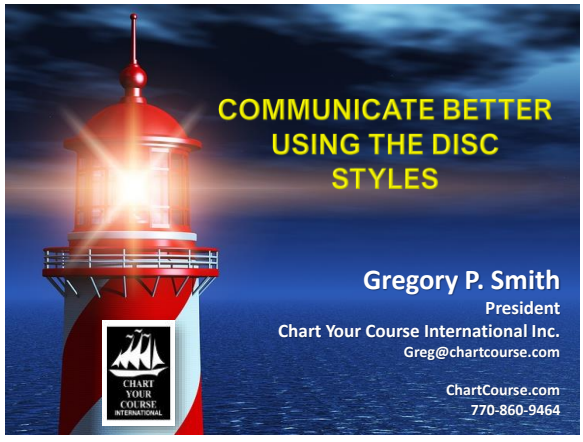
COMMUNICATE BETTER USING THE DISC STYLES
Gregory P. Smith
President
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CHART YOUR COURSE INTERNATIONAL

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Gregory P. Smith
"Accelerating Personal & Organizational Success"
• Malcolm Baldrige Quality Award Examiner
• "Top-Ten Rising Stars" in Human Resource Management
• Consultant to the Army Surgeon General
• Author 11 books
• Official BBQ Judge
• "Sarcasm is my gift"

2

HOUSE KEEPING

3

TALENT MANAGEMENT
"All I want is a good pair of hands…unfortunately, I must take them with a person attached."
Henry Ford

4

Objectives - Agenda
Communicate More Effectively
Understand People Better
What Causes Them FEAR
Increase Sales
Improve Relationships

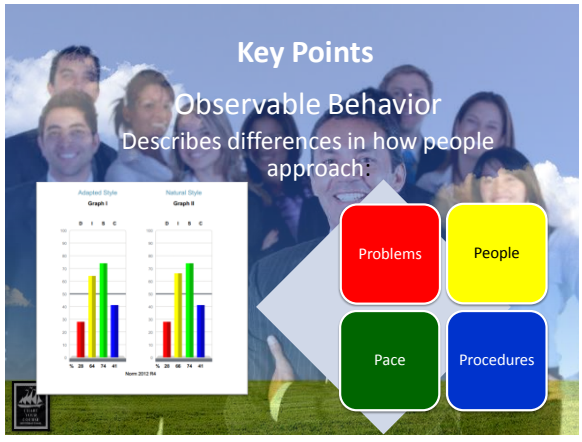
5

Four Behavior Factors
Optimistic
Analytical
Patient
Direct

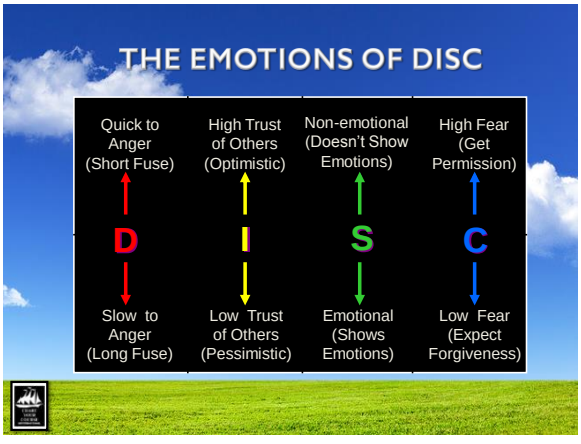
6

FOUR BEHAVIOR FACTORS
Dominance
Influence
Steadiness
Compliance
Focus
Problems
Focus
People
Focus
Pace
Focus
Procedures

7


Key Points
Observable Behavior
Describes differences in how people approach:
Problems
People
Pace
Procedures

8


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)

9

What FEAR Looks Like Through the Eyes of DISC
D = Dominance
• Being taken advantage of by others.
I = Influence
• The lack of social support and relationships.
S = Steadiness
• The loss of security and the speed decisions are made.
C = Compliance
• The negative feeling of making mistakes.

10

Dominance
D's focus on the big picture and a rapid pace. They avoid small talk and prefer to get straight to the point. Provide solutions when speaking with a D.

11

DISC "D"

12

## D-Factor: Dominant, Driver, Director

**Focus:** Problems & Challenges

**Personalities**

- Donald Trump
- Cersei Lannister
- Col. Nathan Jessup
- Rosie O'Donnell
- Hillary Clinton
- Simon Cowell

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## Adapting Your Style to Communicate Effectively with a Core D

**Body Language:**
Keep your distance
Strong handshake
Direct eye contact
Controlled gestures
Lean forward

**Word and Content:**
"Win", "Lead the field", "Results", "Now", "New", "Challenge"

**Pace (Speech & Action):**
Fast-Abrupt

**Tone of Voice:**
Strong
Clear, loud
Confident
Direct

**Signals to Look for:**
Look at their watch
Leaning back in their chair
Challenging or disagreeing with you

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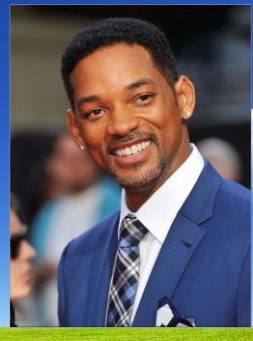
## Influence

For I's it's all about the people connection. **Be sure to create a personal connection with them before making demands or getting straight to business.**



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## "I" Extended DISC

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## I-Factor: Influencer, Inspiring, Likeable

**Focus:**
People & Relationships

**Famous Personalities**

- Lisa Kudrow - "Phoebe"
- Bill Clinton
- Michell Pritchett
- Oprah Winfrey
- Eddie Murphy

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## Adapting Your Style to Communicate Effectively with a Core I

**Body Language:**
Get close
Relaxed , humor
Friendly eye contact
Expressive gestures

**Word and Content**
"Fun", "I feel", " Sociable", "Will make you look good", "Exciting"

**Pace (Speech & Action)**
Fast-Skip around

**Tone of Voice:**
Enthusiastic
High and low modulation
Friendly
Energized

**Signals to Look for:**
Looking around the office or room
Skepticism
Negativity

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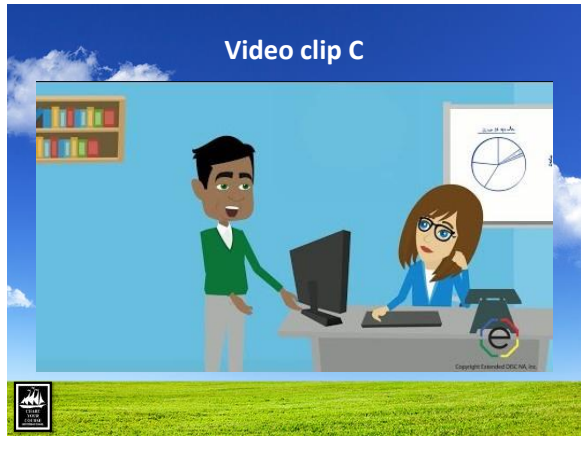


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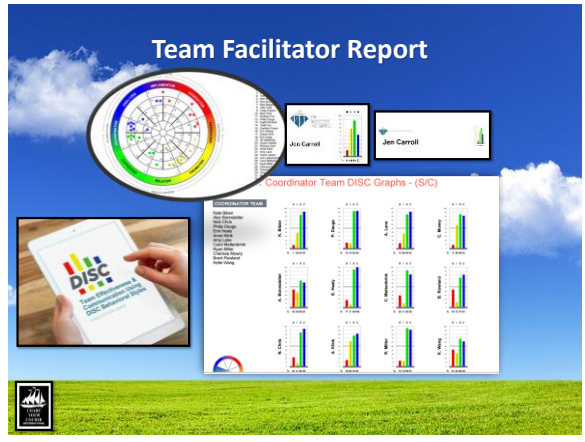


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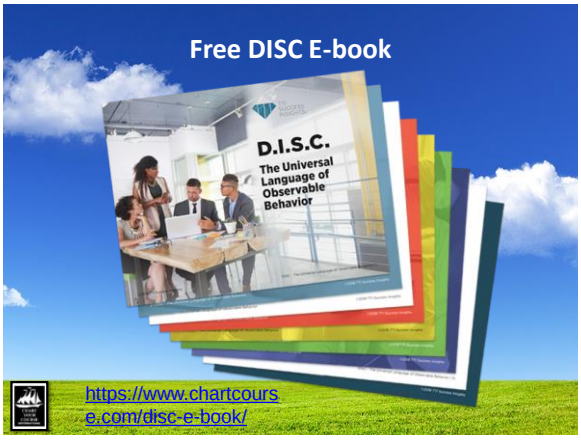
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