



# DISC Service

An Evaluation of Behavioral Styles

Report For: **Sample Report**

Style: **IC/D**

Focus: **Work**

Date: **10/23/2019**

YOUR COMPANY  
**LOGO**  
APPEARS HERE

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## Why is Independently Tested Accuracy of this Assessment Important?



A recent review revealed a **significant majority of assessments available today were absent the studies & reporting to confirm their accuracy.** Of the small minority which claimed reporting, the significant majority of those were conducted privately; oftentimes by the assessment provider itself, rather than an objective and scientifically qualified third party. However, we are leading by example in this otherwise unregulated industry. How are we doing this? By submitting our assessments to an objective, independently conducted battery of tests: Construct Validity, Reliability, and Disparate Impact - all by a qualified scientific authority (*Assessment Standards Institute*). Our goal? Ensuring the trust and confidence of our users by producing the industry’s most accurate and class protected assessments. Please turn to the last page of this report to learn more on this topic, and the steps we’ve taken to safeguard the scientific accuracy of this assessment.

# Welcome to the DISCstyles™ Online Report

## INTRODUCTION

DISC is a simple, practical, easy to remember and universally applicable model. It focuses on individual patterns of external, observable behaviors and measures the intensity of characteristics using scales of directness and openness for each of the four styles: **Dominance, Influence, Steadiness, and Conscientious**.

Using the DISC model, it is easy to identify and understand our own style, recognize and cognitively adapt to different styles, and develop a process to communicate more effectively with others.

## HOW TO USE THIS REPORT

The DISC report is divided into 3 parts introducing the DISC model, helping you understand your own style, and identifying ways that you can apply your style strengths or modify your style weaknesses in order to meet the needs of others.

- **Part I** focuses on understanding each of the DISC styles and identifying characteristics, including the tendencies of each behavioral style
- **Part II** is about understanding yourself and will reveal information about the tendencies that make you unique
- **Part III** examines and explores adaptability and offers actionable recommendations for you and others who interact with you

With this personalized and comprehensive report, DISC gives you tools to help you become a better you - to develop and use more of your natural strengths while recognizing, improving upon, and modifying your limitations. Then, because we can easily see and hear these behaviors, we can quickly and accurately “read” other people and use our knowledge to enhance communication and grow our relationships.

**Please Note:** Any behavioral descriptions mentioned in this report are only **tendencies** for your style group and may or may not specifically apply to you personally.



## Part I Understanding DISC

### BEHAVIORAL STYLES

Historical and contemporary research reveal more than a dozen various models of our behavioral differences, but many share one common thread: the grouping of behavior into **four basic categories**.

The DISC styles are **Dominance, Influence, Steadiness, and Conscientious**. There is no “best” style. Each style has its unique strengths and opportunities for continuing improvement and growth.

The DISCstyles™ assessment examines external and easily observable behaviors and measures tendencies using scales of **directness** and **openness** that each style exhibits.

### BEHAVIOR DESCRIPTORS OF EACH

DOMINANCE	INFLUENCE	STEADINESS	CONSCIENTIOUS
Decisive Competitive Daring Direct Innovative Persistent Adventurous Problem Solver Results Oriented	Charming Confident Convincing Enthusiastic Inspiring Optimistic Persuasive Sociable Trusting	Understanding Friendly Good Listener Patient Relaxed Sincere Stable Steady Team Player	Accurate Precise Analytical Compliant Courteous Diplomatic Detailed Fact Finder Objective

### DIRECTNESS AND OPENNESS OF EACH STYLE

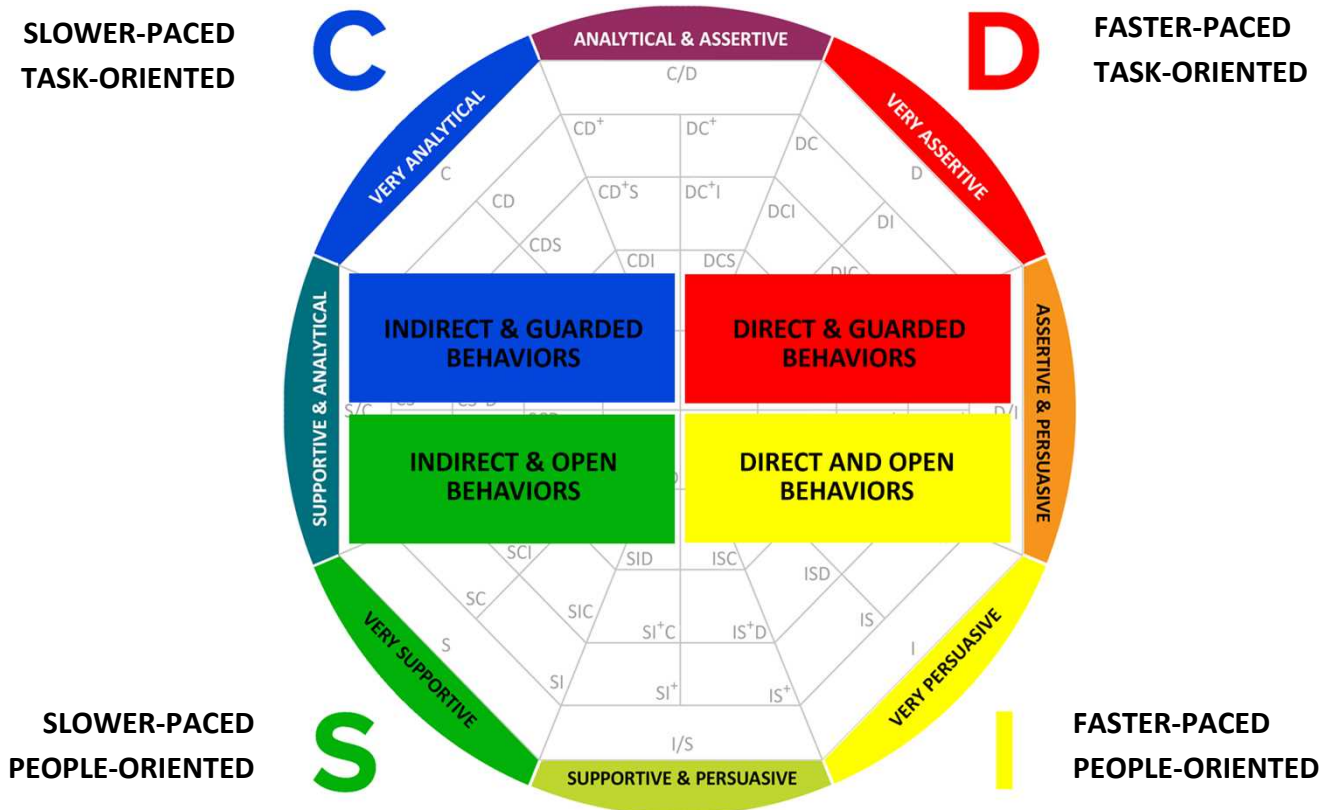
STYLE	TENDENCIES
DOMINANCE	Tends to be direct and guarded
INFLUENCE	Tends to be direct and open
STEADINESS	Tends to be indirect and open
CONSCIENTIOUS	Tends to be indirect and guarded

### PACE AND PRIORITY OF EACH STYLE

STYLE	TENDENCIES
DOMINANCE	Fast-paced and task-oriented
INFLUENCE	Fast-paced and people-oriented
STEADINESS	Slow-paced and people-oriented
CONSCIENTIOUS	Slow-paced and task-oriented



## PACE AND PRIORITY OF EACH STYLE



**PACE AND PRIORITY** represent two of the main sources of tension between the styles.

- D&C and I&S have different **PACES**: D and I are faster-paced, and S and C are slower-paced.
- D&I and S&C have different **PRIORITIES**: D and C are task-oriented, and I and S are people oriented.
- D&S and I&C have **BOTH PACE AND PRIORITY DIFFERENCES**.

## A DEEPER LOOK AT THE FOUR DISCStyles™

Below is a chart to help you understand some of the characteristics of each of the Four Basic DISC Styles, so you can interact with each style more effectively. Although behavioral style is only a partial description of personality, it is quite useful in describing how a person behaves, and is perceived, in personal, social and work situations.

	HIGH DOMINANT STYLE	HIGH INFLUENCING STYLE	HIGH STEADY STYLE	HIGH CONSCIENTIOUS STYLE
<b>Tends to Act</b>	Assertive	Persuasive	Patient	Contemplative
<b>When in Conflict, this Style</b>	Demands Action	Attacks	Complies	Avoids
<b>Needs</b>	Control	Approval	Routine	Standards
<b>Primary Drive</b>	Independence	Interaction	Stability	Correctness
<b>Preferred Tasks</b>	Challenging	People related	Scheduled	Structured
<b>Comfortable with</b>	Being decisive	Social friendliness	Being part of a team	Order and planning
<b>Personal Strength</b>	Problem solver	Encourager	Supporter	Organizer
<b>Strength Overextended</b>	Preoccupation on goals over people	Speaking without thinking	Procrastination in addressing change	Over analyzing everything
<b>Personal Limitation</b>	Too direct and intense	Too disorganized and nontraditional	Too indecisive and indirect	Too detailed and impersonal
<b>Personal Wants</b>	Control, Variety	Approval, Less Structure	Routine, Harmony	Standards, Logic
<b>Personal Fear</b>	Losing	Rejection	Sudden Change	Being Wrong
<b>Blind Spots</b>	Being held accountable	Follow through on commitments	Embracing need for change	Struggle to make decisions without overanalyzing
<b>Needs to Work on</b>	Empathy, Patience	Controlling emotions Follow through	Being assertive when pressured	Worrying less about everything
<b>Measuring Maturity</b>	Giving up control	Objectively handling rejection	Standing up for self when confronted	Not being defensive when criticized
<b>Under Stress May Become</b>	Dictatorial Critical	Sarcastic Superficial	Submissive Indecisive	Withdrawn Headstrong
<b>Measures Worth by</b>	Impact or results Track record	Acknowledgments Compliments	Compatibility Contributions	Precision, Accuracy Quality of results

## COMMUNICATING WITH THE DISCStyles™

### Communicating with the **DOMINANT** Style

D CHARACTERISTICS:	SO YOU SHOULD...
Concerned with being #1	Show them how to win, new opportunities
Think logically	Display reasoning
Want facts and highlights	Provide concise data
Strive for results	Agree on goal and boundaries, the support or get out of their way
Like personal choices	Allow them to “do their thing,” within limits
Like changes	Vary routine
Prefer to delegate	Look for opportunities to modify their workload focus
Want others to notice accomplishments	Compliment them on what they’ve done
Need to be in charge	Let them take the lead, when appropriate, but give them parameters
Tendency towards conflict	If necessary, argue with conviction on points of disagreement, backed up with facts; don’t argue on a “personality” basis

### Communicating with the **INFLUENCING** Style

I CHARACTERISTICS:	SO YOU SHOULD...
Concerned with approval and appearances	Show them that you admire and like them
Seek enthusiastic people and situations	Behave optimistically and provide upbeat setting
Think emotionally	Support their feelings when possible
Want to know the general expectations	Avoid involved details, focus on the “big picture”
Need involvement and people contact	Interact and participate with them
Like changes and innovations	Vary the routine; avoid requiring long-term repetition by them
Want others to notice THEM	Compliment them personally and often
Often need help getting organized	Do it together
Look for action and stimulation	Keep up a fast, lively, pace
Surround themselves with optimism	Support their ideas and don’t poke holes in their dreams; show them your positive side
Want feedback that they “look good”	Mention their accomplishments, progress and your other genuine appreciation

## Communicating with the **STEADY** Style

S CHARACTERISTICS:	SO YOU SHOULD...
Concerned with stability	Show how your idea minimizes risk
Think logically	Show reasoning
Want documentation and facts	Provide data and proof
Like personal involvement	Demonstrate your interest in them
Need to know step-by-step sequence	Provide outline and/or one-two-three instructions as you personally "walk them through"
Want others to notice their patient perseverance	Compliment them for their steady follow-through
Avoid risks and changes	Give them personal assurances
Dislike conflict	Act non-aggressively, focus on common interest or needed support
Accommodate others	Allow them to provide service or support for others
Look for calmness and peace	Provide a relaxing, friendly atmosphere
Enjoy teamwork	Provide them with a cooperative group
Want sincere feedback that they're appreciated	Acknowledge their easygoing manner and helpful efforts, when appropriate

## Communicating with the **CONSCIENTIOUS** Style

C CHARACTERISTICS:	SO YOU SHOULD...
Concerned with aggressive approaches	Approach them in an indirect, nonthreatening way
Think logically	Show your reasoning
Seek data	Give data to them in writing
Need to know the process	Provide explanations and rationale
Utilize caution	Allow them to think, inquire and check before they make decisions
Prefer to do things themselves	When delegating, let them check procedures, and other progress and performance before they make decisions
Want others to notice their accuracy	Compliment them on their thoroughness and correctness when appropriate
Gravitate toward quality control	Let them assess and be involved in the process when possible
Avoid conflict	Tactfully ask for clarification and assistance you may need
Need to be right	Allow them time to find the best or "correct" answer, within available limits
Like to contemplate	Tell them "why" and "how"

**The first step to building stronger communication is awareness. By identifying how we are similar and different, we can make cognitive choices when interacting to create stronger, more engaged relationships.**



## Part II Understanding Yourself

### General Characteristics

*The narration below serves as a general overview of your behavioral tendencies. It sets the stage for the report which follows, and provides a framework for understanding and reflecting on your results. We've occasionally provided some coaching ideas so that you can leverage your strengths whenever possible to maximize your personal success.*

You are a strong individualist who likes to forge your own path, and to be recognized for your achievements. Your responses to the instrument indicate that you are "field independent" in your operating style. That means that you blaze your own trails, sometimes without seeking much input from others. You may feel a greater sense of internal accomplishment when a success is achieved mostly on your own, without much guidance or assistance.

You are a strong self-starter who shows a high sense of urgency to get things done... now. This is a prominent theme in your response pattern. Of all the behavioral styles, your response pattern tops the list for high urgency. The good news is that you're usually the first to get service, to offer an idea, and usually the first to cross the finish line on projects. The flipside is that some of those who helped you along the way might feel as if they are forgotten. Don't forget to acknowledge those who assisted, as you may require their assistance in the future.

You are an excellent problem solver who can think quickly on your feet to solve problems that arise. You are able to do this due to your rapid decisiveness, ability to multi-task, and your tendency to "blaze your own trail" rather than follow the beaten path. Be certain to involve others in the decision-making process, as an independent problem solver can sometimes be perceived as a problem creator.

Sample, you score like those who love challenges and competition. You tend to take risks that others would not attempt, and you usually find those gambits successful. As a leader, your competitive spirit allows you to take your team to new heights. You enjoy a good challenge and appreciate that trait in your peers, likewise.

Sample, you prefer a change-oriented environment and may become bored when the pace slows. You score like those who tend to have an appetite for new ideas and are attracted to challenges like a magnet. However, once the project is successfully launched, your attention may wander to new ventures.

You have many ideas and opinions of your own and a high degree of confidence in those ideas. It might be said that people who score like you tend to have a rather visible ego presence. However, those who are able to manage this can nevertheless thrive in a more people-friendly work climate.

You are very direct and straightforward in communicating with others. You score like those who speak their minds, tell it like it is, and prefer bottom-line closure to ambiguity. You like to get things done quickly, and that includes conversations. You tend not to "sugar-coat" the message with unnecessary fluff.

You are very self-reliant, and prefer to find your own solutions. You score like other independent people who may be considered "movers and shakers." This group tends to think quickly, decide quickly, and create opportunities and solutions where none existed before. All or much of this is done in a completely independent manner. That's a strength, for both you and your organization, as long as that strength is recognized.



## Style Overview

DISC describes you based on your observable behavior which can provide insights for others regarding your communication preferences and how you will likely interact with and respond to them.

Through this report you have an opportunity to discover (observe and evaluate) your behavioral responses in various environments. You can explore your reactions to a variety of situations and contexts, including the actions and reactions of others, to determine the most effective communication strategy or course of action.

## Your Behavioral Style: Producer

Producers follow their own path and will seek new projects and challenges. They are self reliant and like to solve their issues without asking for help. This independence fosters innovation that is strongly advocated to others. Being in control is important to them and they can push back if challenged. They have high expectations of others and can be quite critical if expected results lag. They can be seen as uncaring and, at times, difficult to work with.

Below are some key behavioral insights to keep in mind and share with others to strengthen your relationships.

- **Emotional characteristic:** Will strive to meet their own needs in their own way.
- **Goals:** Finding new opportunities they can tackle and goals to achieve.
- **How others are valued:** Based upon ability to create workable solutions that meet the Producer's standards.
- **Influences group:** Will influence by setting a competitive fast-paced agenda aimed at accomplishing results and by projecting personal power.
- **Value to the organization:** Will avoid the "blame game" and will offer new and innovative solutions towards making progress.
- **Cautions:** Can appear overly controlling of others and outcomes in order to support and meet their own personal agendas.
- **Under Pressure:** Can become isolated and will push back hard if they are challenged or threatened or if they are denied new opportunities.
- **Fears:** Losing control or being without meaningful challenges.



## WORD SKETCH - Adapted Style

DISC is an observable “needs-motivated” instrument based on the idea that emotions and behaviors are neither “good” nor “bad.” Rather, behaviors reveal the needs that motivate that behavior. Therefore, once we can accurately observe one’s actions, it is easier to “read” and anticipate their likely motivators and needs.

This chart shows your ADAPTED DISC Graph as a “Word Sketch.” Use it with examples to describe why you do what you do and what’s important to you when it comes to (D)ominance of Problems, (I)nfluence of People, (S)teadiness of Pace, or (C)onscientiousness of Procedures. Share more about the specific needs that drive you in each area of FOCUS. If your DISC intensity scores at levels 1 and 2, your emotions and needs are the opposite of those at Levels 5 and 6 in that area.

	D	I	S	C
DISC Focus	Problems / Tasks	People	Pace (or Environment)	Procedures
Needs	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, Teams, Stable environment	Rules to follow, Data to analyze
Emotions	Anger, Impatience	Optimism, Trust	Patience, Non-Expression	Fear, Concern
Fears	... being taken advantage of/lack of control	... being left out, loss of social approval	... sudden change/loss of stability and security	... being criticized/loss of accuracy and quality
6	argumentative daring demanding decisive domineering egocentric	emotional enthusiastic gregarious impulsive optimistic persuasive	calming loyal patient peaceful serene team person	accurate conservative exacting fact-finder precise systematic
5	adventurous risk-taker direct forceful	charming influential sociable trusting	consistent cooperative possessive relaxed	conscientious courteous focused high standards
4	assertive competitive determined self-reliant	confident friendly generous poised	composed deliberate stable steady	analytical diplomatic sensitive tactful
3	calculated risk moderate questioning unassuming	controlled discriminating rational reflective	alert eager flexible mobile	own person self-assured opinionated persistent
2	mild seeks consensus unobtrusive weighs pro/con	contemplative factual logical retiring	discontented energetic fidgety impetuous	autonomous independent firm stubborn
1	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic



## WORD SKETCH - Natural Style

DISC is an observable “needs-motivated” instrument based on the idea that emotions and behaviors are neither “good” nor “bad.” Rather, behaviors reveal the needs that motivate that behavior. Therefore, once we can accurately observe one’s actions, it is easier to “read” and anticipate their likely motivators and needs.

This chart shows your NATURAL DISC Graph as a “Word Sketch.” Use it with examples to describe why you do what you do and what’s important to you when it comes to (D)ominance of Problems, (I)nfluence of People, (S)teadiness of Pace, or (C)onscientiousness of Procedures. Share more about the specific needs that drive you in each area of FOCUS. If your DISC intensity scores at levels 1 and 2, your emotions and needs are the opposite of those at Levels 5 and 6 in that area.

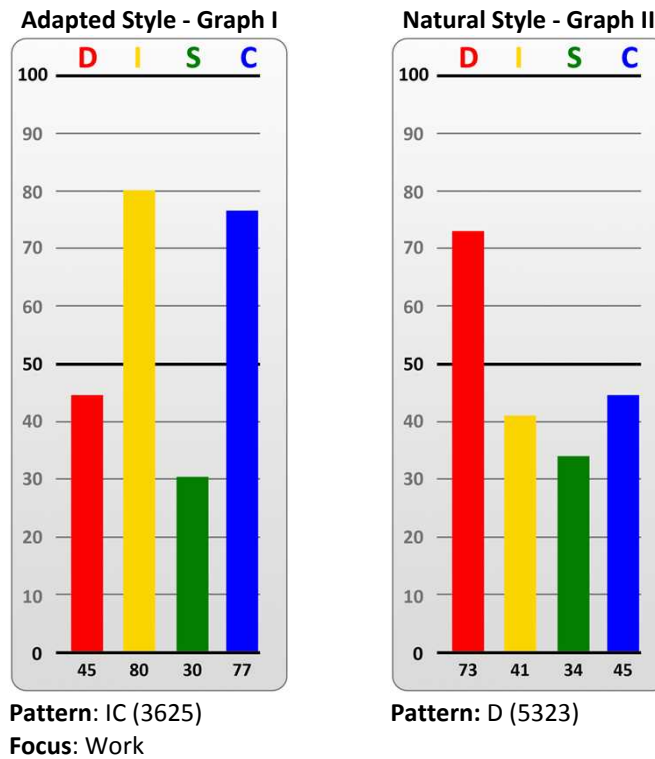
	D	I	S	C
DISC Focus	Problems / Tasks	People	Pace (or Environment)	Procedures
Needs	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, Teams, Stable environment	Rules to follow, Data to analyze
Emotions	Anger, Impatience	Optimism, Trust	Patience, Non-Expression	Fear, Concern
Fears	... being taken advantage of/lack of control	... being left out, loss of social approval	... sudden change/loss of stability and security	... being criticized/loss of accuracy and quality
<b>6</b>	argumentative daring demanding decisive domineering egocentric	emotional enthusiastic gregarious impulsive optimistic persuasive	calming loyal patient peaceful serene team person	accurate conservative exacting fact-finder precise systematic
<b>5</b>	adventurous risk-taker direct forceful	charming influential sociable trusting	consistent cooperative possessive relaxed	conscientious courteous focused high standards
<b>4</b>	assertive competitive determined self-reliant	confident friendly generous poised	composed deliberate stable steady	analytical diplomatic sensitive tactful
<b>3</b>	calculated risk moderate questioning unassuming	controlled discriminating rational reflective	alert eager flexible mobile	own person self-assured opinionated persistent
<b>2</b>	mild seeks consensus unobtrusive weighs pro/con	contemplative factual logical retiring	discontented energetic fidgety impetuous	autonomous independent firm stubborn
<b>1</b>	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic



## DISCstyles eGraphs for Sample Report

Your Adapted Style indicates you tend to use the behavioral traits of the IC style(s) in your selected Work focus. Your Natural Style indicates that you naturally tend to use the behavioral traits of the D style(s).

Your Adapted Style is your graph displayed on the left. It is **your perception of the behavioral tendencies you think you should use in your selected focus** (work, social or family). This graph may change when you change roles or situations. The graph on the right is your Natural Style **and indicates the intensity of your instinctive behaviors and motivators**. It is often a better indicator of the “real you” and your “knee jerk”, instinctive behaviors. This is how you act when you feel comfortable in your home environment and are not attempting to impress. It is also what shows up in stressful situations. This graph tends to be fairly consistent, even in different environments.



If the bars are similar, it means that you tend to use your same natural behaviors in either environment. If your Adapted Style is different from your Natural Style, this may cause stress if over a long period of time. You are then using behaviors that are not as comfortable or natural for you.

The four-digit numbers (under the graphs) represent your segment numbers in DISC order and dictate the adjectives highlighted on the Word Sketch pages.

The higher or lower each D, I, S, C point is on your graph, the greater or lesser your behavior impacts your results at work and with others around you. Once aware, you can adapt your style to be more effective. Can you change? Of course! You do it every day depending on your situations. However, permanent behavioral change comes only with awareness and practice.

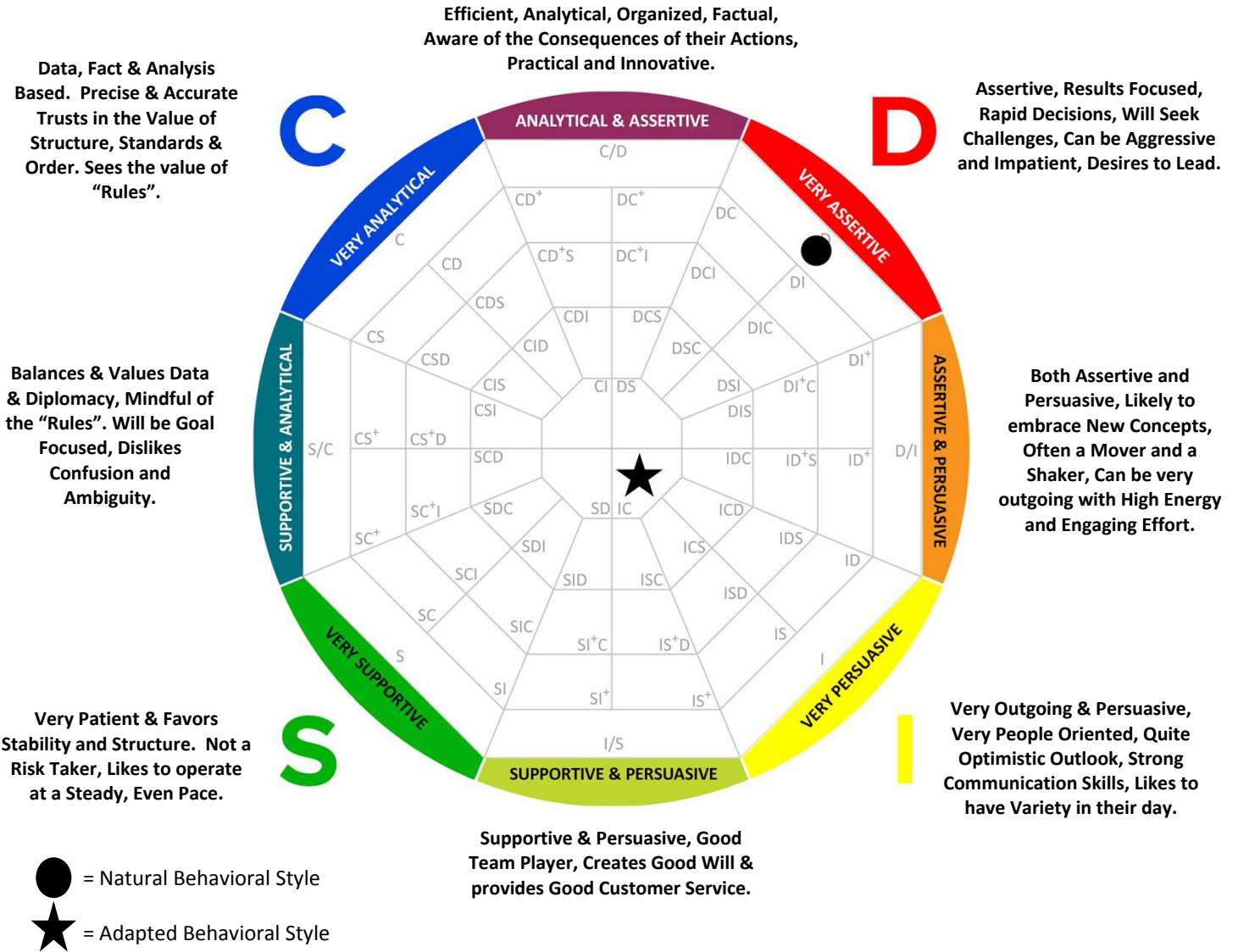


# Behavioral Pattern View

The BPV has eight behavioral zones. Each zone identifies a different combination of behavioral traits. The peripheral descriptors describe how others typically see individuals with your style. Plots on the outer edges of the BPV identify that one factor (DISC) of your style will dominate the other three. As you move towards the center of the BPV, two and eventually three traits combine to moderate the intensity of your style descriptors within a specific behavioral zone. +The plus sign indicates that the preceding style score is higher, moving you closer to that style zone (i.e. CD+S: The D score is stronger than in CDS so it plots closer to the D behavioral zone).

## THE SCORING LEGEND

- D = Dominance:** How you deal with Problems and Challenges
- I = Influence:** How you deal with People and Contacts
- S = Steadiness:** How you deal with Pace and Consistency
- C = Conscientious/Compliance/Structure:** How you deal with Procedure and Constraints



## Communication Tips for Others

*The following suggestions can help others who interact with you understand and be aware of your communication preferences. To use this information effectively, share it with others and also discuss their preferences.*

*Check the two most important ideas when others communicate with you (dos & don'ts) and transfer them to the Summary of Your Style page.*

### **When Communicating with Sample, DO:**

- When you disagree, take issue with the methods or procedures, not with the person.
- Get to the point quickly, and don't ramble.
- Be specific about what's needed, and who is going to do it.
- Present your items in a logical way.
- Ask "what"-oriented questions that close the issue or topic.
- Offer specific evidence about the probability of success or effectiveness of options.
- Be prepared to handle some objections.

### **When Communicating with Sample, DON'T:**

- Let it reflect on Sample personally when in disagreement.
- Forget or lose things necessary for the meeting or project.
- Make guarantees and assurances when there is a risk in meeting them.
- Make decisions for Sample.
- Leave loopholes or vague issues hanging in the air.
- Try to develop "too close" a relationship, especially too quickly.
- Be sloppy or disorganized.

## Your Motivators: Wants and Needs

*Motivation is the enthusiasm or willingness to do something. Everybody is motivated; however, all people are motivated for their own reasons, not somebody else's. Simply, people are motivated by what they want.*

*Our behaviors are also driven by our needs. Each style has different needs. If one person is stressed, they may need quiet time alone; another may need social time around a lot of people. Each has different ways to meet their needs. The more fully our needs are met, the easier it is to perform at an optimal level.*

*Choose the two most important wants and the two most important needs and transfer them to the Summary of Your Style page.*

### **You Tend to Be Motivated By:**

- Work tasks of a specialized nature to support your natural curiosity and detail orientation.
- A variety of activities involving interpersonal contact, both on and off the job.
- A system of support to assist with the details and follow-through.
- Awards that recognize ability, competence, or achievements.
- Security in knowing that the products and services are of the highest quality.
- Having sufficient time to consider all options before making a final decision.
- Receiving complete explanations of systems and processes that impact the work environment.

### **People With Patterns Like You Tend to Need:**

- Straight-forward, direct communication.
- To be involved and active in making things happen, so as not to become bored with massive amounts of routine work.
- To soften your approach a bit, and take it down a notch, so as not to be so blunt and critical.
- An understanding of your boundaries to keep from overstepping your authority.
- To understand the results that are expected of you, and to be judged on the results, rather than the methods used to achieve the results.
- To engage in a proactive confrontation when someone disagrees with your methods or ideas. This is preferable to sowing seeds of discontent behind one's back.
- To curb intensity in less urgent situations.



## What You Bring to the Organization

*This page provides useful insights for a job or as you work together on a team or family project. These are the talents and tendencies you bring. When used in environments that you are most effective in, you are likely to be self-motivated to accomplish great things. It is possible that you may not always be in an environment that allows you to be your best. We recommend you speak with your leader to see what can be incorporated into your current environment to help maintain your motivation. Check the two most important strengths, the two most important work style tendencies and the two most important environmental factors and transfer them to the Summary of Your Style page.*

### **Your Strengths:**

- You deal directly, with an eye on the bottom-line.
- You have a strong sense of urgency when it comes to getting things done.
- You are self-reliant, with the ability and innovation to blaze new trails.
- You ask questions that challenge tradition.
- You are a self-starter who doesn't wait for external things to happen.
- You are a quick and efficient problem solver.
- You bring innovative ideas and solutions.

### **Your Work Style Tendencies:**

- You may be overly afraid of losing on a project or proposal.
- When urgency reaches a high point, you can work with the team to restore comfort, while also obtaining good results.
- You show a special ability to help others on the team visualize the activities necessary to obtain success in a complex project.
- You tend to be considerate of others on the team and are persuasive without being demanding.
- On difficult projects, you may become somewhat impatient or aggressive under pressure.
- You may tend to overuse your power in order to get your way.
- You have the ability to carry out detailed action plans, and verbalize the steps in an articulate manner.

### **You Tend to Be Most Effective In Environments That Provide:**

- Time to reflect and think about pros and cons to solutions.
- Activities including many opportunities for interaction with people.
- Freedom to express your ideas.
- Projects requiring you to motivate and persuade people.
- Contact with groups, and opportunities to build a network of people.
- Public recognition for accomplishments.
- Complete explanations of areas of responsibility and control.

## The D Style

### Under Stress - Perceptions, Behavior and Needs for the D

*Stress is unavoidable. The perceptions of our behavior may have a significant impact on our effectiveness - both in how we perceive ourselves and how others perceive us. The way we behave under stress can create a perception that is not what we intend. The descriptions below of perceptions by others may seem somewhat extreme at times (especially if our behavior is an over-extended strength that becomes a weakness or limitation). As you understand these perceptions more clearly, you are able to modify your behavior to maximize your own effectiveness and ensure that others see you as you intend.*

#### **Potential Self Perception:**

- Independent
- Assertive
- Entrepreneurial
- Confident

#### **Under Stress, May be Perceived by Others:**

- Controlling
- Demanding
- Manipulative
- Belligerent

#### **Under Stress You Need:**

- Control of the situation and yourself
- A fast pace for moving toward goals
- Tangible evidence of progress

#### **Your Typical Behaviors in Conflict:**

- Since you tend to focus on your own results, you may tend to become autocratic in order to get your way.
- Your passion to win may result in win/lose situations, making it difficult for others to work with you.
- Your anger is directed at the situation and the lack of desired results, not at anyone, personally. However, your outbursts and behaviors may appear to be a personal attack. You tend to react quickly and often may fail to choose your words appropriately.

#### **Strategies to Reduce Conflict and Increase Harmony:**

- Avoid creating controversy or "stirring up the pot" just to keep things interesting. This may increase your own energy for the task; however, it is likely to have a serious negative effect on many others.
- You need to take time to express your ideas and instructions fully and clearly; asking questions to ensure that everyone understands. Time spent clarifying your message up front will result in more efficient operations later.
- Recognize that others may not be comfortable dealing with conflict, anger, and aggression. Therefore, reacting with your normal behavior may be counterproductive, resulting in interference with your desired results.

## Potential Areas for Improvement

*Everyone has struggles, limitations, or weaknesses. Oftentimes, it's simply an overextension of our strengths which may become a weakness. For example, the directness of a High D may be a strength in certain environments, but when overextended they may tend to become bossy.*

*As you consider ways to continue to improve to be a better communicator, we recommend you focus on no more than two at a time, practice and strengthen them, and then choose another area to focus on and improve.*

*Check the two most important areas you are committed to improve upon and transfer them to the Summary of Your Style page.*

### **Potential Areas for Improvement:**

- You may be very critical and even sarcastic when others don't measure up to your standards.
- You sometimes ignore important details while focusing on the "big picture."
- You could use better "people skills" when it comes to motivating and managing others.
- You may make unnecessary changes simply to avoid routine.
- Your approach may be too strong for some who don't appreciate your strong ego position.
- You are sometimes blunt and critical, and you forget about appropriate tact.
- You want control, so you may hesitate to delegate tasks to others.



## 12 Behavioral Tendencies - Summary

The primary styles - **D, I, S, and C** - are each influenced by the other three styles in our behavioral expression. You are not just **one** of these styles; you are the result of all four combining and affecting each other. The following behavioral tendencies are scored based on the way your DISC styles combine and influence one another. On this page you'll see all 12 Behavioral Tendencies in Summary, and the following pages deliver more detail about each of these measurements.

Behaviors	Natural	Adapted
<b>Personal Drive</b> <i>How this individual's own goals move things forward.</i>	<b>Self-Driven</b>	<b>Situational</b>
<b>Self-Reliance</b> <i>How this individual works within a team.</i>	<b>Directive</b>	<b>Collaborative</b>
<b>Providing Instruction</b> <i>How this individual dictates directions and expectations.</i>	<b>Directive &amp; Compulsive</b>	<b>Reserved &amp; Detailed</b>
<b>Accuracy</b> <i>How this individual focuses on correctness and exactness.</i>	<b>Situational</b>	<b>Precision</b>
<b>Customer &amp; Team Interaction</b> <i>How this individual engages with customers and stakeholders, internal and external.</i>	<b>Situational</b>	<b>Engaging</b>
<b>Reasoning</b> <i>How this individual uses evidence to think through and solve problems.</i>	<b>Situational</b>	<b>Situational</b>
<b>Expressing Openness</b> <i>How this individual is most comfortable expressing themselves.</i>	<b>Situational</b>	<b>Situational</b>
<b>Careful Decision Making</b> <i>How this individual approaches decisions and actions.</i>	<b>Situational</b>	<b>Impulsive</b>
<b>Work Process Alignment</b> <i>How this individual focuses on process to follow through on work.</i>	<b>Situational</b>	<b>Accuracy</b>
<b>Prioritizing</b> <i>How this individual determines the order for dealing with items or tasks based on established rules and structure.</i>	<b>Results</b>	<b>Rules</b>
<b>Building Rapport</b> <i>How this individual focuses when interacting with others.</i>	<b>Results-Focused</b>	<b>Relationships-Focused</b>
<b>Change Resistance</b> <i>How this individual resists engaging with change.</i>	<b>Drives Change</b>	<b>Situational</b>

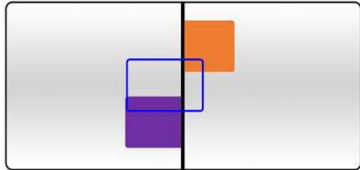
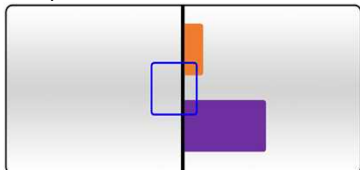
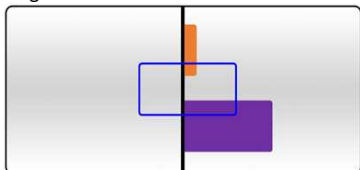
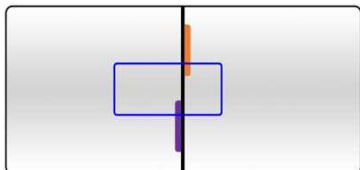
## 12 Behavioral Tendencies – Details & Graphs

For each of the 12, you will see a graph and personalized statement for your Natural and Adapted style. These scores and statements reveal which of your style combinations are most observable and describe how you express that tendency based on your DISC blend.

### Interpretation Notes:

- Frequency Observed:** The behavioral tendencies are presented in the order from Most Frequently Observed to Least Frequently Observed.
  - o **HI** – Clearly observed in most situations, seen more often
  - o **HM** – Frequently observed in many situations
  - o **MOD** – May or may not be observed depending on the situation
  - o **LM** – Sometimes observed in some situations
  - o **LOW** – Absence of the behavior in most situations
- Direction of your score** – As the graph **moves to the right or left**, it shows how you will likely express the behavior. If the graphs are near the center, the result is a balancing behavioral effect that will depend on the situation.
- General Population Comparison** – The **blue box** represents the general population in this behavioral tendency. Approximately 68% of people score in this range.

	Situational
<h3>Personal Drive</h3> <p><b>Natural (HM):</b> You are somewhat self-determined, often focused on taking actions that achieve results and goals. You will likely be driven to action based on your own needs and motivations and are likely a self-starter. Be aware that it can be appropriate to support and help others as well.</p> <p><b>Adapted (MOD):</b> Your determination is balanced between a self-driven and others-driven approach, focusing on actions to achieve results with awareness of risks and consequences of actions. You are likely driven by both a desire to meet your own needs and motivations, and support and help others in the process.</p>	
<h3>Self-Reliance</h3> <p><b>Natural (HM):</b> You are quite results driven, focused on accomplishing things quickly and efficiently and are likely to do so mostly independently and directionally. You will likely do your best work independently when you can manage your productivity and efficiency autonomously. Be sure you are not distancing yourself too much.</p> <p><b>Adapted (LM):</b> You are quite attentive to involving others, preferring to reach results together, which may impact efficiency. You will likely do your best work in collaboration with others. Be aware that too much interaction may cause some delays in productivity or efficiency.</p>	

<p style="text-align: center;"><b>Providing Instruction</b></p> <p><b>Natural (HM):</b> You are somewhat direct and results-focused, and may prefer to set the course and direct others, rather than following the set expectations. Engaging with others for additional thoughts and perspectives can lead to better outcomes.</p> <p><b>Adapted (LM):</b> You are more likely to precisely follow established structural and procedural guidelines, and are aware of the need for accuracy and compliance to certain guidelines and protocol. Sometimes, bending the rules slightly is important to getting the best results.</p>	<p style="text-align: center;"><b>Situational</b></p> <p style="text-align: center;">Reserved &amp; Detailed      Directive &amp; Compulsive</p> 
<p style="text-align: center;"><b>Accuracy</b></p> <p><b>Natural (MOD):</b> Your plans are a combination of careful deliberations to ensure quality outcomes, and systems and processes that allow forward movement in a steady environment. You are likely aware of both predictability and precision when making plans. You will like have more positive outcomes when using balanced planning.</p> <p><b>Adapted (HM):</b> You frequently focus on carefully and deliberately ensuring high-quality outcomes with great importance on accuracy, structure, order and precision in all you do. You are likely to focus on being and doing things right. While doing it the right way can impact success dramatically, it is also helpful to have dependability and uniformity in planning processes.</p>	<p style="text-align: center;">Predictability      Precision</p> 
<p style="text-align: center;"><b>Customer &amp; Team Interaction</b></p> <p><b>Natural (MOD):</b> You can be engaging and persuasive while providing support and stability in your interactions with others. You are likely to balance the needs of others, creating a relationship and ensuring their needs are met. This can effectively create loyal and trusting relationships.</p> <p><b>Adapted (HM):</b> You are somewhat engaging, charming, persuasive, and influential, often connecting with others in a way that builds trust and confidence. You are more likely to focus on engaging with the others to create a relationship, interacting with them to build a friendship to ensure they will come back to work with you directly. Sometimes business should be just business.</p>	<p style="text-align: center;">Supporting      Engaging</p> 
<p style="text-align: center;"><b>Reasoning</b></p> <p><b>Natural (MOD):</b> You may rely somewhat on your feelings and interactions with others to make decisions, and choose what is likely to be considered acceptable but will seek to back up judgments with evidence and verification. When reasoning, you likely rely on a balanced approach of logic and emotion, and look at the circumstances with a logical perspective and also paying attention to what feels right.</p> <p><b>Adapted (MOD):</b> Consistent with natural style</p>	<p style="text-align: center;">Intuition-based      Evidence-based</p> 

<b>Situational</b>	
<p style="text-align: center;"><b>Expressing Openness</b></p> <p><b>Natural (MOD):</b> Your comfort is balanced between your ability to interact with others and build personal connections, while still maintaining a focus on structure, detail and accuracy, and you may struggle with maintaining a consistent pace or focus. You can be confident with both social interactions and information to support your perspective.</p> <p><b>Adapted (MOD):</b> Consistent with natural style</p>	
<p style="text-align: center;"><b>Careful Decision Making</b></p> <p><b>Natural (MOD):</b> You balance careful attention and consideration of risks, but may also act more impulsively, going with your gut and intuition. Your decisions can be based on a balanced approach of logic and emotion where you will do what feels right and also what makes sense while being attentive to risks.</p> <p><b>Adapted (LM):</b> You are somewhat impulsive based on feelings rather than taking the time to consider the risks and consequences. You are likely to make decisions spontaneously and emotionally, trusting your gut and going with what feels right. Sometimes it is important to see if it makes sense too, not just feels good.</p>	
<p style="text-align: center;"><b>Work Process Alignment</b></p> <p><b>Natural (MOD):</b> Your process and follow through is balanced between keeping things methodical and steady and upholding quality standards to be sure what you are doing is accurate and precise. There may be times when you process information and then follow through based on an equal emphasis on accuracy and consistency. These two, when balanced, will ensure great outcomes.</p> <p><b>Adapted (LM):</b> Your process and follow through is often driven by upholding quality standards to be sure what you are doing is accurate and precise. You are likely to process information and follow through with exactness and precision as a focus. There are times when consistency is as important as accuracy. Don't forget to balance them.</p>	

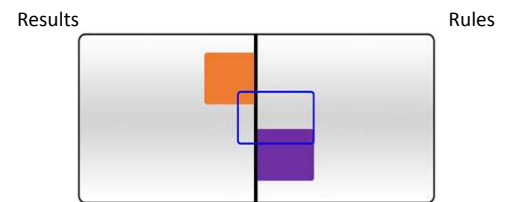


**Situational**

**Prioritizing**

**Natural (LM):** You often focus specifically and directly on results now and take actions that target immediate accomplishment, and are less concerned with the established guidelines. You will likely prioritize and focus on the results and the bottom line. While the end result is certainly a key component of what should take priority, be sure you are also aware of the rules and constraints of your situation.

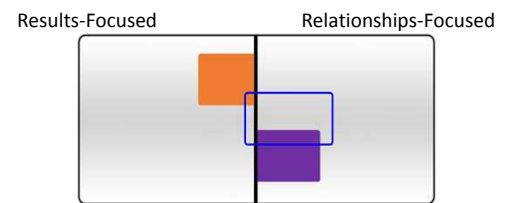
**Adapted (HM):** You often focus on following established structural and procedural guidelines to ensure high-quality outcomes with great importance on accuracy, order and precision. You are likely to prioritize the rules rather than the results. While the rules and procedures are a key component to success and what should take precedence, be sure you know what the end result should be.



**Building Rapport**

**Natural (LM):** You are somewhat results driven in your interactions, preferring not to connect socially unless there is a specific outcome or purpose. You are more likely to focus on results with a desire to reach a goal or complete a task, rather than connecting or building relationship. Remember, others may like to get to know you more when working together.

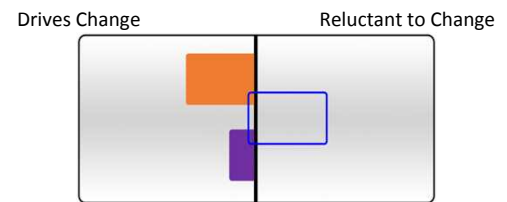
**Adapted (HM):** You are somewhat social and more likely to focus on building relationship and making connections, rather than accomplishing a goal or completing a task. Don't forget that sometimes there are things to be done.



**Change Resistance**

**Natural (LM):** You are likely to be more firm in times of change, preferring to lead and direct activities focused on results and solutions. You are likely to respond/interact in change by driving action and facing it head on as it comes. You may even want to change things just to see how it can be different. Sometimes keeping things consistent is good too.

**Adapted (MOD):** You can be slow to accept or embrace change or more committed to your own thoughts and ideas during times of change, depending on the level of risk and expected outcome. There may be times when you actively accept and engage in change and other times you feel like more information and planning would be beneficial. You are likely to be on board, as long as things make sense.





## Summary of Sample Report's Style

*Communication is a two-way process. Encourage others to complete their own DISCstyles Online Assessment and then share the Summary Sheet with each other. By discussing preferences, needs and wants of the people you work with, socialize with and live with, you can enhance these relationships and turn what might have been a stressful relationship into a more effective one just by understanding and applying the DISCstyles information. Complete the worksheet below from the previous pages of this report.*

### COMMUNICATION DOS & DON'TS

1. \_\_\_\_\_
2. \_\_\_\_\_

### YOUR MOTIVATIONS: WANTS

1. \_\_\_\_\_
2. \_\_\_\_\_

### YOUR MOTIVATIONS: NEEDS

1. \_\_\_\_\_
2. \_\_\_\_\_

### YOUR STRENGTHS

1. \_\_\_\_\_
2. \_\_\_\_\_

### YOUR WORK STYLE TENDENCIES

1. \_\_\_\_\_
2. \_\_\_\_\_

### EFFECTIVE ENVIRONMENTAL FACTORS

1. \_\_\_\_\_
2. \_\_\_\_\_

### POTENTIAL AREAS FOR IMPROVEMENT

1. \_\_\_\_\_
2. \_\_\_\_\_

## PART III UNDERSTANDING OTHERS AND ADAPTABILITY

Understanding your own behavioral style is just the first step to enhancing relationships. To really begin to use the power of behavioral styles, you also need to know how to apply the information to other people and in other situations. Good relationships can get better and challenging relationships may become good.

### **People want to be treated according to their behavioral style, not yours.**

People generally make the mistake of assuming that others interact and think the same way they do, and many of us grew up believing in The Golden Rule: treating others the way you would like to be treated. Instead, we encourage another practical rule to live by - what Dr. Tony Alessandra calls **The Platinum Rule®: to treat others the way THEY want to be treated**. This practice requires strategic adjustment made on a case-by-case basis, and adjusting your own behavior to make people feel more at ease with you and the situation is known as **Adaptability**.

It is important to remember that adapting our styles is not always easy! It may take some time, feel very difficult, or seem especially foreign in certain situations. Give it time, practice, patience and diligence and you will see relationship benefits.

# ADAPTABILITY

## ***THE APPLICATION SECTION INCLUDES:***

- What is Adaptability?
- How to Identify Another Person's Behavioral Style
- Communicating with Each Style
- How to Adapt to the Different Behavioral Styles
  - Modifying Directness/Indirectness
  - Modifying Openness/Guardedness
  - Modifying Pace & Priority
- Adapting in Different Situations
  - At Work
  - In Sales and Service
  - In Social Settings
  - In Learning Environments
- Application Activities



## What is Adaptability?

Adaptability is based on two elements: **Flexibility and Aptitude**. **Flexibility** is your **Willingness** and **Aptitude** is your **Capability** to adjust your approach or strategy based on the particular needs of the situation or relationship at a particular time. It's something you must **cognitively choose to apply** to yourself (to your patterns, attitudes and habits), not expect from others.

*We practice adaptability each time we slow down for a C or S style; or when we move a bit faster for the D or I style. It also occurs when the D or C styles take the time to build the relationship with an S or I style, or when the I or S style focuses on facts or gets right to the point with D or C styles.*

Adaptability does not mean an “imitation” of the other person’s style. It does mean adjusting your openness, directness, pace, and priority in the direction of the other person’s preference, while maintaining your own identity. Adaptable people know how to negotiate relationships in a way that allows everyone to win.

Your adaptability level influences how others judge their relationship with you. Raising your adaptability will increase trust and credibility; if you lower your adaptability, trust and credibility will decrease. Being more adaptable enables you to interact more productively with difficult people and helps you to avoid or manage tense situations.

### Important Considerations:

- Adaptability is important to **all** successful relationships.
- No one style is naturally more adaptable than another.
- Adaptability is a choice:
  - You can choose to be adaptable with one person, and not so with others.
  - You can choose to be quite adaptable with one person today and less adaptable with that same individual tomorrow.
- People often adopt a different style in their professional lives than they do in their social and personal lives.
  - We tend to be more adaptable at work and with people we know less.
  - We tend to be less adaptable at home and with people we know better.

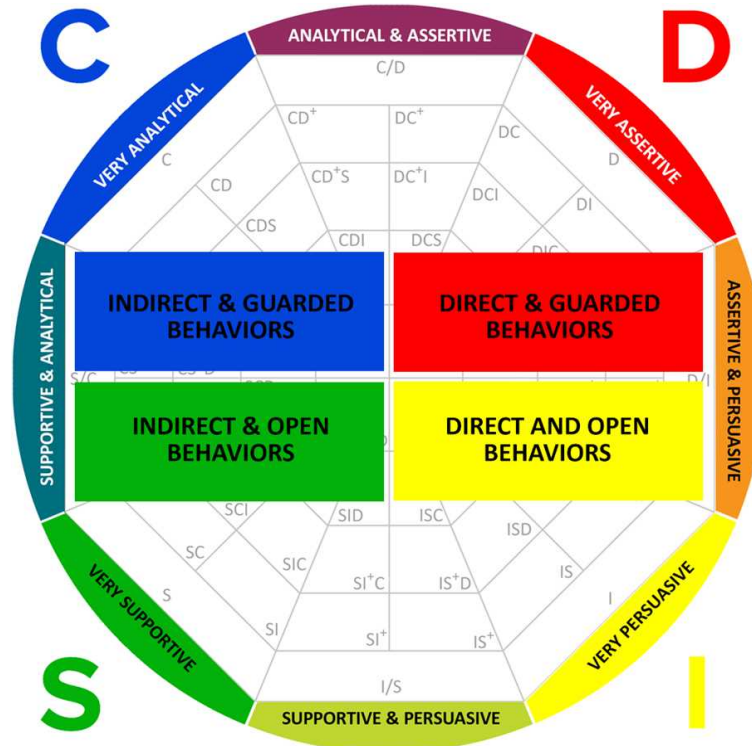
### Words of Advice:

Adaptability at its extreme could appear wishy-washy and two-faced. A person who maintains high adaptability in all situations may not be able to avoid stress and inefficiency. There is also the danger of developing tension from the stress of behaving in a “foreign” style. Usually, this is temporary and may be worth it if you gain rapport with others. At the other end of the continuum, no adaptability would cause others to view someone as rigid and uncompromising because they insist on behaving according to their own natural pace and priority.

## Recognizing another person's Behavioral Style

### 2 Power Questions:

1. Are they **DIRECT** or **INDIRECT** in their communications?  
 (Directness is the 1<sup>st</sup> predictor of Style. Direct plots on the right, Indirect on the Left).
2. Are they **GUARDED** or **OPEN** in their communications?  
 (Openness is the 2<sup>nd</sup> predictor of Style. Open plots on the Bottom, Guarded on the Top).



When we integrate both the natural tendency to be either **DIRECT** or **INDIRECT** with the natural tendency to be either **GUARDED** or **OPEN**, it forms the foundation and the basis for plotting each of the four different behavioral styles:







- D** = Individuals who typically exhibit *direct & guarded behaviors* define the **Dominant Style**.
- I** = Individuals who exhibit *direct & open behaviors* define the **Influence Style**.
- S** = Individuals who exhibit *indirect & open behaviors* define the **Steadiness Style**.
- C** = Individuals who exhibit *indirect & guarded behaviors* define the **Conscientious Style**.

The behavioral intensity of directness or indirectness and being open or guarded is shown in the quadrant you plot. The plots towards the edge of the BPV reflect **MORE INTENSITY** and those plotting closer to the center reflect **MODERATE INTENSITY** of both characteristics.

## Communicating with each Style

With D Styles	With I Styles	With S Styles	With C Styles
<ul style="list-style-type: none"> <li>• Show them how to win</li> <li>• Display Reasoning</li> <li>• Provide concise data</li> <li>• Agree on goals and boundaries</li> <li>• Vary Routine</li> <li>• Compliment them on what they have done</li> <li>• Provide opportunities for them to lead, impact results</li> </ul>	<ul style="list-style-type: none"> <li>• Show them that you admire and like them</li> <li>• Be Optimistic</li> <li>• Support their feelings and ideas</li> <li>• Avoid involved details</li> <li>• Focus on the Big Picture</li> <li>• Interact and Participate with them - do it together</li> <li>• Provide acknowledgements, accolades and compliments</li> </ul>	<ul style="list-style-type: none"> <li>• Show how your idea minimizes risk</li> <li>• Demonstrate interest in them</li> <li>• Compliment them on follow through</li> <li>• Give personal assurances</li> <li>• Provide a relaxing, friendly, stable atmosphere</li> <li>• Act non-aggressively, focus on common interests</li> <li>• Provide opportunities for deep contribution and teamwork</li> </ul>	<ul style="list-style-type: none"> <li>• Approach indirectly, non-threatening</li> <li>• Show your reasoning, logic, give data in writing</li> <li>• Allow them to think, inquire and check before they make decisions</li> <li>• Tell them “why” and “how”</li> <li>• Provide opportunities for precision, accuracy and planning for quality results</li> </ul>

## Tension Among the Styles

<b>PACE</b>  <i>Direct, Fast-Paced</i> vs. <i>Indirect, Slower-Paced</i>	<b>PRIORITY</b>  <i>Guarded, Task-Oriented</i> vs. <i>Open, People-Oriented</i>	<b>PACE &amp; PRIORITY</b>  <i>Direct, Fast-Paced, Guarded, Task-Oriented</i> vs. <i>Indirect, Slower-Paced, Open, People-Oriented</i>
 <b>High S + High I</b> <i>(Lower Left vs. Lower Right Quadrant).</i>	 <b>High D + High I</b> <i>(Upper Right vs. Lower Right Quadrant)</i>	 <b>High S + High D</b> <i>(Lower Left vs. Upper Right Quadrant)</i>
 <b>High C + High D</b> <i>(Upper Left vs. Upper Right Quadrant)</i>	 <b>High C + High S</b> <i>(Upper Left vs. Lower Left Quadrant)</i>	 <b>High C + High I</b> <i>(Upper Left vs. Lower Right Quadrant)</i>

## To Modify Directness and Openness

### DIRECT/INDIRECT

With D Styles DIRECT	With I Styles DIRECT	With S Styles INDIRECT	With C Styles INDIRECT
<ul style="list-style-type: none"> <li>● Use a strong, confident voice</li> <li>● Use direct statements rather than roundabout questions</li> <li>● Face conflict openly, challenge and disagree when appropriate</li> <li>● Give undivided attention</li> </ul>	<ul style="list-style-type: none"> <li>● Make decisions at a faster pace</li> <li>● Be upbeat, positive, warm</li> <li>● Initiate Conversations</li> <li>● Give Recommendations</li> <li>● Don't clash with the person, but face conflict openly</li> </ul>	<ul style="list-style-type: none"> <li>● Make decisions more slowly</li> <li>● Avoid arguments and conflict</li> <li>● Share decision-making</li> <li>● Be pleasant and steady</li> <li>● Respond sensitively and sensibly</li> </ul>	<ul style="list-style-type: none"> <li>● Do not interrupt</li> <li>● Seek and acknowledge their opinions</li> <li>● Refrain from criticizing, challenging or acting pushy – especially personally</li> </ul>

### GUARDED/OPEN

With D Styles GUARDED	With I Styles OPEN	With S Styles OPEN	With C Styles GUARDED
<ul style="list-style-type: none"> <li>● Get Right to the Task, address bottom line</li> <li>● Keep to the Agenda</li> <li>● Don't waste time</li> <li>● Use businesslike language</li> <li>● Convey Acceptance</li> <li>● Listen to their suggestions</li> </ul>	<ul style="list-style-type: none"> <li>● Share feelings, show more emotion</li> <li>● Respond to expression of their feelings</li> <li>● Pay Personal compliments</li> <li>● Be willing to digress from the agenda</li> </ul>	<ul style="list-style-type: none"> <li>● Take time to develop the relationship</li> <li>● Communicate more, loose up and stand closer</li> <li>● Use friendly language</li> <li>● Show interest in them</li> <li>● Offer private acknowledgements</li> </ul>	<ul style="list-style-type: none"> <li>● Maintain logical, factual orientation</li> <li>● Acknowledge their thinking</li> <li>● Down play enthusiasm and body movement</li> <li>● Respond formally and politely</li> </ul>



## To Modify Pace and Priority

### PACE

With D Styles FASTER	With I Styles FASTER	With S Styles SLOWER	With C Styles SLOWER
<ul style="list-style-type: none"> <li>● Be prepared, organized</li> <li>● Get to the point quickly</li> <li>● Speak, move at a faster pace</li> <li>● Don't waste time</li> <li>● Give undivided time and attention</li> <li>● Watch for shifts in attention and vary presentation</li> </ul>	<ul style="list-style-type: none"> <li>● Don't rush into tasks</li> <li>● Get excited with them</li> <li>● Speak, move at a faster pace</li> <li>● Change up conversation frequently</li> <li>● Summarize details clearly</li> <li>● Be upbeat, positive</li> <li>● Give them attention</li> </ul>	<ul style="list-style-type: none"> <li>● Develop trust and credibility over time, don't force</li> <li>● Speak, move at a slower pace</li> <li>● Focus on a steady approach</li> <li>● Allow time for follow through on tasks</li> <li>● Give them step-by-step procedures/instructions</li> <li>● Be patient, avoid rushing them</li> </ul>	<ul style="list-style-type: none"> <li>● Be prepared to answer questions</li> <li>● Speak, move at a slower pace</li> <li>● Greet cordially, and proceed immediately to the task (no social talk)</li> <li>● Give them time to think, don't push for hasty decisions</li> </ul>

### PRIORITY

With D Styles TASK	With I Styles PEOPLE	With S Styles PEOPLE	With C Styles TASK
<ul style="list-style-type: none"> <li>● Get right to the task</li> <li>● Provide options and let them decide</li> <li>● Allow them to define goals and objectives</li> <li>● Provide high-level follow up</li> </ul>	<ul style="list-style-type: none"> <li>● Make time to socialize</li> <li>● Take initiative to introduce yourself or start conversation</li> <li>● Be open and friendly, and allow enthusiasm and animation</li> <li>● Let them talk</li> <li>● Make suggestions that allow them to look good</li> <li>● Don't require much follow-up, details, or long-term commitments</li> </ul>	<ul style="list-style-type: none"> <li>● Get to know them personally</li> <li>● Approach them in a friendly, but professional way</li> <li>● Involve them by focusing on how their work affects them and their relationships</li> <li>● Help them prioritize tasks</li> <li>● Be careful not to criticize personally, keep it specific and focused</li> </ul>	<ul style="list-style-type: none"> <li>● Be prepared with logic and practicality</li> <li>● Follow rules, regulation and procedures</li> <li>● Help them set realistic deadlines and parameters</li> <li>● Provides pros and cons and the complete story</li> <li>● Allow time for sharing of details and data,</li> <li>● Be open to thorough analysis</li> </ul>

## Adapting in Different Situations: AT WORK

### DOMINANT STYLE

**HELP THEM TO:**

- More realistically gauge risks
- Exercise more caution and deliberation before making decisions
- Follow pertinent rules, regulations, and expectations
- Recognize and solicit others' contributions
- Tell others the reasons for decisions
- Cultivate more attention/responsiveness to emotions

### INFLUENCING STYLE

**HELP THEM TO:**

- Prioritize and organize
- See tasks through to completion
- View people and tasks more objectively
- Avoid overuse of giving and taking advice
- Write things down

### STEADY STYLE

**HELP THEM TO:**

- Utilize shortcuts and discard unnecessary steps
- Track their growth
- Avoid doing things the same way
- Realize there is more than one approach to tasks
- Become more open to some risks and changes
- Feel sincerely appreciated
- Speak up and voice their thoughts and feelings

### CONSCIENTIOUS STYLE

**HELP THEM TO:**

- Share their knowledge and expertise with others
- Stand up for themselves with the people they prefer to avoid
- Shoot for realistic deadlines and parameters
- View people and tasks less seriously and critically
- Balance their lives with both interaction and tasks
- Keep on course with tasks, less checking
- Maintain high expectations for high priority items, not everything



## Adapting in Different Situations: IN SALES AND SERVICE

### DOMINANT STYLE

- Plan to be prepared, organized, fast-paced, and always to the point
- Meet them in a professional and businesslike manner
- Learn and study their goals and objectives – what they want to accomplish, how they currently are motivated to do things, and what they would like to change
- Suggest solutions with clearly defined and agreed upon consequences as well as rewards that relate specifically to their goals
- Get to the point
- Provide options and let them make the decision, when possible

### INFLUENCING STYLE

- Take the initiative by introducing yourself in a friendly and informal manner and be open to new topics that seem to interest them
- Support their dreams and goals
- Illustrate your ideas with stories and emotional descriptions that they can relate to their goals or interests
- Clearly summarize details and direct these toward mutually agreeable objectives and action steps
- Provide incentives to encourage quicker decisions
- Give them testimonials

### STEADY STYLE

- Get to know them more personally and approach them in a non-threatening, pleasant, and friendly, but professional way
- Develop trust, friendship, and credibility at a relatively slow pace
- Ask them to identify their own emotional needs as well as their task or business expectations
- Get them involved by focusing on the human element... that is, how something affects them and their relationships with others
- Avoid rushing them and give them personal, concrete assurances, when appropriate
- Communicate with them in a consistent manner on a regular basis

### CONSCIENTIOUS STYLE

- Prepare so that you can answer as many of their questions as soon as possible
- Greet them cordially, but proceed quickly to the task; don't start with personal or social talk
- Hone your skills in practicality and logic
- Ask questions that reveal a clear direction and that fit into the overall scheme of things
- Document how and why something applies
- Give them time to think; avoid pushing them into a hasty decision
- Tell them both the pros and cons and the complete story
- Follow through and deliver what you promise

## Adapting in Different Situations: IN SOCIAL SETTINGS

### DOMINANT STYLE

- Let them know that you don't intend to waste their time
- Convey openness and acceptance of them
- Listen to their suggestions
- Summarize their achievements and accomplishments
- Give them your time and undivided attention
- Appreciate and acknowledge them when possible

### INFLUENCING STYLE

- Focus on a positive, upbeat, warm approach
- Listen to their personal feelings and experiences
- Respond openly and congenially
- Avoid negative or messy problem discussions
- Make suggestions that allow them to look good
- Don't require much follow-up, detail or long-term commitments
- Give them your attention, time and presence

### STEADY STYLE

- Focus on a slower-paced, steady approach
- Avoid arguments and conflict
- Respond sensitively and sensibly
- Privately acknowledge them with specific, believable compliments
- Allow them to follow through on concrete tasks
- Show them step-by-step procedures
- Behave pleasantly and optimistically
- Give them stability and minimum of change

### CONSCIENTIOUS STYLE

- Use a logical approach
- Listen to their concerns, reasoning, and suggestions
- Respond formally and politely
- Negative discussions are OK, so long as they aren't personally directed
- Privately acknowledge them about their thinking
- Focus on how pleased you are with their procedures
- Solicit their insights and suggestions
- Show them by what you do, not what you say

## Adapting in Different Situations: IN LEARNING ENVIRONMENTS

### DOMINANT STYLE

- Likes to learn quickly; may be frustrated with a slower pace
- Has own internal motivation-clock, learns for their own reasons, not for anyone else's reasons
- May like to structure their own learning design
- Does okay with independent self-study
- Defines own goals
- May have a short attention span

### INFLUENCING STYLE

- Likes learning in groups
- Interacts frequently with others
- Responds to extrinsic motivation, praise, and encouragement
- Needs structure from the facilitator; may lose track of time
- Needs "what to do" and "when to do it"
- May exceed deadlines if left on their own and learning may be completed late

### STEADY STYLE

- Accepts a balance between individual and group work
- Shows patience with detailed or technical processes
- Likes journaling and follow-through
- Prefers explicit instructions
- Wants to know the performance outcomes and expectations
- May need help in prioritizing tasks if a long assignment; may take criticism personally

### CONSCIENTIOUS STYLE

- Prefers individual work over group interaction
- Accepts more impersonal training, such as remote or on-line
- Has high expectations of their own performance
- Will structure their own activities only with explicit goals and outcomes established
- Emphasizes details, deep thinking, and theoretical bases for the learning
- May get overly bogged down in details, especially if the learning climate is pressured

## Application Activities

### Adaptability Practice

Spend some time with people at home and at work that you know and trust who are different styles than you. Explore ways to communicate more effectively with them. Ask for support and feedback as you try new ways to communicate. Remember- tell them this is a skill you are building so they aren't surprised when you are behaving differently and can provide helpful feedback!

- **Practice Identifying their style based** on observable behavior
- **Practice Modifying your Directness and Openness** in conversation with them
- **Practice Modifying your Pace and Priority**
- **Ask for feedback** on your effectiveness in communicating with them
- **Take some time to reflect on your experience** and what worked or didn't work for you and for them
- **Consider** what you should repeat, and what you need to modify further to communicate as effectively as possible.

**As you begin feeling more comfortable with adaptability and the needs of each style, try it with others!**

### Adaptability Activity

Select a relationship in which things have not gone as smoothly as you would like. Make a commitment to take the time to gain an understanding of the other person's behavioral style and take a few steps to adapt your behavior to improve the relationship.

- 1 Identify the behavioral style of the other person using the 2 Power Questions:
  - Are they DIRECT or INDIRECT in their communication?
  - Are they GUARDED or OPEN in their communication?
- 2 Brush up on their style and look at ways to adapt your Directness and Openness when working with them.
- 3 To further understand the tension that may exist in the relationship, notice the difference in preference in pace and priority and modify accordingly.
- 4 Practice approaching them in the way you think **THEY want to be treated**. Remember, it may feel uncomfortable at first, but with practice and dedication to adapting, you will be amazed at the difference.

## Tension Among the Styles Exercise

Even if you have the highest regard toward a person, tension can exist in a relationship where styles are different. If this is behavior related, applying The Platinum Rule® - Treat others the way THEY want to be treated – may be helpful. Complete this exercise to gain insights on how to improve tense relationships. If you feel comfortable, you may discuss with the other person things you can do to ease the tension.

<p>My Style: _____</p> <p>My Pace: _____</p> <p>My Priority: _____</p>	<div style="border: 1px dashed black; padding: 10px;"> <p><b>RELATIONSHIP</b></p> <p><b>Name:</b> <i>John Doe</i></p> <p><b>Style:</b> <i>High I</i></p> <p><b>Pace:</b> <i>Faster-paced</i></p> <p><b>Priority:</b> <i>People-oriented</i></p> <p><b>Difference:</b> <i>Pace and Priority</i></p> <p><b>Strategy:</b> <i>Be more personable, social, upbeat, and faster-paced with John</i></p> </div>
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RELATIONSHIP 1	RELATIONSHIP 2
<p><b>Name:</b> _____</p> <p>Style: _____</p> <p>Pace: _____</p> <p>Priority: _____</p> <p>Difference: _____</p> <p>Strategy: _____</p> <p>_____</p> <p>_____</p>	<p><b>Name:</b> _____</p> <p>Style: _____</p> <p>Pace: _____</p> <p>Priority: _____</p> <p>Difference: _____</p> <p>Strategy: _____</p> <p>_____</p> <p>_____</p>



## Create a DISC POWER TEAM

Wouldn't it be amazing to have a DISC POWER TEAM where all members brought their best strengths to the table, and each of our challenges could be supported by someone who was skilled in the areas we struggle?

Considering the strengths and workplace behaviors for each style, who would be an ideal DISC POWER TEAM Member?

	DOMINANT STYLE	INFLUENCING STYLE	STEADY STYLE	CONSCIENTIOUS STYLE
<b>STRENGTHS</b>	Supervising Leading Pioneering	Persuading Motivating Entertaining	Listening Teamwork Follow-through	Planning Systemizing Orchestration
<b>WORKPLACE BEHAVIORS</b>	Efficient Busy Directive	Interacting Active Personal	Friendly Purposeful Sincere	Formal Functional Structured
<b>TEAM MEMBER</b>				

For an upcoming project, consider how your DISC POWER TEAM could accomplish greatness!

- Assign responsibilities based on strengths
- Determine what opportunities or challenges exist or may come up
- Give each Team Member the opportunity to showcase their skills and experience
- Check in regularly and discuss as a team how it's going
- Provide feedback regarding roles, strengths, needs, and any additional support required



## Communicating Effectively Throughout the Service Process

According to Integrity Solutions® of Nashville, TN, there are six definable steps to the customer service process – Greet, Value, Ask, Listen, Help and Invite. Successfully guiding customers through each step leads to positive outcomes.

**1. Greet:** According to recent studies, people make ten or more decisions about us in the first few seconds of contact. People can sense when a person’s greeting is genuine and sincere. A famous quote states “Who you are speaks so loudly that I can’t hear what you say”. In person or over the telephone, tune the world out and people in. Thank people for coming in or contacting you. If possible, have good eye contact. Strong first impressions are lasting ones.

**2. Value:** Valuing people comes from your heart and is not a strategy. Sincerity can’t be faked. One of the strongest motivators of people is the need to be valued, understood and noticed. We know that people are instinctively motivated to return to us the attitudes, feelings and behaviors we give them. You can extend value with a sincere smile. Attempt to listen 80% of the time. Think thoughts like, “There is something about you I like”, or “You make my job possible”. When you silently think thoughts like this, you will value people – whether they are external customers, internal associates, family members or friends. They will be instinctively impelled to return this value to you.

**3. Ask:** Your communication and service effectiveness increases when you focus on filling other people’s needs and solving their problems. Needs may range from solving a problem to rewards or gratification. When you ask how you can help someone, your tone of voice and the degree to which you internally value the customer are communicated both consciously and subconsciously. People sense when you sincerely want to help them or are “just going through the motions”. Use open-ended questions to obtain information that helps you determine desired objectives. Develop questions to help people discover their true needs since they are more motivated by their own discoveries than your advice.

**4. Listen:** Actively listen to energy level, tone of voice, and pay attention to facial expressions and body language. Nod your head as you understand what people are saying, even over the phone. Responses like “I see” or “I appreciate what you’re saying” reinforce the degree of your sincerity. Keep an open mind until you have all the facts. Everyone has a need to be understood. People don’t always say what they mean with their words, but almost always do with their tone of voice and body language. Studies show that communication effectiveness is 7% words we say, 38% the way we say the words and 55% body language, gestures, and expressions.

**5. Help:** This step is about taking action and offering solutions to wants, needs, problems or objectives. It also includes giving people extra value. Customers may have a variety of needs that can be solved with your products or services. Some may be obvious, such as “I need to have this problem solved” or “I want this particular product”. Others may not be so obvious, such as “I want to look good” or “I want you to value me as an important person.” Be aware that often these deeper reasons strongly drive their actions. Helping people also involves giving extra value. It might be a follow-up call to see if the product was received on time, a “thank-you note”, or anything that is not expected. It might even be your expertise, experience, knowledge or friendship.

**6. Invite:** Inviting back involves not only thanking people but also leaving them wanting to return. It may also include following up to make sure they are pleased with the interaction. You can say “thank you” in many ways with your words and actions. You are, in essence, re-connecting with people and communicating your appreciation to them for their business or entrusting you to solve their problem. Inviting people to return is more than wanting their repeat business. It is a “mindset” that communicates you will be there to serve them if a future need arises. Make your last impressions as impressive as your first impression. People go where they are appreciated – where they feel welcomed and valued and return when they are invited back. Always take time to ensure that customers and associates feel they had a special experience with you.

The next several pages integrate the Integrity Solutions Customer Service Model with the DISC Behavioral Styles Model.



## Greeting Each Style

### Greeting the C Style

- C styles are Indirect and Guarded.
- Be polite and courteous, but get to the point.
- Avoid making small talk, but establish credibility.
- Speak slowly, calmly and be brief with words.
- Build credibility by being logical rather than emotional.
- If possible, provide them with a brief overview of the agenda prior to the meeting.
- They tend to be naturally cautious, so don't talk too much about yourself.

### Greeting the D Style

- D styles are Direct and Guarded.
- They may be impressed with your success level.
- Give them just enough information to satisfy their need to know.
- Focus on the purpose of the meeting and get to the point.
- Be organized, time-conscious, efficient, formal and business-like.
- Focus on results and the value you can bring versus trying to be friends.
- Ask them about their accomplishments.

### Greeting the S Style

- S's are Indirect and Open.
- Keep the relationship business focused until they get to know you.
- Focus on process, stability, details and logic.
- Be organized with specifics and details.
- Be honest, sincere and give personal attention.
- Listen patiently to their detailed responses.
- Be non-threatening, friendly and professional.

### Greeting the I Style

- I styles are Direct and Open.
- Shake hands firmly, introduce yourself with confidence and show personal interest.
- Let them set the pace and direction of the interaction.
- Be enthusiastic.
- Be an especially attentive listener.
- Give them positive feedback so they know you relate to their ideas and feelings.
- Be prepared to listen to their stories.
- Ask questions about them and their interests.





## Valuing Each Style

### Valuing the C Style

- Don't interact with too much enthusiasm.
- They are driven by logic, not emotion.
- Give them time to think; avoid pushing them.
- Document how and why something applies.
- C styles will quickly sense how well you listen and understand them.
- C styles weigh all alternatives before making decisions.
- Don't try to impress them.
- Match their low emotional tone.

### Valuing the D Style

- Provide enough facts for them to feel comfortable but don't overwhelm with information.
- Be prepared, organized, fast-paced and to the point.
- Ask them what they want to accomplish and how they are motivated.
- Provide options and let them make the decision, when possible.
- Let them know you don't intend to waste their time.
- Convey openness and acceptance of them.
- Give them your time and attention.

### Valuing the S Style

- Recognize their need to make slower decisions as they weigh the details to avoid risk.
- Tap into their motivation to seek security and please other people.
- Explain how you and your organization will be there to support them in case of any problems.
- Develop trust, friendship, and credibility at a relatively slow pace.
- Avoid rushing them and offer personal, concrete assurances, when appropriate.
- Communicate in a consistent manner on a regular basis.

### Valuing the I Style

- I styles are concerned about what others think about them.
- Listen to them and don't interrupt.
- I styles value people over tasks.
- Be open to new topics that may interest them.
- Respond openly and congenially.
- Make suggestions that allow them to look good.
- Give them your attention, time, and presence.
- Create a relaxed friendly environment.



## Asking to Understand Needs

### Asking the C Style

- Ask questions that reveal their expertise and knowledge.
- Ask logical, fact-oriented, relevant questions.
- Phrase questions that require specific, accurate information to be shared.
- Focus questions on processes and efficiency.
- Ask questions that reveal a clear direction.
- If appropriate, focus questions on savings, efficiency, and return on investment.

### Asking the D Style

- Ask the D style what they want to accomplish, how they currently are motivated and what they would like to change.
- Clarify the purpose for asking questions.
- Stay focused on goals and objectives.
- Make questions practical, logical, and straightforward.
- Keep questions direct and to the point.
- Express interest in and ask questions about goals and results.

### Asking the S Style

- Speak warmly and informally, asking open questions that draw them out.
- Show tact and sincerity in exploring their needs.
- Avoid confrontations and challenging questions.
- S's may tell you what they think you want to hear.
- Allow time for S's to open up and reveal their needs and concerns.
- Ask them to identify their own emotional needs as well as their task or business expectations.

### Asking the I Style

- Get I styles talking about themselves and their interests.
- Establish personal relationships before asking business questions.
- Ask about their aspirations and recognize their need to be valued.
- Ask about personal needs they want filled.
- Ask who else might be involved in any decision.
- Gently keep them on the topic.

## Listening to People

### Listening to the C Style

- Listen for ways to compliment them for their thoroughness and correctness.
- Listen to their concerns, reasoning, and suggestions.
- Listen for specific facts, data, and specifications that are important to them.
- Listen for ways they want to solve the problem and be open to their ideas.
- Listen for specific time frames or deadlines that are important to them.
- Be aware that they may not show outward emotions.

### Listening to the D Style

- Listen to what they want to accomplish, how they are motivated and what they would like to change.
- Convey openness and acceptance of them.
- Listen to their suggestions.
- Appreciate and acknowledge them when possible.
- Maintain eye contact and don't interrupt their conversation.
- Summarize their achievements and accomplishment.

### Listening to the S Style

- S's need patience and reassurance.
- Be sensitive to their feelings and emotions.
- Listen to how something affects them and their relationships with others.
- Listen for the risk or changes they may want to avoid.
- Listen for fears or concerns.
- Listen for opportunities to provide positive feedback and appreciation.

### Listening to the I Style

- Show you are interested in them, let them talk and be enthusiastic.
- Listen to their dreams and goals.
- Listen to their personal feelings and experiences.
- Give them your attention, time, and presence.
- Be sure to maintain eye contact.
- Provide positive feedback; compliment them, when appropriate.
- Match their energy, tone, and pace.

## Helping People

### Helping the C Style

- Provide data to them in writing.
- Base your claims on facts, specifications and data.
- Allow them to think, inquire and check before they make decisions.
- Provide explanations and rationale.
- Tell them the pros and cons and the complete story.
- Follow through and deliver on what you promise.
- Respond formally and politely.

### Helping the D Style

- Talk in terms of bottom line and achievement.
- Focus on results with quick benefit statements.
- Do the analysis and present solutions for them to approve or reject.
- Give them choices backed with enough data and analysis to make an intelligent decision.
- Make it clear that you will handle the details and deliver end results.
- Agree on goal and boundaries, the support, or get out of their way.
- Let them take the lead, when appropriate, but give them parameters.

### Helping the S Style

- Show how you will stabilize, simplify or support procedures and relationships.
- Present new ideas in a non-threatening way.
- Clearly define their roles and goals plus include specific expectations of them in your plan.
- Explain why change may be necessary and how long the changes will take.
- Show the appropriate steps to follow.
- Avoid rushing them and offer personal, concrete assurances, when appropriate.

### Helping the I Style

- Interact and participate with them when showing how your products can meet their needs.
- Show that you are interested in them, let them talk and be enthusiastic.
- Illustrate your ideas with stories and emotional descriptions that can relate to their interests.
- Clearly summarize details and direct these toward mutually agreeable objectives and action steps.
- Make suggestions that allow them to increase their prestige, image, or recognition.
- Give them your attention, time, and presence.
- Support their feelings when possible.



## Inviting People Back and Following Up

### Inviting the C Style Back and Following Up

- Set a specific timetable for when and how you will measure success.
- Continue proving your reliability, quality, and value.
- Make yourself available for follow-up on customer satisfaction and ask for specific feedback.
- Send tips for improved usage or shortcuts.
- Get back to them quickly with responses to their suggestions and how they may be incorporated.

### Inviting the D Style Back and Following Up

- Follow up to find out if they have any complaints and address them immediately.
- Impress upon them your intent to stand behind your product or service.
- Stress that you will follow up without taking much of their time.
- Whatever the promise, make sure you deliver on everything you offer.
- Appreciate and acknowledge them when possible.

### Inviting the S Style Back and Following Up

- Give them your personal guarantee that you will remain in touch, keep things running smoothly.
- Follow-up consistently.
- Develop a predictable relationship that is more than just another business acquaintance.
- Be available on an “as needed” basis.
- Continue to build the relationship with low-key, personalized attention and assistance.

### Inviting the I Style Back and Following Up

- Provide ongoing reminders that they made the right decision.
- Give plenty of assistance immediately after the contact.
- Ask them to share their testimonials about you and your product with others.
- Be certain they actually use your product or they may get frustrated and cancel or return.
- Ask for referrals since they know a lot of people and desire recognition from others.

## Summary of Serving Each Style Through the Communication System

STEP	With the D Style	With the I Style	With the S Style	With the C Style
<b>Greet</b>	<ul style="list-style-type: none"> <li>• Skip small talk</li> <li>• Lead with the main point</li> <li>• Focus on the purpose of the contact</li> </ul>	<ul style="list-style-type: none"> <li>• Allow time for personal information</li> <li>• Let them set the pace and tone</li> <li>• Ask questions about their interests</li> </ul>	<ul style="list-style-type: none"> <li>• Stick to business until they get to know you</li> <li>• Don't rush into the agenda</li> <li>• Give personal attention</li> </ul>	<ul style="list-style-type: none"> <li>• Skip small talk</li> <li>• Polite and courteous but get to the point</li> <li>• Listen patiently</li> </ul>
<b>Value</b>	<ul style="list-style-type: none"> <li>• Be prepared and organized</li> <li>• Get to the point</li> <li>• Ask them what they want to accomplish</li> </ul>	<ul style="list-style-type: none"> <li>• Listen and don't interrupt</li> <li>• Respond openly</li> <li>• Create a relaxed friendly environment</li> </ul>	<ul style="list-style-type: none"> <li>• Recognize their need to make slower decisions</li> <li>• Motivated to seek security and please people</li> <li>• Avoid rushing them and offer assurances</li> </ul>	<ul style="list-style-type: none"> <li>• Don't interact with too much enthusiasm</li> <li>• Logic driven, not emotion</li> <li>• Match their low emotional tone</li> </ul>
<b>Ask</b>	<ul style="list-style-type: none"> <li>• Clarify the purpose for asking questions</li> <li>• Stay focused on the goals and objectives</li> <li>• Keep questions direct and to the point</li> </ul>	<ul style="list-style-type: none"> <li>• Establish personal relationships before asking business questions</li> <li>• Ask about personal needs they want filled</li> <li>• Ask them who else might be involved in any decision</li> </ul>	<ul style="list-style-type: none"> <li>• Speak warmly and informally, asking open questions</li> <li>• Avoid confrontations and challenging questions</li> <li>• Allow time for them to open up and reveal needs</li> </ul>	<ul style="list-style-type: none"> <li>• Ask questions that reveal their expertise and knowledge</li> <li>• Focus questions on process and efficiency</li> <li>• Ask questions that reveal a clear direction</li> </ul>
<b>Listen</b>	<ul style="list-style-type: none"> <li>• Listen to what they want to accomplish</li> <li>• Listen to their suggestions</li> <li>• Summarize their achievements and accomplishments</li> </ul>	<ul style="list-style-type: none"> <li>• Show you are interested in them</li> <li>• Listen to their personal experiences</li> <li>• Provide positive feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Be sensitive to their feelings and emotions</li> <li>• Listen for the risk or changes they want to avoid</li> <li>• Listen for fears or concerns</li> </ul>	<ul style="list-style-type: none"> <li>• Listen to their concerns, reasoning and suggestions</li> <li>• Listen for ways they want to solve the problem</li> <li>• Be sensitive to their need to do things themselves</li> </ul>
<b>Help</b>	<ul style="list-style-type: none"> <li>• Talk in terms of bottom-line achievement</li> <li>• Give them choices with data and analysis</li> <li>• Agree on goals and boundaries</li> </ul>	<ul style="list-style-type: none"> <li>• Show you are interested in them</li> <li>• Clearly summarize details</li> <li>• Support their feelings</li> </ul>	<ul style="list-style-type: none"> <li>• Present new ideas in a non-threatening manner</li> <li>• Explain why change may be necessary</li> <li>• Avoid rushing them</li> </ul>	<ul style="list-style-type: none"> <li>• Provide data in writing</li> <li>• Provide explanations and rationale</li> <li>• Base your claims on facts and data</li> </ul>
<b>Invite / Follow Up</b>	<ul style="list-style-type: none"> <li>• Follow up on any complaints immediately</li> <li>• Stress you will not take a lot of their time</li> <li>• Be sure to deliver on what you promise</li> </ul>	<ul style="list-style-type: none"> <li>• Provide ongoing reminders they have made the right decision</li> <li>• Ask them to share testimonials about you and your products</li> <li>• Ask for referrals</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up consistently</li> <li>• Be available on an "as-needed" basis</li> <li>• Continue to build the relationship with low-key personal attention</li> </ul>	<ul style="list-style-type: none"> <li>• Set a timetable to measure success</li> <li>• Make yourself available for follow up on customer satisfaction</li> <li>• Get back to them quickly with responses to their suggestions</li> </ul>



## So Now What?

This report is filled with information about your behavioral style and the styles that you will encounter in others. There are many suggestions in the application section of this report for you to apply this information. Take the next step and DO the exercises. Don't put this report on a shelf or in a file. Knowing your own style is just the beginning— you must be able to apply this information to improve all of your relationships.

Continually use this report as a reference tool. It contains a lot of information and was never meant to be digested in a single reading. Experiment with making a few changes in your behavior and examine the results. You might be surprised!

## Disclaimer

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(continued from page 2)

## How to Assure Assessment Accuracy? Independent & Qualified Testing at Standards Set by the **APA** and **EEOC**

*“...this DISC assessment has one of the highest Cronbach scores in the DISC marketplace.”*  
- Assessment Standards Institute

### The Assessment Industry's Past and Present

Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments - sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument - or even what the developers and sellers claim.

### The Solution? Independent & Verifiable Testing by a Qualified Institution

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the **American Psychological Association (APA)** and the **Equal Employment Opportunity Commission (EEOC)**. This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment's professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

### Construct Validity (APA Standards)

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

### Reliability - Cronbach's alpha (APA Standards)

This technique is regarded as one of the most robust measures of reliability and presents the highest 'bar' from which to compare. The readers should note that Cronbach's alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency.

### Disparate Impact (EEOC Guidelines)

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully.

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