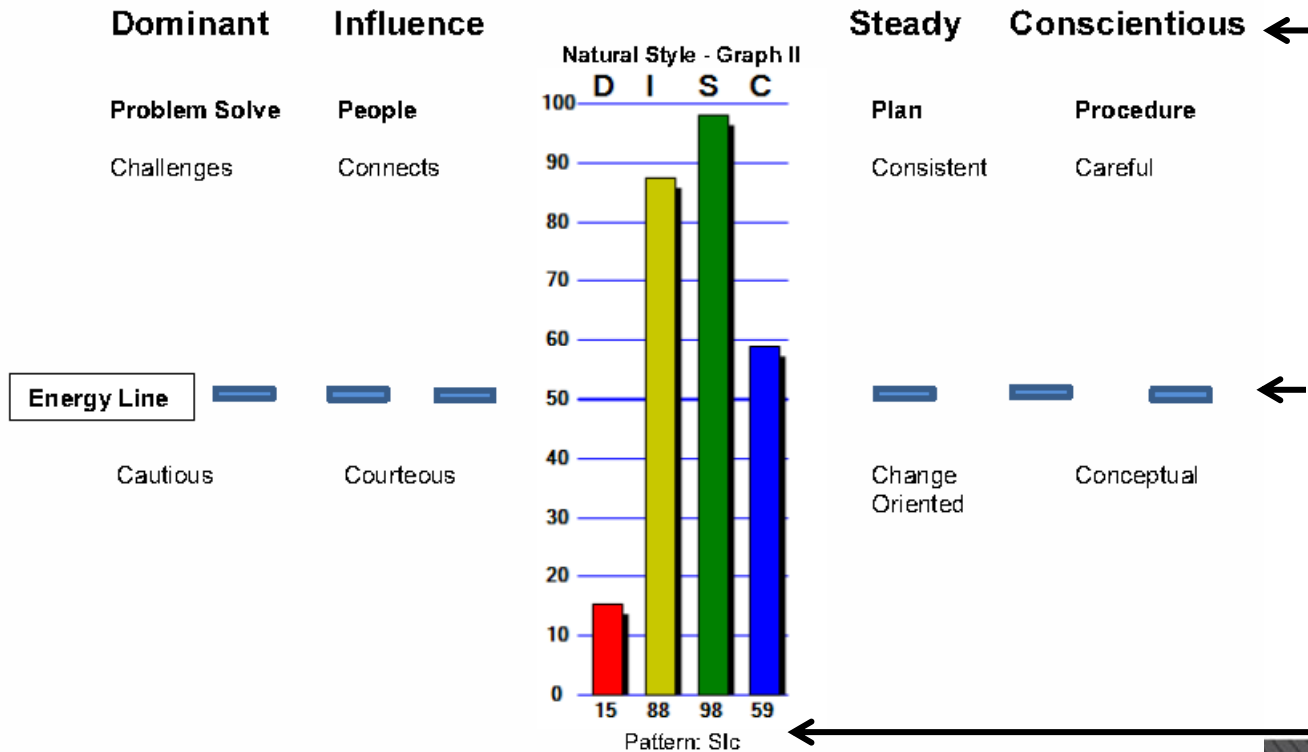


Please underline

Energy Line is used to describe your preferences with each style.

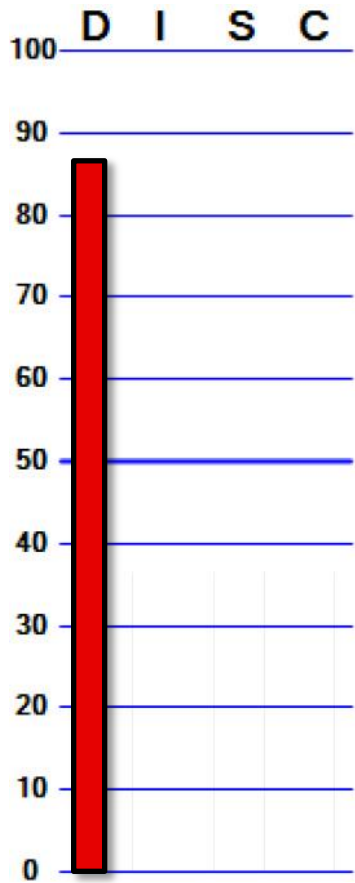
Our Natural Style is based on all points above Energy Line.

We all have some D,I,S,C in our style.



# Dominant above the Energy Line

(Page 6 of Report)



Orientation -  
Problem Solve

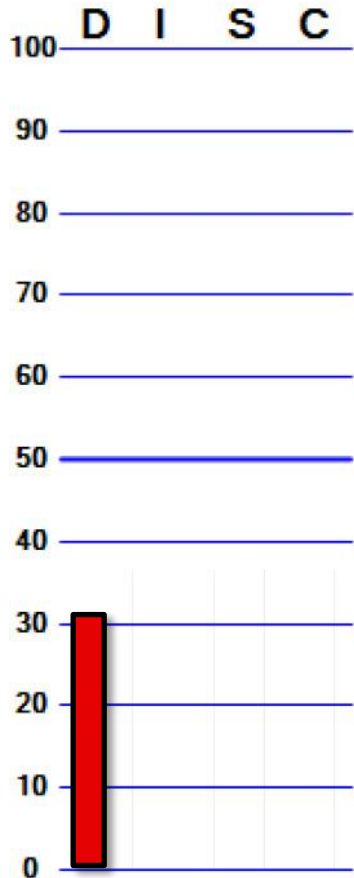
Preference -  
Expedient

Overuse -  
Demanding



# Dominant below the Energy Line

(Page 6 of Report)



Orientation -  
Problem Solve

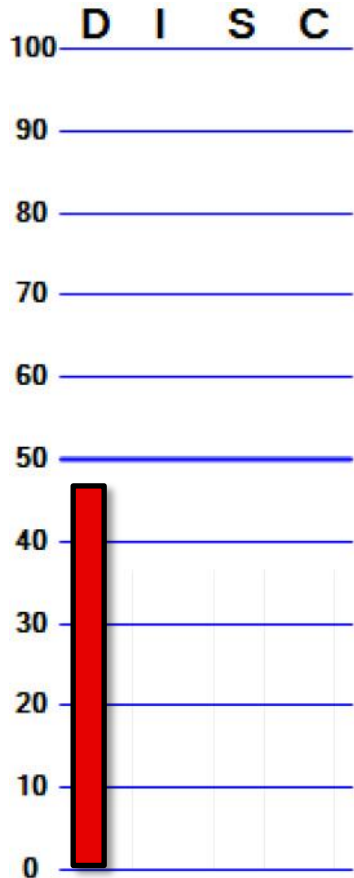
Preference -  
Contemplative

Can Develop Skill -  
To Be Expedient



# Dominant near the Energy Line

(Page 6 of Report)



Orientation -  
Problem Solve

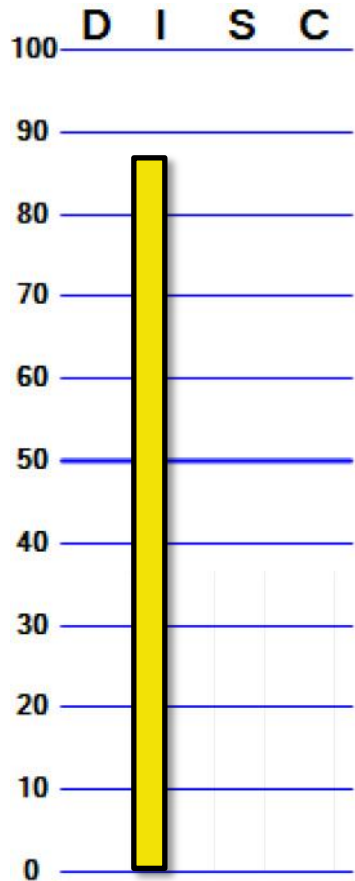
Preference -  
Calculated Risks

Moderate Effort to  
Stretch/Flex/Adapt



# Influence above Energy Line

(Page 6 of Report)



Orientation -  
People Connection

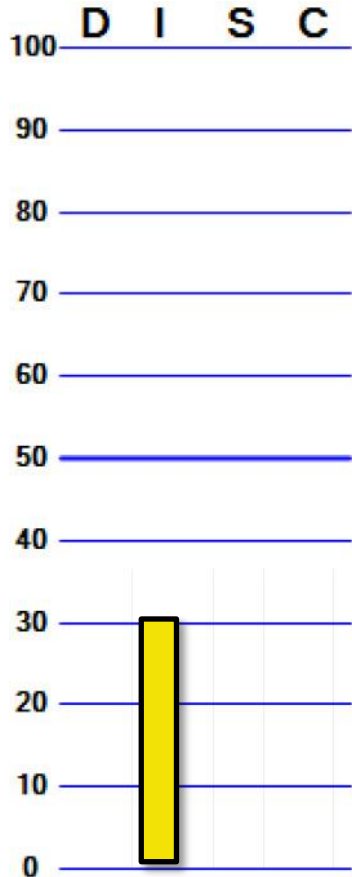
Preference -  
Demonstrative

Overuse -  
Overpowering  
Enthusiasm



# Influence below Energy Line

(Page 6 of Report)



Orientation -  
People Connection

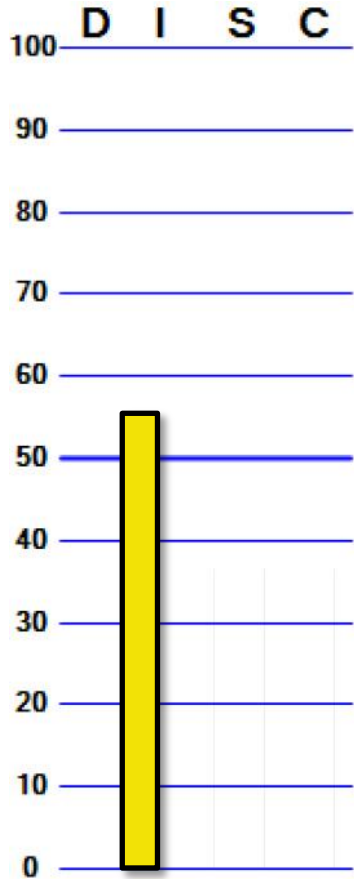
Preference -  
Understated

Can Develop Skill -  
To Be Persuade



# Influence near Energy Line

(Page 6 of Report)



Orientation -  
People Connection

Preference -  
Friendly/Reserved

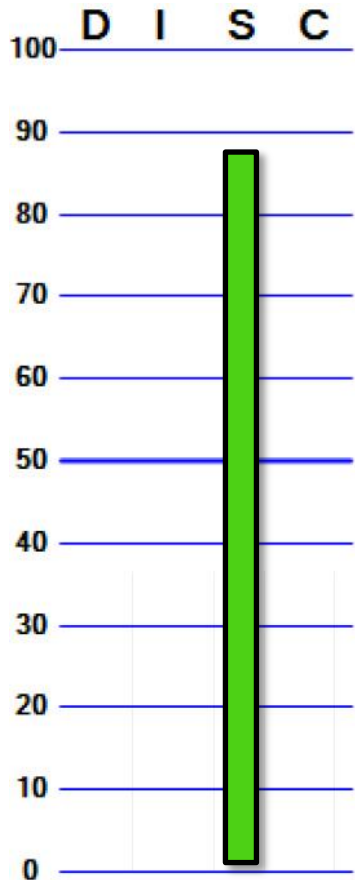
Moderate Effort to  
Stretch/Flex/Adapt



# S

## above Energy Line

(Page 6 of Report)



Orientation -  
Planning

Preference -  
Systematic

Overuse -  
Keep Status Quo

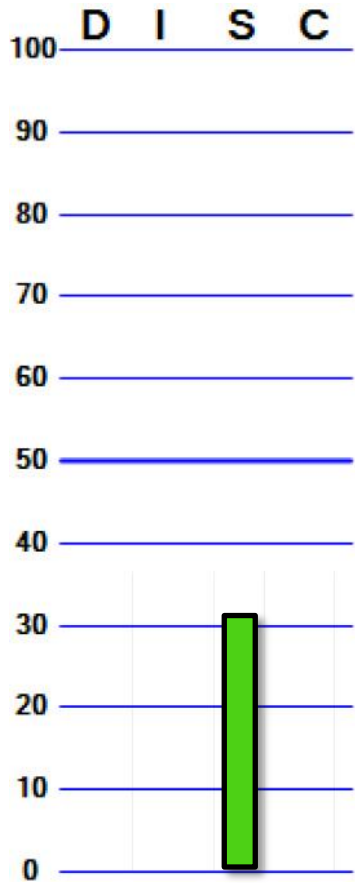




# S

## below Energy Line

(Page 6 of Report)



Orientation -  
Planning

Preference -  
Be Spontaneous

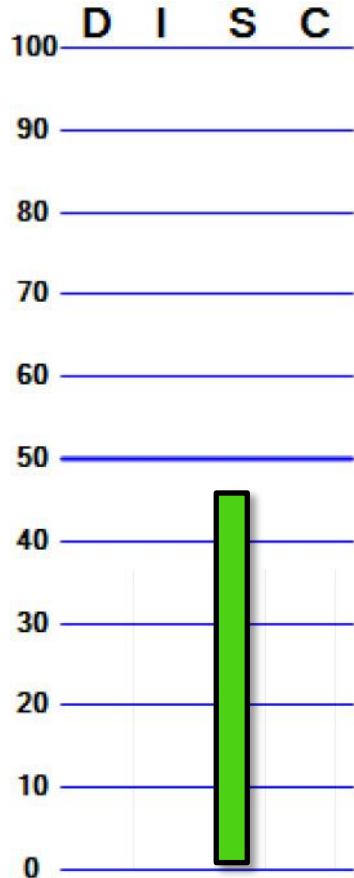
Can Develop Skill -  
To Be Organized



# S

## near Energy Line

(Page 6 of Report)



Orientation -  
Planning

Preference -  
Composed

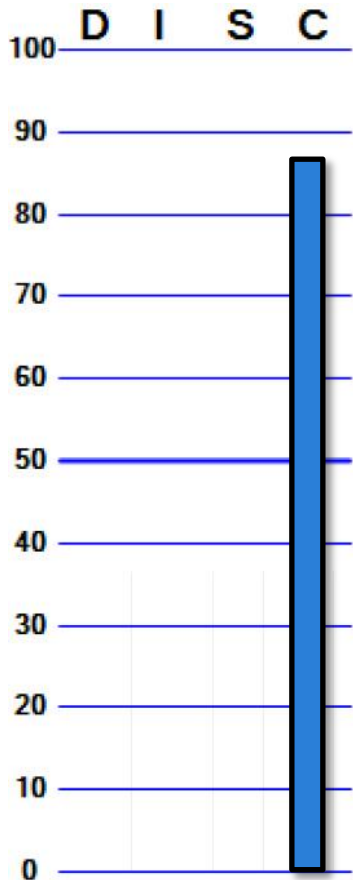
Moderate Effort to  
Stretch/Flex/Adapt



# C

## above Energy Line

(Page 6 of Report)



Orientation -  
Procedures

Preference -  
Analyze

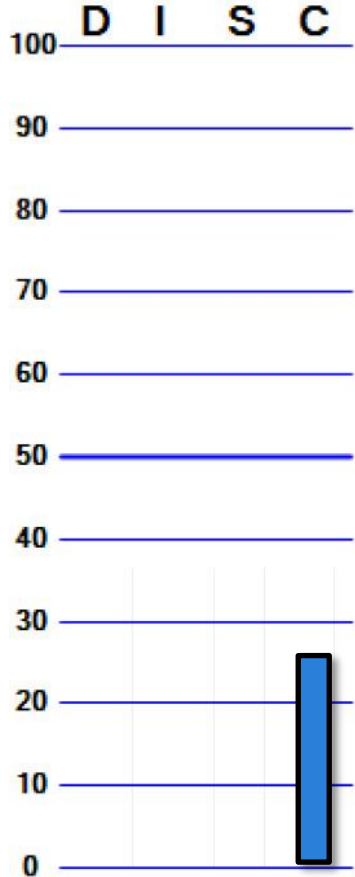
Overuse -  
Stuck in Details



# C

## below Energy Line

(Page 6 of Report)



Orientation -  
Procedures

Preference –  
Conceptual

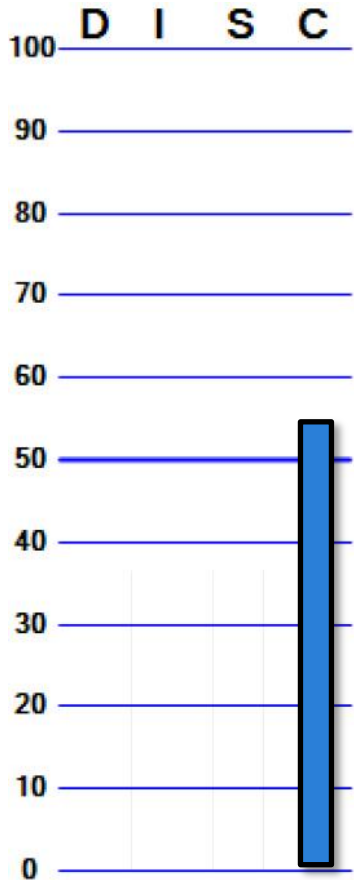
Can Develop Skill -  
To Be Detailed



# C

## near Energy Line

(Page 6 of Report)



Orientation -  
Procedures

Preference –  
Pragmatic, Focused

Moderate Effort to  
Stretch/Flex/Adapt



# Word Sketch for Your Graph II

(Page 7 of Report)

D

I

S

C

DISC Focus →	Problem Solve	People	Plan	Procedures
--------------	---------------	--------	------	------------

Competitive  
Assertive  
Daring  
Ambitious  
Directive  
Expedient

Demonstrative  
Enthusiastic  
Gregarious  
Intense  
Optimistic  
Persuasive

Systematic  
Stable  
Patient  
Peaceful  
Accommodating  
Team Player

Accurate  
Analytical  
Exacting  
Factual  
Precise  
Logical

Decisive  
Risk-taker  
Goal oriented  
Pioneering

Expressive  
Charming  
Collaborative  
Sociable

Consistent  
Cooperative  
Loyal  
Supportive

Careful  
Data Driven  
Investigates  
High Standards

Deliberate  
Determined  
Self-reliant  
Concise

Trusting  
Confident  
Friendly  
Generous

Relaxed  
Composed  
Calming  
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  
Moderate  
Restrained  
Private

Energetic  
Carefree  
Vigorous  
Variety Oriented

Autonomous  
Open-minded  
Conceptual  
Adventurous

Tentative  
Prudent  
Judicious  
Balanced

Understated  
Inconspicuous  
Sympathetic  
Discreet

Tenacious  
Energetic  
Animated  
Unstructured

Experiments  
Approximates  
Exploratory  
Progressive

**Remember ...DISC is a Style Assessment**

**And Graph II...  
Represents you 24/7, at work or home.  
Based on Nature & Nurture.**

**Shaded words indicate your preferences  
for:**

**Problem Solving  
Connecting with People  
Developing a Plan  
Working with Procedures**

# Going on DISC World Tour - Basic Words & Actions



# Strengths they excel at ...

(Page 11 of Report)

## Dominant

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



## Influence

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



## Steady

- Excels at **calming** disagreements
- Looks for **different** approaches



## Conscientious

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





# Motivators they tend to prefer...

(Page 12 of Report)

## **D**ominant

- **Authority** equal to responsibility
- Opportunities to express ideas and opinions



## **I**nfluence

- **Recognition** for skills and insights
- Power to control own career path



## **S**teady

- **Sincerity** from groups and peers
- Sufficient time to adjust to change



## **C**onscientious

- **Tasks** completed right first time
- Projects highly specialized



# Communication Tips When communicating with them

(Page 14 of Report)

## **D**ominant

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



## **I**nfluence

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



## **S**teady

- Excels at **calming** disagreements
- Looks for **different** approaches



## **C**onscientious

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



*DISCcert Delivers...*

# Create Your DISC Summary”

(Page 8 of Report)



**With a partner...**

**Share**

Strengths, Motivators,  
Communication Tips

**Discuss**

Similarities? Differences?

**Learn**

About communicating  
with your partner?



# 3. Adaptive Style



 1. DISC Background

 2. Natural Style

 3. Adaptive Style

# Adaptive (Graph I) & Natural (Graph II)

(Page 15 of Report)

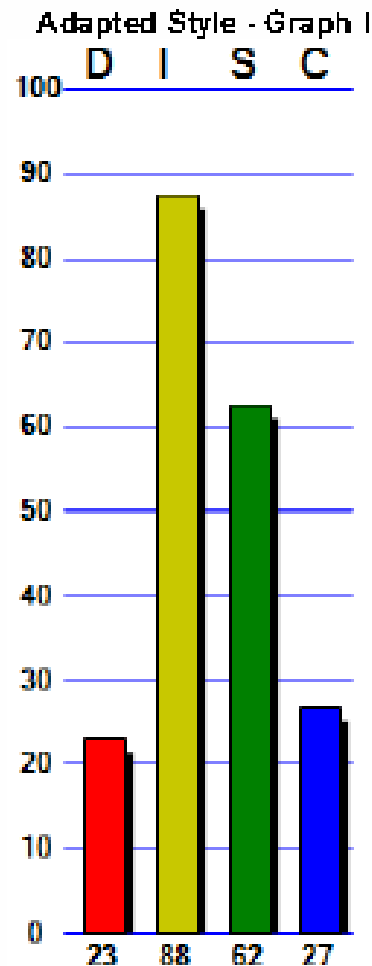
## Adaptive – Graph I

1 Day at Work

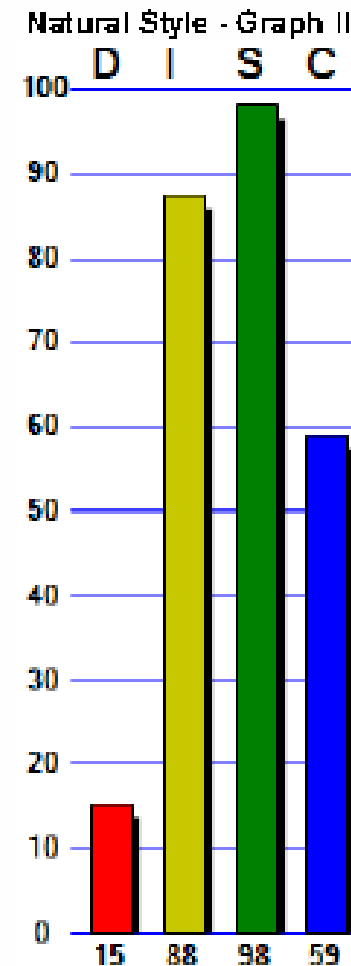
Can change day to day

Your Influencers:  
Role, Relating to  
Responsibilities

Based on your "Most"



Pattern: Is  
Focus: Work



Pattern: Sic

## Natural – Graph II

24-7 Work AND Home

Based on combination:  
Nature (your DNA)  
Nurture (society influencers)

Remains quite constant

Based on your "Least"

# Word Sketch for Your Graph I

(Page 16 of Report)

DISC Focus →	D	I	S	C
	Problem Solve	People	Plan	Procedures
Competitive		Demonstrative	Systematic	Accurate
Assertive		Enthusiastic	Stable	Analytical
Daring		Gregarious	Patient	Exacting
Ambitious		Intense	Peaceful	Factual
Directive		Optimistic	Accommodating	Precise
Expedient		Persuasive	Team Player	Logical
Decisive		Expressive	Consistent	Careful
Risk-taker		Charming	Cooperative	Data Driven
Goal oriented		Collaborative	Loyal	Investigates
Pioneering		Sociable	Supportive	High Standards
Deliberate		Trusting	Relaxed	Focused
Determined		Confident	Composed	Detail Oriented
Self-reliant		Friendly	Calming	Pragmatic
Concise		Generous	Courteous	Conventional
Calculated Risks		Poised	Active	Firm
Unassuming		Modest	Change Oriented	Challenges
Rational		Reserved	Eager	Self-assured
Thoughtful		Subtle	Spontaneous	Independent
Reflective		Introspective	Energetic	Autonomous
Contemplative		Moderate	Carefree	Open-minded
Hesitant		Restrained	Vigorous	Conceptual
Seeks Information		Private	Variety Oriented	Adventurous
Tentative		Understated	Tenacious	Experiments
Prudent		Inconspicuous	Energetic	Approximates
Judicious		Sympathetic	Animated	Exploratory
Balanced		Discreet	Unstructured	Progressive

## Graph I – Adaptive Style – 1 Day @ Work

Adaptive Style Can Change Day to Day.  
Daily Influencers:  
Your Role? Relating to? Responsibilities?

Shaded words indicate your preferences for:

Problem Solving  
Connecting with People  
Developing a Plan  
Working with Procedures

# Road Map



 1. DISC Background

 2. Natural Style

 3. Adaptive Style

 4. Applying DISC

# Overview of Four Basic DISC Styles

(Page 17 of Report)

	High <b>Dominant</b> Style	High <b>Influencing</b> Style	High <b>Steady</b> Style	High <b>Conscientious</b> Style
<b>Orientation</b>				
<b>Pace</b>	Quick/Decisive	Quick/Spontaneous	Deliberate/Relaxed	Deliberate/Detailed
<b>Priority</b>	Task/Goal	People/Interact	People/Relationships	Task/Accuracy
<b>Characteristics</b>				
<b>Strengths</b>	Pioneering Leadership Administration	Motivating Persuading Entertaining	Teamwork Listening Follow-through	Structured Thoroughness High Standards
<b>Workplace</b>	Efficient	Busy	Functional	Formal
<b>Outcomes</b>				
<b>Seeks</b>	Productivity Control Results	Participation Recognition Playfulness	Acceptance Friendship Cooperation	Precision Facts Quality
<b>Stressors</b>				
<b>Irritations</b>	Indecision Incompetence	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
<b>Fears</b>	Losing	Rejection	Sudden Changes	Work Criticized
<b>Growth Areas</b>	Poor Listener	Short Attention Span	Hesitant to Speak-up	Perfectionist
<b>May Become</b>	Authoritative	Sarcastic	Submissive	Withdrawn

## Key points to remember

All DISC styles are of equal importance.

Points above Energy Line are “not better” than points below.

No one style nor combination of styles is better than another.



# DISC Style ... Non-Verbal Examples

(Page 18 of Report)

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.



# DISC Style ... Non-Verbal Examples

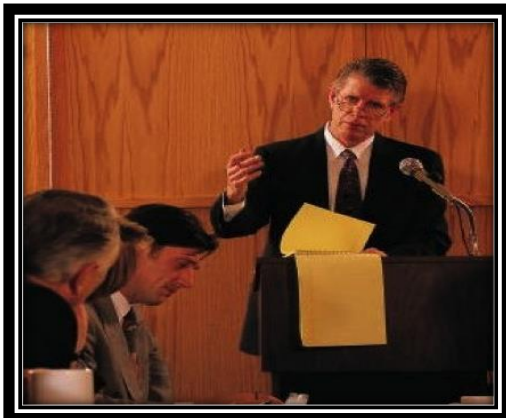
(Page 18 of Report)

S



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

C



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

D

I

S

C

# “Name that Style” – Joan?

(Page 19 of Report)

- **Conversation:** Opens with informal message.  
**Example:** *“It’s Joan! I’m back! Missed me?”*
- **Pace:** Spontaneous, speaks rapidly.  
**Example:** *“I have a great idea for the business, oh, and did you receive my email about my fantastic vacation?”*
- **Tone:** Enthusiastic, optimistic, inspirational.  
**Focus:** Builds alliances, generates ideas.  
Talks & Listens in feeling terms.
- **Power Cues:** Prestigious awards on wall.  
Loves to talk on phone.  
**Example:** *“I just called because I’m bored...”*



# “Name that Style” - Greg?

(Page 19 of Report)

**Conversation:** Formal & Factual.

**Example:** *"Mr. Hall, where is the justification for your request?"*

**Pace:** Methodical, procedure-driven, analytical.

**Example:** *"Please follow the timeline exactly as it is."*

**Tone:** Business-like, controlled, logical, listens quietly & then asks why.

**Example:** *"Our current software is working, why buy the new version?"*

**Focus:** Procedures, accuracy, quality.

**Example:** *"We will ship the parts when they are correct."*

**Power Cues:** Spreadsheets, technical manuals, books, reference materials are sequenced.



# “Name that Style” - Michael?

(Page 19 of Report)

- **Conversation:** Opens with a personal greeting.  
**Example:** *"Hello Susan, how are you today?  
How are those lovely kids?"*
- **Pace:** Methodical, Process-driven, Contemplative.
- **Tone:** Friendly, Compassionate & Soft-spoken
- **Focus:** Relationships, natural listeners.
- **Example:**  
*"Joe, if you need help on that report, just let me know."*
- **Power Cues:**  
Family photos, mementos, & serene artwork



# “Name that Style” - Susan?

(Page 19 of Report)

- **Conversation:** Charges right into issue.  
**Example:** *"Market's going down, how are you?"*
- **Pace:** Fast & abbreviated.  
**Example:** *"Ryan? Susan. Bob there?"*
- **Tone:** All business, confident, demanding.  
**Focus:** Solve problems...quickly!  
**Power Cues:** Determine time & place.  
**Example:** *"I'll call you at 3:00 PM tomorrow."*



# Going to Italy?

# Wise to try to speak ?

(Page 20 of Report)

**Actions?**

Because we don't want to be viewed

as the ugly **American!**



DISCcert Delivers...



# Prep for the Trip

(Page 20 of Report)

**Actions?**

Stretch, Flex to Learn Additional Language

***Benefits!***

***Keep Native Language!***

***Plus Ability to Speak Another Language***

***Increase Communication Successes***



*DISCcert Delivers...*





# Communication Tips

(Pages 21-22 of Report)

## D - Behaviors

### Communication Tips to Use with a D

Competitive	Offer solutions
Think logically	Display reasoning
Want facts and highlights	Provide concise data
Strive for results	Offer solutions
Like personal choices	Present options
Like changes	Include most current, profitable trends
Goal oriented	Get to the point quickly
Prefer to debate	Be prepared to be challenged
Need to be in charge	Recommend action plan

## I - Behaviors

### Communication Tips to Use with an I

Likes recognition for job well done	Provide timely compliments and genuine appreciation
Seek enthusiastic people and situations	Be optimistic and provide positive comments
Expresses emotions	Acknowledge their feelings when possible
Want to know the general expectations	Focus on their role in the "big picture," rather than details
Likes to be involved and included	Include in brainstorming sessions
Like changes and innovations	Offer new ideas and ask for their opinion
Look for action and stimulation	Keep up a fast, lively pace
Spontaneous and demonstrative	Allow time for them to describe and explain
Builds positive alliances	Incorporate their alliances when discussing solutions

## C - Behaviors

### Communication Tips to Use with a C

Like to contemplate	Tell them "why" and "how"
Think logically	Show your reasoning with pros and cons
Seek facts	Give data to them in writing
Need to know the rationale	Provide detailed explanations and documentation
Prefer time to process	Expect them to request time to research before deciding
Be prepared with correct information	Provide them questions in writing prior to discussion
Focus on accuracy	Acknowledge in writing their contributions
Values credibility	Do your homework on topic, before scheduling a meeting
Avoid conflict	Tactfully ask for clarification and assistance you may need

## S - Behaviors

### Communication Tips to Use with a S

Concerned with stability	Show how your idea minimizes risk
Think systematically	Show step-by-step reasoning for a plan
Enjoy teamwork	Acknowledge their support and follow-through
Authentic relationships important	Demonstrate your sincere interest in them
Prefer to know step-by-step sequence	Review with them in person the outline and instructions
Look for calmness and peace	Contribute to a relaxing, friendly atmosphere
Avoid risks and changes	Give them advance notice and/or personal assurances
Dislike conflict	Focus on common interest
Offer opinion after assessing issue	Provide written information first, then ask for opinion



# DISC Styles – Case Scenarios (Pages 23-24 of Report)

## Case Study #1

Sam's prominent style?  
Your communication strategy with Sam?

## Case Study #2

Chris's prominent style?  
Your communication strategy with Chris?

## Case Study #3

Igor's prominent style?  
Your communication strategy with Igor?

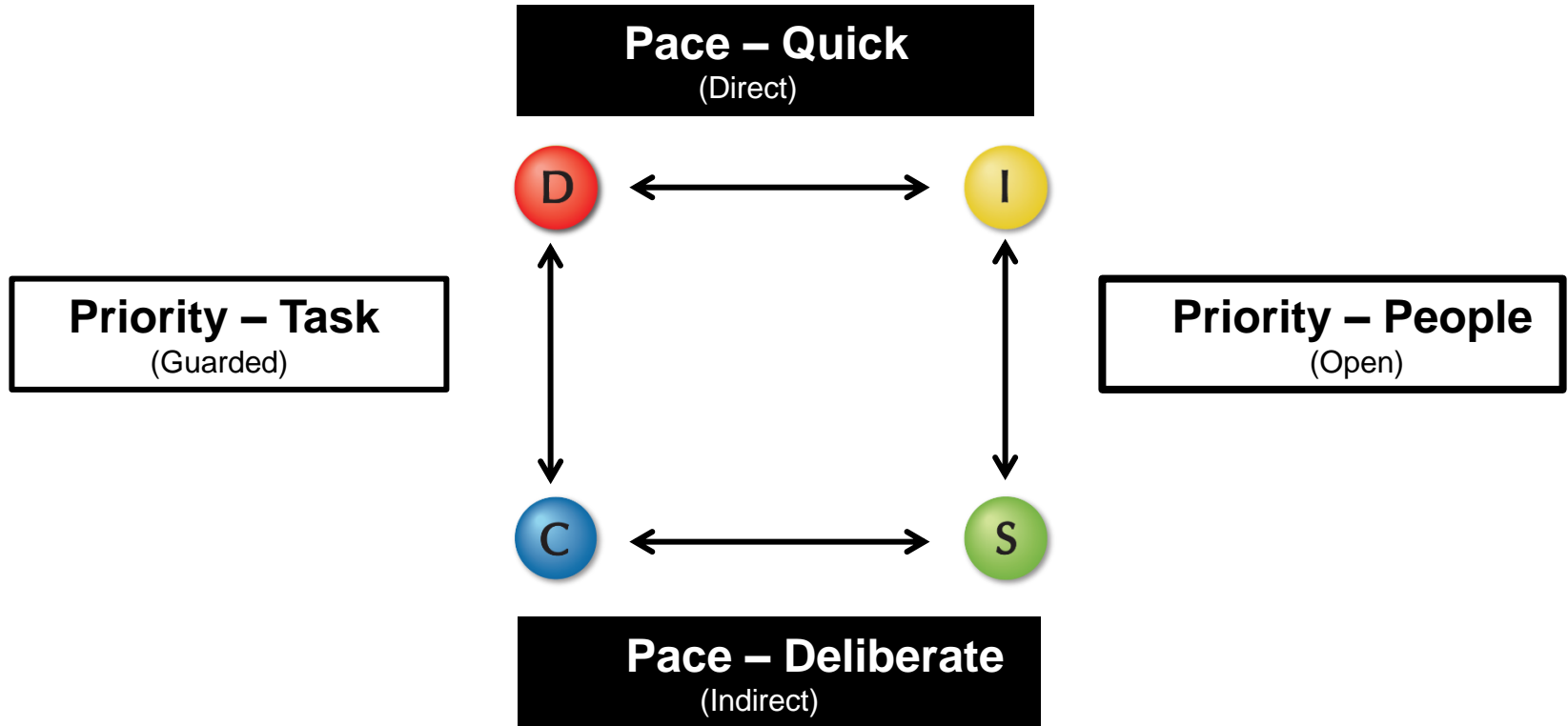
## Case Study #4

Doris's prominent style?  
Your communication strategy with Doris



# DISC Styles – The Whole Picture

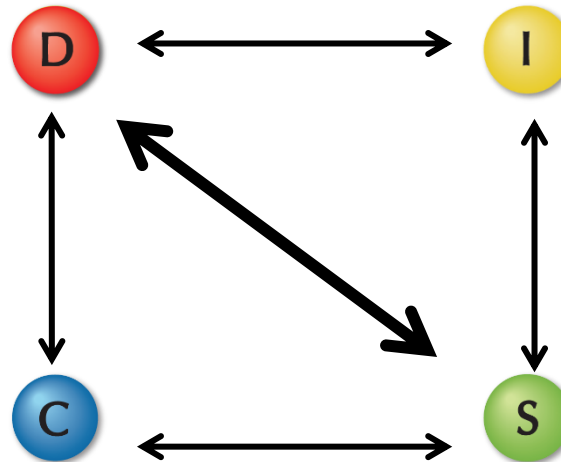
(Page 25 of Report)



# DISC Styles – Typically Require Extra Adapting

(Page 28 of Report)

**D – Pace is Quick**  
**D – Priority is Task**



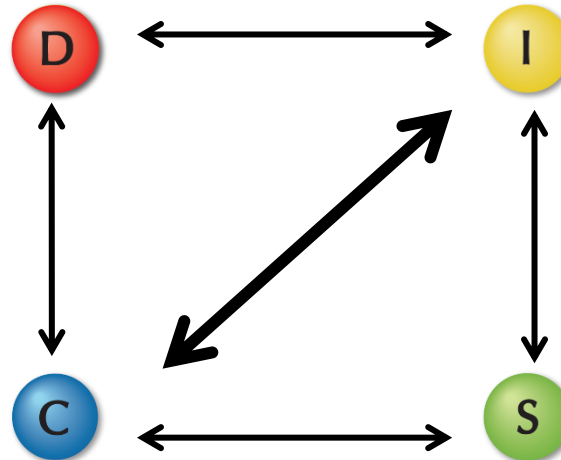
**S – Pace is Deliberate**  
**S – Priority is People**



# DISC Styles – Typically Require Extra Adapting

(Page 28 of Report)

C – Pace is Deliberate  
C – Priority is Task



I – Pace is Quick  
I – Priority is People



# Email Decoding

(Pages 26-27 of Report)

## Greeting - Format - Word Choice

## Tips

**D** States Purpose - Brief - Notification

**I** Happy Tone - 😊, Colors - Party

**S** Friendly - Methodical - Productive

**C** Formal - Detailed - Serious

Get to the point ASAP

Include acknowledgements

Well organized message.

Include data, stay on task.



# Email Decoding Worksheet

(Page 26 of Report)

## 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 Sam.  
Write an email response to Sarah.



# Email Decoding Worksheet

(Page 26 of Report)

## 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 Sarah.





# Email Decoding Worksheet

(Page 27 of Report)

## 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 @ 9:00 A.M. PST and conclude @ 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 power-point slides to me by October 1, 2013.)
3. Sub-committee assignments and timelines

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

Regards,  
Carlton Cornick  
Customer Care Agent

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

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



# Email Decoding Worksheet

(Page 27 of Report)

## 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's.



# How to Modify Your Directness *(Your Pace)*

(Page 28 of Report)

**Your Pace may be deliberate & indirect (S & C), however there may be times that you need to increase your Directness.**

## TO INCREASE

- Speak, move and make decisions at a faster pace
- Initiate conversation and decisions
- Give recommendations
- Use direct statements rather than roundabout questions
- Use a strong, confident voice
- Challenge and tactfully disagree, when appropriate
- Face conflict openly, but don't clash with the person
- Increase your eye contact

**Your Pace may be quick & direct (D & I), however there may be times that you need to decrease your Directness.**

## TO DECREASE:

- Talk, walk and make decisions more slowly
- Seek and acknowledge others' opinions
- Share decision-making
- Be more mellow
- Do not interrupt
- When talking, provide pauses to give others a chance to speak
- Refrain from criticizing, challenging or acting pushy
- When disagreeing, choose words carefully



# How to Modify Your Openness (Your Priority) (Page 28 of Report)

Your Priority may be on a task &/or to be guarded (D & C), however there may be times that you need to increase your openness.

## TO INCREASE

- Share feelings; show more emotion
- Respond to the expression of others' feelings
- Pay personal complements
- Take time to develop the relationship
- Use friendly language
- Communicate more; loosen up and stand closer
- Be willing to digress from the agenda

Your Priority may be on people and being open (I & S), however there may be times that you need to decrease your openness.

## TO DECREASE:

- Get right to the task – the bottom line
- Maintain more of a logical, factual orientation
- Keep to the agenda
- Do not waste the other person's time
- Do not initiate physical contact
- Downplay your enthusiasm and body movement
- Use businesslike language



# Action Plan for All Four Styles

(Page 29 of Report)

<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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<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>



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- Methodical
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- Express after Assessing
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# Road Map



 1. DISC Background

 2. Natural Style

 3. Adaptive Style

 4. Applying DISC

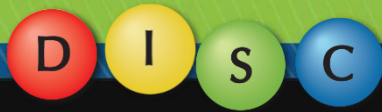


# *Thank You for Coming!*



**Bonnie Burn**

*Master Certified DISC Trainer*



*DISCcert Delivers...*




# DISC Sales – PPT Slides

Please insert following **DISC Sales slides**  
throughout the prior DISC PPT Deck,  
(based on your group's needs.) 😊



# Prospect's Clues Worksheet

 *Creating Powerful Results Together* Resources

## Prospect's Clues Worksheet

Prospect's Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_ Natural DISC Style \_\_\_\_\_

**Instructions:**

- 1.) Check off ✓ which descriptions apply to your Prospect.
- 2.) Then use this information to initially determine how to package your communication.

	<b>D</b>	<b>I</b>	<b>S</b>	<b>C</b>
<b>Motivation</b>	Achieve, Authority equal to Responsibility, Opportunity to express ideas & twenties.	Applause, Recognition for Skills & Insights. Power to control own Career Path.	Acceptance. Sincerity from Groups & Peers.	Accuracy. Tasks completed Right the First Time. Projects highly specialized.
<b>Conversation</b>	Short, fast, abrupt	Spontaneous, Upbeat, Enjoys talking	Supportive, Friendly, polite	Systematic, A lot of silence, with few questions
<b>Fear</b>	Inferior, Taken advantage of	Ignored, Loss of Recognition	Instability, Sudden Changes	Incorrect, Personal Criticism of their Work
<b>Voicemail</b>	"This is Smith. Leave your message at the tone."	"Thank you for calling. I hope you're having a wonderful day. I really do.....etc. Thank you!"	"I'm sorry I wasn't here to take your message. Your call is important to me, so please at the tone ....etc. Thank you."	"You've called 555-555-5555 number. Leave your name, phone number and please repeat your number twice."
<b>Email</b>	Bullets, Incomplete sentences	Different Fonts, Conversational	Well organized, outline format	Includes attachments for documentation
<b>On Walls</b>	Diplomas, Calendar, Business-Like	Awards, Artwork, Creative	Family Pictures, Personalized, Well Organized	Charts, Everything has its place

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# Prospect's Clues Worksheet

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<b>Motivation</b>	Achieve, Authority equal to Responsibility, Opportunity to express ideas & twenties.	Applause, Recognition for Skills & Insights. Power to control own Career Path.	Acceptance. Sincerity from Groups & Peers.	Accuracy. Tasks completed Right the First Time. Projects highly specialized.
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# Prospect's Clues Worksheet

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# Prospect's Communication Styles - D

## The Great Initiators - Dominant

Key motivator: Win over competition

### Business Characteristics

- Prefers controlled timeframes
- Seeks personal control

### At a Glance

- Needs to be in charge
- Acts quickly and decisively

### Preferred Business Situations

- Calling the shots and telling others what to do
- Challenging workloads to fuel their energy levels





# Prospect's Communication Styles - I

## The Great Talkers - Interact

Key motivator: Recognition and praise.

### Business Characteristics

- Likes to brainstorm and interact with others
- Wants freedom from control

### At a Glance

- Enthusiastic, expressive and lively
- “Big Picture” thinkers

### Preferred Business Situations

- Needs personal feedback and discussion to get or stay on course
- Likes to mingle with all levels of associates and calls them by their first names



# Prospect's Communication Styles - S

## The Great Helpers - Steady

**Key motivator: Helping their executives, organization & others be successful.**

### Business Characteristics

- Operates well as a work-group member
- Builds strong and deep relationships

### At a Glance

- Concerned with stability
- Likes to think things through

### Preferred Business Situations

- Performing the same kinds of duties day after day. Safe, risk-free environments
- Working cooperatively with others to achieve common results



# Prospect's Communication Styles - C

## The Great Analyzers – Conscientious

**Key motivator: Perfecting business performance, processes and results**

### Business Characteristics

- Concerned with process
- More interested in quality than quantity

### At a Glance

- Thinks logically and analytically
- Needs data and questions answered

### Preferred Business Situations

- Colleagues and superiors who do not criticize work
- Situations where they set quality control standards



# DISC Sales Worksheet

## DISC Sales Worksheet

*Tip – If you do not know Prospect's Style, begin conversation as if they are an "S."*

If they interrupt you & tell you: "Get to the Point!" = D Style

If they interrupt you & start with: "Let me tell you about my fishing vacation..." = I Style

If they listen patiently. = S Style (Note – "S" Header is highlighted as a reminder.)

If they listen patiently & then ask, "Why?" = C Style

Prospect/Client: \_\_\_\_\_ Company: \_\_\_\_\_ Email/Phone: \_\_\_\_\_ DISC Style: \_\_\_

Sales Process	With D	With I	With S	With C
<b>Connecting</b>	Show up fully prepared	Allow time for stories first	Show interest in them	Bring an agenda
	Lead with main point	Let them set the pace	Don't rush into agenda first	Remain cool, calm & professional
<b>Exploring</b>	Explain where questions are headed	Alternate questions between personal & business	Never interrupt them	Ask questions that reveal their expertise
	Answer their questions directly	Keep focused on their vision	Ask non-threatening questions to discover needs	Alternate open & closed questions
<b>Collaborating</b>	Focus on bottom line	Ask for their ideas often	Show how solution will offer stability	Focus on accuracy, quality, reliability
	Provide concise recommendation	Include testimonials. Show how solution enhances image	Provide gentle, helpful nudges	Present facts that reduce risk
<b>Confirming</b>	Present 2 or 3 options	Do the paperwork for them	They consult others prior to decision	Provide logical options with documentation
	Be quiet while the review & decide	Be ready to take their order	Review warranties	Give them time & space to make decisions
<b>Assuring</b>	Keep communication all business	Make sure they don't get frustrated	Provide consistent follow-up	Share your process &/or time table for follow-up
	Insure 100% satisfaction with solution	Help them use the product/service to reduce anxiety	Discuss long term business relationship	Double-check their satisfaction measurement

Sales Process from DISCstyles Self Report



# DISC Sales Worksheet

Tip – if you do not know Prospect's Style, begin conversation as if they are an "S"

If they interrupt you and tell you: "Get to the point!" = **D Style**

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If they listen patiently. = **S Style**

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# DISC Sales Worksheet

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# See What You've Learned!

## What is the Prospect's DISC Buying Style in each Scenario?

- D** 1. Knows what she wants, and states you have 5 minutes max
- I** 2. He wants to get to know you first before talking business
- S** 3. Will focus on learning how the product benefits him
- C** 4. Expects data that proves your product/service is viable.





# Still Have No Clue What Their DISC Style Is?

## TIP: Always Assume they are an “S”

### *If They....*

- Interrupt with, “Get to the point!” → D
- Interrupt with, “I’m going fishing this weekend!” → I
- On Track with you → S
- Listen, then when finished, ask, “Why?” → C



# Summary: Selling Do's and Don'ts

	Do's	Don'ts
<b>D</b>	<ul style="list-style-type: none"><li>• Be prepared</li><li>• State purpose</li><li>• Provide concise points</li><li>• Let them control</li></ul>	<ul style="list-style-type: none"><li>• Don't waste their time</li><li>• Don't ramble</li><li>• Don't give details unless asked</li></ul>
<b>I</b>	<ul style="list-style-type: none"><li>• Explain big picture</li><li>• Plan time for them to share</li><li>• Keep meeting tone upbeat</li><li>• Provide any details in writing</li></ul>	<ul style="list-style-type: none"><li>• Don't overwhelm with details</li><li>• Don't bombard them with instructions</li><li>• Don't assume a quick meeting</li></ul>
<b>S</b>	<ul style="list-style-type: none"><li>• Be personable</li><li>• Provide assurance and security</li><li>• Gain their agreement before moving to a new subject</li></ul>	<ul style="list-style-type: none"><li>• Don't rush them</li><li>• Don't assume anything</li><li>• Don't talk only about business</li></ul>
<b>C</b>	<ul style="list-style-type: none"><li>• Bring stats to justify your claims</li><li>• Provide a detailed agenda for the meeting and stay on course</li><li>• Use logical explanations</li></ul>	<ul style="list-style-type: none"><li>• Don't mention personal topics</li><li>• Don't concentrate on building rapport</li><li>• Don't skip over any details</li></ul>



## **DISC Sales Slides #76 to #92**

are the “expanded version” of the  
Prospect’s Communication Styles



# D - Prospect's Communication Style

**Key motivator: Win over competition**

## **Business Characteristics**

- Strives to feel important & be noteworthy in their positions
- Demonstrates persistence & single-mindedness in reaching goals
- Expresses high ego need
- Prefers to downplay feelings & relationships
- Focuses on task actions that lead to achieving tangible outcomes
- Implements changes in the workplace
- Tends to freely delegate duties, so more tasks & goals can be pursued



# D - Prospect's Communication Style

## Preferred Business Situations

- Calling the shots & telling others what to do
- Challenging workloads to fuel their energy levels
- Personally knowing about their staff's business activities
- Saying what's on their minds without concern on another's feelings
- Taking risks & being involved in facilitating changes
- Interpreting the rules & answering to themselves alone
- Interested in the answers to "what" questions
- Seeing a logical road toward advancement of achieving goals



# D - Prospect's Communication Style

## At a Glance

- Needs to be in charge, dislike inaction
- Acts quickly & decisively
- Thinks practically, not theoretically or hypothetically
- Wants highlighted facts
- Strives for results
- Needs personal freedom to manage self & others
- Likes changes & new opportunities



# D - Prospect's Communication Style

## At a Glance cont

- Prefers to delegate details
- Cool, independent & competitive
- Has a low tolerance for feelings, attitudes or advice from others
- Works quickly & impressively by themselves
- Wants to be recognized for their accomplishments
- Easily stimulated to engage in arguments & conflict
- Interested in administrative controls



# I - Prospect's Communication Style

## The Great Talkers

"I" - Key motivator: Recognition & praise

"I" - Business characteristics

- Likes to brainstorm & interact with colleagues & others
- Wants freedom from control, details or complexity
- Likes to have the chance to influence, persuade or motivate others
- Likes the feeling of being a key part of an exciting team





# I - Prospect's Communication Style

## The Great Talkers

- Wants to be included by others in important projects, activities or events
- Gets easily bored by routine & repetition
- Prefers talking to listening
- May trust others without reservation
- Takes others at their word & without checking first
- Typically has short attention spans, does better with frequent short breaks



# I - Prospect's Communication Style

## Preferred Business Situations

- Needs personal feedback & discussion to get or stay on course
- Likes to mingle with all level of associates & calls them by their first names
- Enjoys compliments about themselves & their accomplishments
- Seeks stimulating environments that are friendly & favorable
- Motivated to work toward known, specific, quickly attainable incentives
- Open to verbal or demonstrated guidance for transferring ideas into action
- Likes to start projects
- Prefers to let others handle the follow-through & detail work



# I - Prospect's Communication Style

## At a Glance

- Enthusiastic, expressive & lively actions
- Spontaneous actions, decisions & likes changes & innovations
- "Big picture" thinker who gets bored with details.
- Needs help getting & staying organized
- Maintains a positive, optimistic orientation to life. Dislikes conflict
- Tends to dream aloud & gets others caught up in their dreams
- Works quickly & excitedly with others
- Seeks acknowledgment from others



# Prospect's Communication Style: S

## The Great Helper

**Key Motivator:** Helping their executives, organization & others be successful.

### Business Characteristics

- Operates well as a member of the work group
- Builds strong & deep relationships, but with fewer people
- Likes a long-term relationship with their place of business & their fellow employees



# Prospect's Communication Style: S

## Business Characteristics cont

- Needs to know the order of procedures; fears the unknown
- Motivated by customary, known, proven practices.
- Focuses on how & when to do things
- Slow & steady. Oriented toward more concrete, repeatable actions
- Wants order & stability in the workplace.
- Works in a steady & predictable manner



# Prospect's Communication Style: S

## Preferred Business Situations

- Performing the same kinds of duties day after day. Safe, risk-free environments
- Working cooperatively with others to achieve common results
- Stable, steady, low-key environment which has a minimum of changes
- Knowing each step of a duty, including framework of time & resources
- Making decisions by consensus or other accepted practices, not by themselves
- Feeling like an appreciated, contributing member of the work group



# Prospect's Communication Style: S

## At a Glance

- Concerned with stability
- Thinks things through in an orderly manner
- Wants documentation & facts
- Needs personal involvement
- Makes decisions slowly then takes action
- Needs to know the step-by-step sequence
- Avoids risks & changes
- Dislikes interpersonal conflict
- Works slowly, but cohesively with others



# Prospect's Communication Style: C

## The Great Analyzer

**Key Motivator: Perfecting business performance, process and results.**

### Business Characteristics

- Concerned with process; wants to know how something works
- Intuitive & original
- Once expected structure known, may invent own structure or model
- More interested in quality than quantity
- Prefer lower output to inferior results





## Business Characteristics cont

- Wants to be right
- Employs logical thinking processes in order to avoid mistakes
- Sometimes impedes progress with their constant checking
- Dislikes unplanned changes & surprises
- Rejects open aggression



# Prospect's Communication Style: C

## Preferred Business Situations

- Colleagues & superiors who do not criticize work or ideas, especially in public
- Situations where they set quality control standards & check for proper implementation
- Working with complete information systems or empowered to formulate own methods
- Superiors who value correctness & the "C's" key role in the organization
- Organized & process-oriented workplaces with little emphasis on socializing



# Prospect's Communication Style: C

## At a Glance

- Thinks logically & analytical
- Needs date & their questions answered
- Likes to be right, correct
- Likes organization & structure
- Asks many questions about specific details
- Prefers objective, task-oriented, intellectual work environment
- Needs to understand process



# Prospect's Communication Style: C

## At a Glance

- Are cautious decision makers
- Prefers to do things themselves
- Works slowly & precisely alone
- Likes to be admired for their accuracy
- Avoids conflict & over-involvement with others
- Likes to contemplate & reconsider
- Likes problem solving methods & approaches



# Bonus Slides YOU might like to add 😊

Bonus Slides are NOT DISC Sales Oriented.

Bonus Slides relate to “Regular” DISC Orientation



# DISC Activity – TV Trivia

Show: Gilligan's Island



Actors

Behaviors

DISC Style

Captain

Gives Orders

Dominant

Professor

Analyzes

Conscientious

Gilligan

Imagination

Influence

Mary Ann

Pragmatic

Steady



# TV Trivia Example



# TV Trivia Example

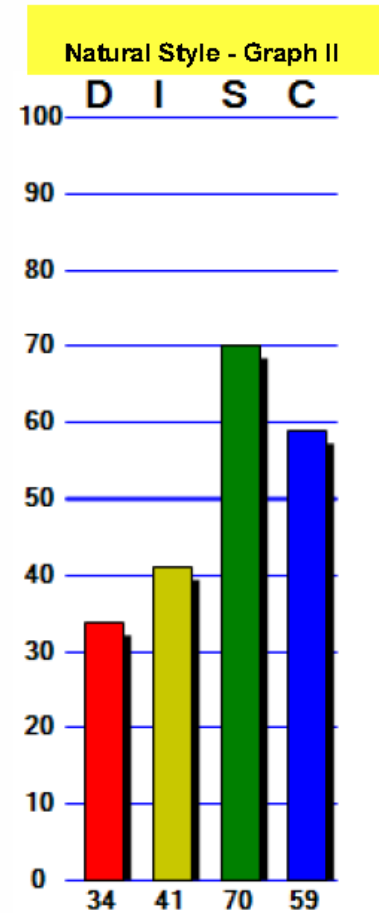




# Background on Graphs

What **environment** does **Graph II** represent?

- Home?
- Work?
- Home and Work?



# Background on Graphs

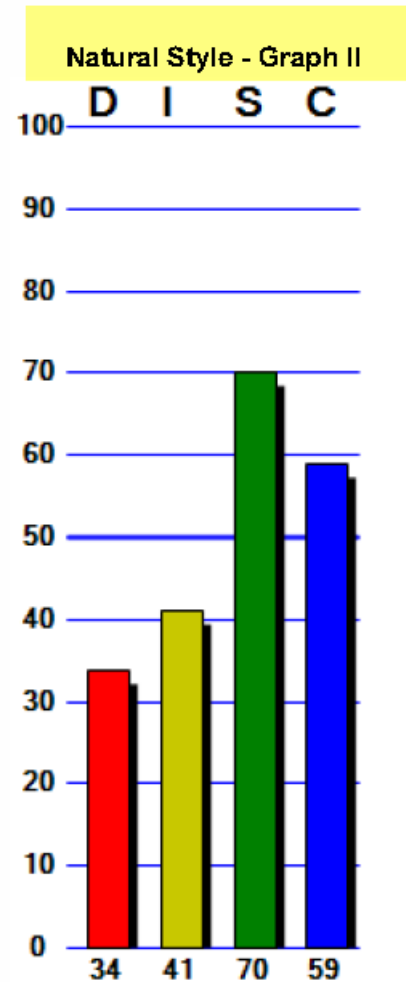
What **environment** does **Graph II** represent?

**Home and Work**

Combination of Nature & Nurture

Real You, 24-7

No need to change Natural. Just is.  
(Similar – Native Language ... Just is.)



# What determines Graph II 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"/>

Is it the selection of “**Most**” or “**Least**”  
when completing your DISC Assessment?



# What determines Graph II 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"/>

**Least!**

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

Example

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

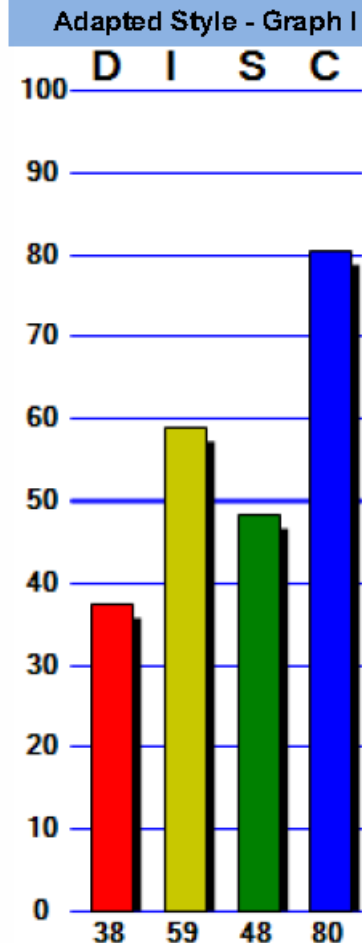
Does not matter when or where you ask me.  
My **answer will always be:**



# Background on Graphs

What **Graph I** results represent?

- One day at work?
- One week at work?
- Six months at work?



# Background on Graphs

What **Graph I** results represent?

One day at work & ...

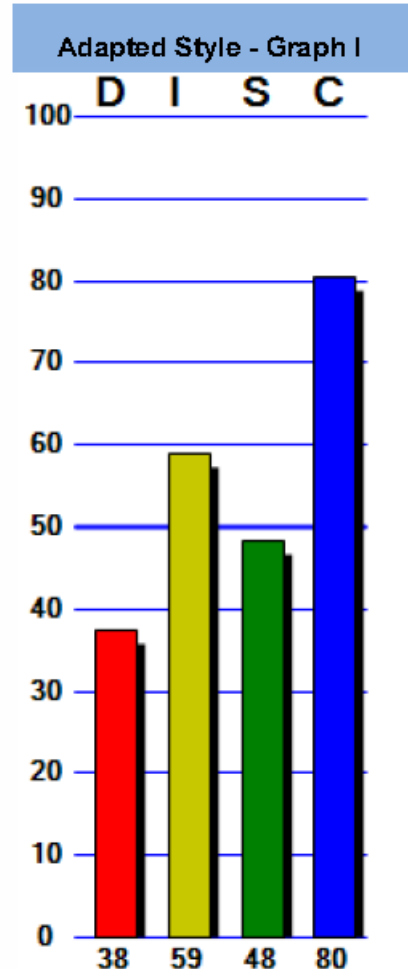
... when coaching ask

*“Does Graph I represent just the day you took the assessment or ...?”*

They might answer:

One week at work

Six months at work



# What determines Graph I 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"/>

**Most!** Research shows our most selections vary – **influenced** by present circumstance.

*“What is your most favorite food?”*



Answer **influenced** by what? who? where?

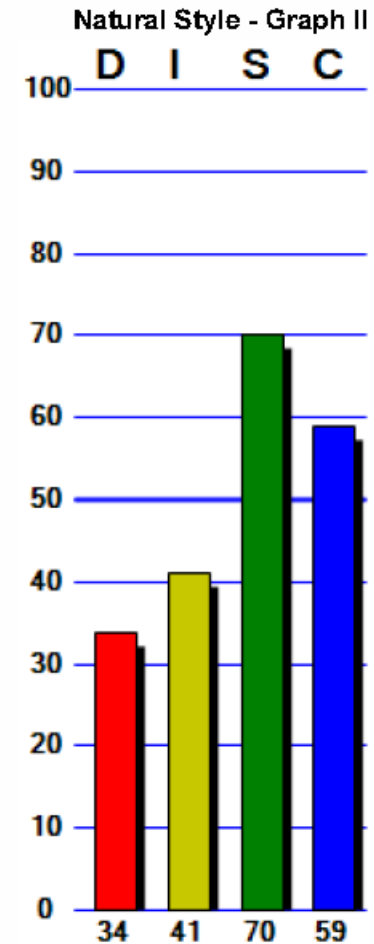
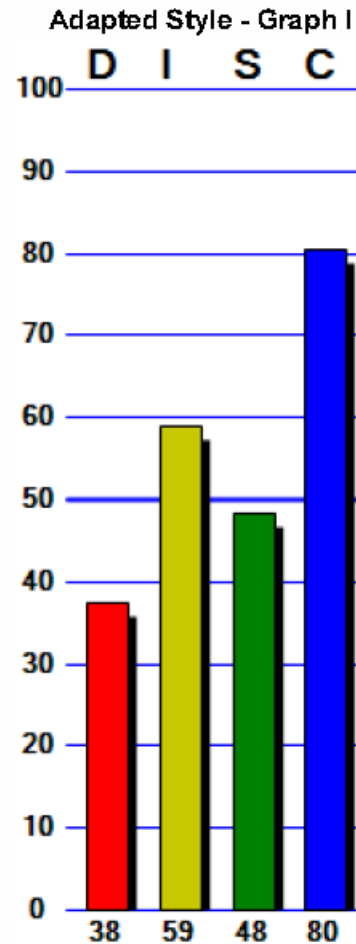
**Graph I is influenced** on the day you took the assessment is influenced by the **3 R's**:  
Role? Relating? Responsibilities?



# True or False?

**Goal should be ...**

to always have  
Graph I & Graph II  
the same, all the time.



Poll 7

Pattern: Ci (3436)

Pattern: Sc (2354)



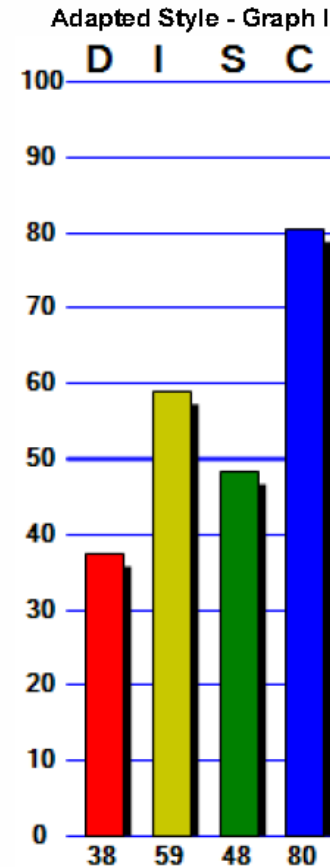


# False

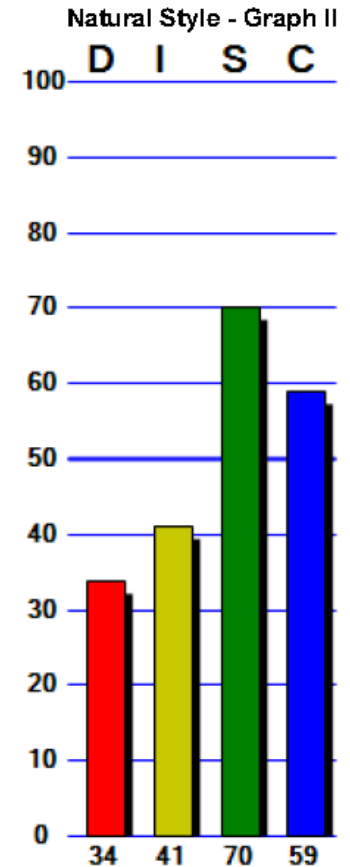
**Goal should be ...**

to always have Graph I & Graph II the same, all the time.

If it were true, then the individual is not adapting to other styles.



Pattern: Ci (3436)



Pattern: Sc (2354)



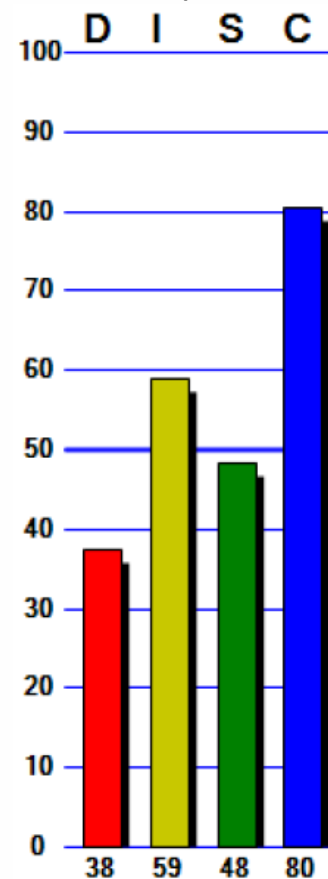
# Guidelines for Comparing

If Graph I & II are similar = the person used their same natural style the day at work they took the assessment.

If Graph I & II are different = the day the person took the assessment they needed to adapt, flex, stretch to get their job done.

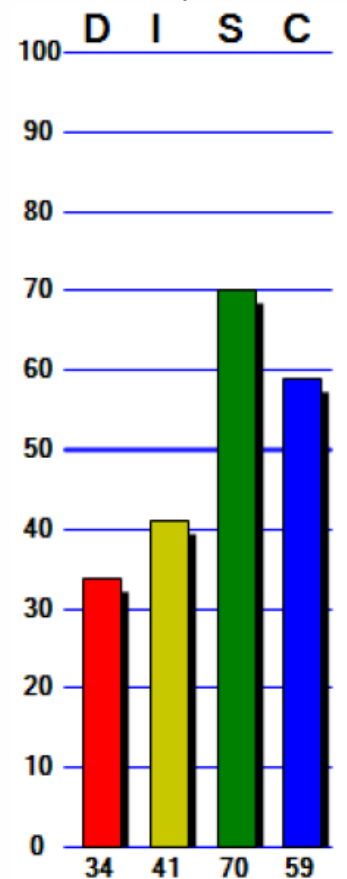
If different, important to ask “Does this stretch occur occasionally or does it represent a much longer period of time?”

Adapted Style - Graph I



Pattern: Ci (3436)

Natural Style - Graph II



Pattern: Sc (2354)



# Debriefing Tip – “Business Network to the Rescue”

## **Situation:**

During Coaching Session

## **You Ask:**

Apply DISC to Co-Worker

## **Their Response:**



# Ask- them to picture Co-Worker at Business Network Event. Co-Worker is most like?

On a MISSION! = Dominant



Wasting Time =  
Conscientious



Shy = Steady



# Debriefing Tip – “First Encounter”

**Situation:** During Coaching Session

**You are asked:** *“Just meeting someone, what do I do?”*



# Response: Start as if person is Steady – calm & organized. Then observe and adapt/stretch if needed.

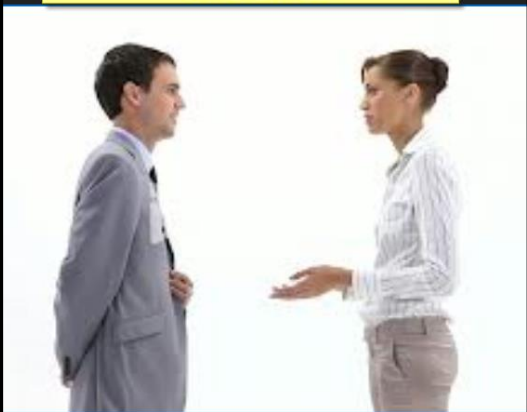
"GET TO THE POINT!" = DOMINANT



"I WENT FISHING & CAUGHT A FISH THIS BIG & ... .." = INFLUENCE



"WHY DO THAT? WHERE IS THE ANALYSIS?" = CONSCIENTIOUS



"This makes sense. Please explain the next steps." = Steady



# Extra Slide for Trainer



*DISCcert Delivers...*