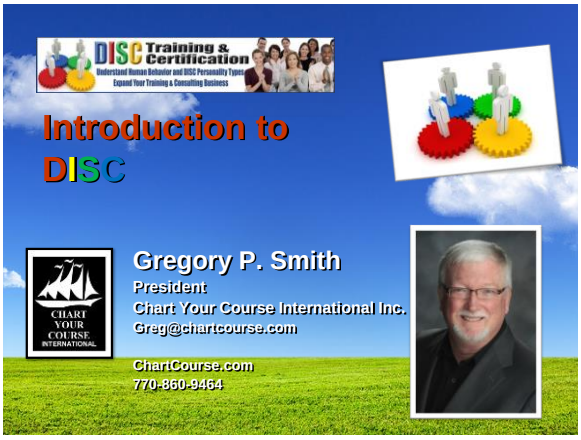


## Objectives

- What We Do
- What is DISC?
- Primary Behavior Styles
- Case Studies
- Motivators Report
- DNA Leadership Competencies
- Certification Programs
- Resources



## What We Do

TALENT MANAGEMENT

People are NOT your most important asset. The right people are."

***"Get the right people on the bus, the wrong people off the bus, and the right people in the right seats."***

Jim Collins
*From Good to Great*

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## Why Organizations Use Assessments

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Emotional Intelligence

## Behavior Styles

## FOUR BEHAVIOR FACTORS

| Dominance | Influence | Steadiness | Compliance |
|---|---|---|---|
| | | | |
| Focus Problems | Focus People | Focus Pace | Focus Procedures |

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## Four Behavior Styles

D = Dominance
- How you address **PROBLEMS** and **CHALLENGES**

I = Influence
- How you interact and influence **PEOPLE and CONTACTS**

S = Steadiness
- How you deal with **PACE** and **CONSISTENCY**

C = Compliance
- How you deal with **PROCEDURES** and **CONSTRAINTS**

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## THE EMOTIONS OF DISC

| | | | |
|---|---|---|---|
| Quick to Anger (Short Fuse) | High Trust of Others (Optimistic) | Non-emotional (Doesn't Show Emotions) | High Fear (Get Permission) |
| **D** | **I** | **S** | **C** |
| Slow to Anger (Long Fuse) | Low Trust of Others (Pessimistic) | Emotional (Shows Emotions) | Low Fear (Expect Forgiveness) |

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## DISC Dog Breeds

**D**

Doberman Pincher
German Shepherd
Rottweiler
...courageous
...intimidating
...intense, confident

**I**

Pug
Boxer
Poodle
...playful
...love being center of attention
...outgoing, vocal

**C**

Chow Chow
Afghan
Saluki
...bond with few
...cautious
...aloof, independent

**S**

Saint Bernard
Labrador Retriever
Bloodhound
...sweet
...easy-going
...work, service

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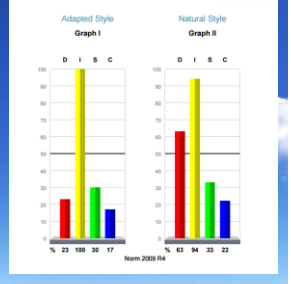
## Reading the Graph

**Graph Reading Process**

- Determine primary style (furthest from the line)
- Determine secondary style (second furthest from the line)
- This is your "Core Style"
- The 'Behavioral Design' is made up of all four factors, high and low.

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## Key Points

- High & Low Scores
- Neutral: Not About Good or Bad
- No One Style Better
- Every Team Need All 4 Styles for Success
- Universal- +25 Countries

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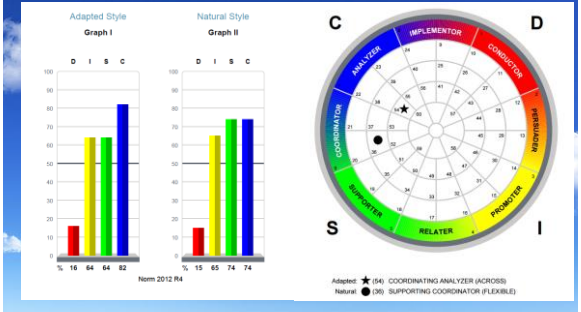


Nurse

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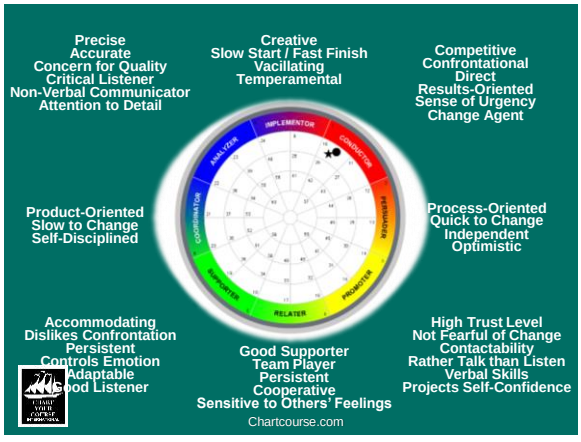


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## D-Factor: Dominant, Driver, Director

Needs: Control, Direct, Challenge, Win
Strengths: Results/Challenges
Emotion: Anger/short fuse
Change: Initiates change
Conflict: Fights back
Fear: Being weak
Strength: Outperforms anybody
Read: Cliff Notes
Talks: Short to the point; Direct while jumping to next issue
Office: Status symbols

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## I-Factor: Influencer, Inspiring, Sociable

Needs: To talk and be liked
Strengths: Socializes/ideas/fun
Emotion: Optimism/trust
Change: Not afraid of change
Conflict: Resolve
Fear: Not being liked
Weakness: Disorganized/erratic
Read: Fiction, self-improvement
Talk on Phone: Long conversations

Focus: People & Relationships

goldenkey

Motivates Others

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## S-Factor: Steady, Stable, Amiable

**Focus:**

**Pace or Activity Level**

**Glue that holds it together**

- Needs: To serve/to belong
- Strengths: Easy to get along with
- Looking for: Trust
- Emotion: Non-emotional (Masking)
- Weakness: Perceived as timid/quiet
- Change: Needs time to prepare
- Conflict: Hate it
- Rules: Follow
- Talk on Phone: Warm

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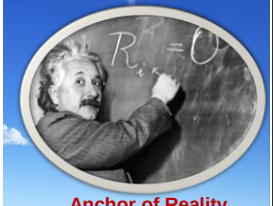
## C-Factor: Compliant, Accuracy, Analytical

**Focus: Procedures & Rules**



**Anchor of Reality**

- Needs: Proof & accuracy
- Strengths: High quality work
- Looking for: Precision & better ways to do things
- Emotion: Fear
- Weakness: Overly critical
- Change: Low risk
- Conflict: Avoidance
- Rules: "By the book"
- Read: Technical journals
- Talk on Phone: To the point
- Office: Charts, graphs

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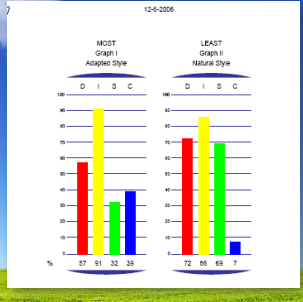
## Sales Person

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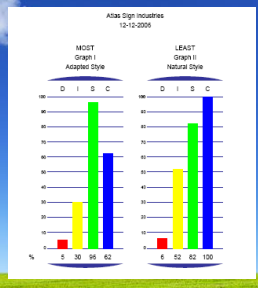
# Accountant

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## Behavioral Hierarchy

*The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of twelve (12) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.*

**1. Competitiveness** - Tenacity, boldness, assertiveness and a "will to win" in all situations.
0 1 2 3 4 5 6 7 8 9 10
10.0
4.7*

**2. Urgency** - Decisiveness, quick response and fast action.
0 1 2 3 4 5 6 7 8 9 10
9.0
4.3*

**3. Frequent Change** - Moving easily from task to task or being asked to leave several tasks unfinished and easily move on to the new task with little or no notice.
0 1 2 3 4 5 6 7 8 9 10
8.5
5.2*

**4. Versatility** - Bringing together a multitude of talents and a willingness to adapt the talents to changing assignments as required.
0 1 2 3 4 5 6 7 8 9 10
7.5
5.5*

**5. Frequent Interaction with Others** - Dealing with multiple interruptions on a continual basis, always maintaining a friendly interface with others.
0 1 2 3 4 5 6 7 8 9 10
7.0
6.2*

**6. People Oriented** - Spending a high percentage of time successfully working with a wide range of people from diverse backgrounds to achieve "win-win" outcomes.
0 1 2 3 4 5 6 7 8 9 10
6.0
6.8*

**7. Analysis of Data** - Information is maintained accurately for repeated examination as required.
0 1 2 3 4 5 6 7 8 9 10
4.0
3.8*

TTI SUCCESS INSIGHTS®

## Behavioral Hierarchy

**8. Customer Relations** - A desire to convey your sincere interest in them.
0 1 2 3 4 5 6 7 8 9 10
4.0
6.8*

**9. Follow Up and Follow Through** - A need to be thorough.
0 1 2 3 4 5 6 7 8 9 10
4.0
6.3*

**10. Consistency** - The ability to do the job the same way.
0 1 2 3 4 5 6 7 8 9 10
3.8
6.5*

**11. Following Policy** - Complying with the policy or if no policy, complying with the way it has been done.
0 1 2 3 4 5 6 7 8 9 10
3.5
6.9*

**12. Organized Workplace** - Systems and procedures followed for success.
0 1 2 3 4 5 6 7 8 9 10
3.0
5.2*

Adapted Style

John Doe

## KEYS TO MOTIVATING

*This section of the report was produced by analyzing John's needs. People are motivated by the things they want; thus wants that are satisfied no longer motivate. Review each statement produced in this section with John and highlight those that are present "wants."*

John wants:

- Freedom from routine work.
- Power and authority to take the risks to achieve results.
- Changing environments in which to work/play.
- Outside activities so there is never a dull moment.
- More time in the day.
- New challenges and problems to solve.
- To be seen as a leader.
- A wide scope of activities.
- Support system to help with details and follow through.
- Prestige, position and titles so he can control the destiny of others.
- Travel or changing work stations.

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John Doe

## KEYS TO MANAGING

*In this section are some needs which must be met in order for John to perform at an optimum level. Some needs can be met by himself, while management must provide for others. It is difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with John and identify 3 or 4 statements that are most important to him. This allows John to participate in forming his own personal management plan.*

John needs:

- Appreciation of slower-moving people.
- Budgets to help prioritize his purchases.
- To pace himself.
- Consistency.
- An awareness of the parameters or rules in writing.
- To display empathy for people who approach life differently than he does.
- To understand his role on the team--either a team player or the leader.
- To negotiate commitment face-to-face.
- Vacations or periods of reduced activity level.
- A program for pacing work and relaxing.
- To be confronted when in disagreement, or when he breaks the rules.
- Systems to follow.

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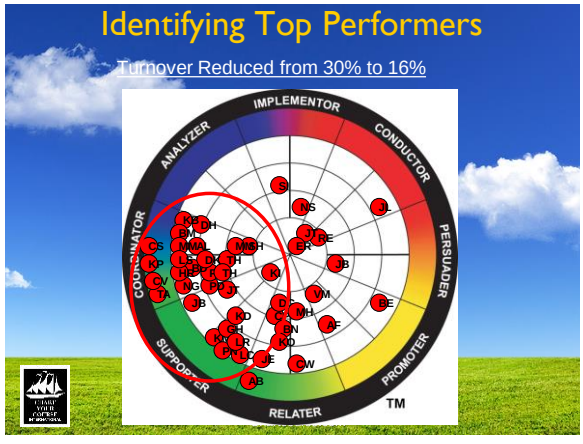
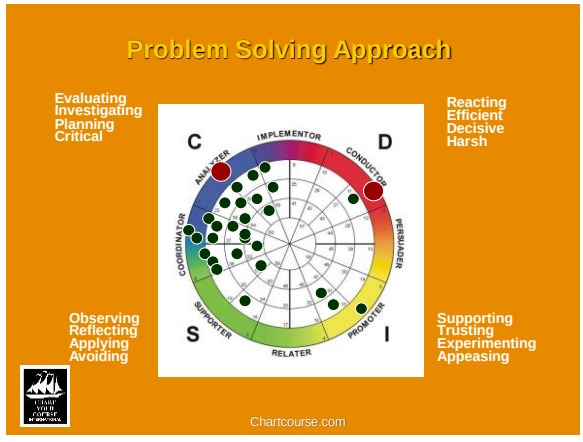
Areas for Improvement
In this area is a listing of possible limitations without regard to a specific job. Review with Melynda and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering her performance and develop an action plan to eliminate or reduce this hindrance.
Melynda has a tendency to:
Be inattentive to detail unless that detail is important to her or if detail work is of a short duration.
Act impulsively--heart over mind, especially if her security is not perceived to be threatened.
Trust people indiscriminately if positively reinforced by those people.
Be too verbal in expressing criticism.
Be inattentive to details--only attentive to results: "Don't ask how I did it, just if I succeeded."
Be overly enthusiastic about her own shortcomings (weaknesses) and the shortcomings of others.
Be optimistic regarding possible results of her projects or the potential of her people.
Be unrealistic in appraising people--especially if the person is a "friend."
Overuse praise in motivating others.


Identifying Top Performers
Turnover Reduced from 30% to 16%
IMPLEMENTOR
CONDUCTOR
PERSUADER
PROMOTER
RELATER
SUPPORTER
COORDINATOR
ANALYZER
TM


Problem Solving Approach
Evaluating
Investigating
Planning
Critical
Reacting
Efficient
Decisive
Harsh
Observing
Reflecting
Applying
Avoiding
Supporting
Trusting
Experimenting
Appeasing
C
D
S
I
IMPLEMENTOR
CONDUCTOR
PERSUADER
PROMOTER
RELATER
SUPPORTER
COORDINATOR
ANALYZER
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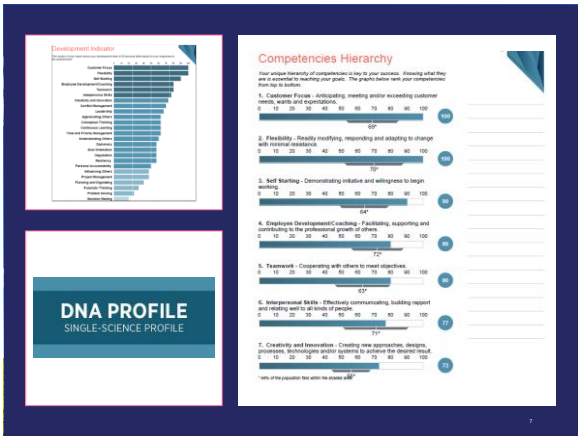
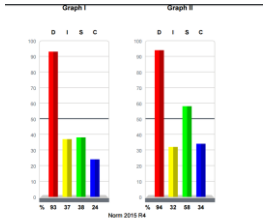
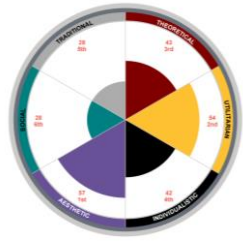
## Dynamic Communication Workshop

## Certification Programs

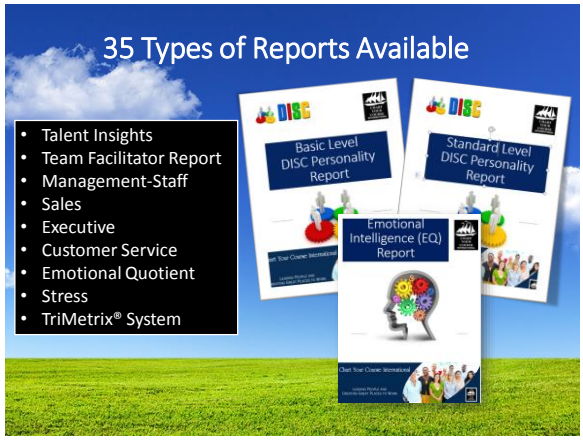
- 2-Day Master Class
- 4-Part Live Webinar
- Self-Study DISC Program






Case Study - President: Interior Design Business



# Additional Resources

Click on links below:

View Sample Reports

DISC Certification Training Info

Order Standard DISC Report

Selecting Superior Performers

DISC Descriptors Handout