McCombs Career Webinar

Thursday, May 23
DISC: The Universal Language

Presented by
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Agenda

- Communication
- The Universal Language: DISC
- Benefits and Applications
- Style Identification Exercise
- The 4 DISC Behavioral Styles
- DISC in Writing
- Questions & Take Aways
Elements of Communication

- **Words (content)**
  - 7%
- **Voice (tone)**
  - 38%
- **Body Language (energy)**
  - 55%

“The most important thing in communication is to hear what isn’t being said”-Peter F. Drucker
DISC: The Universal Language

HOW WE ACT (our way of doing things)

- It’s a NEUTRAL Language
- It’s a UNIVERSAL Language
- It’s a SILENT Language
What the Universal Language Is Not

- Personality
- Skills & Experience
- Education & Training
- Measure of Intelligence
- Personal Values/Beliefs
Style Identification Exercise

![Diagram showing the relationship between extroversion/introversion and task/people orientations.](image)
Style Identification Exercise

Introvert/Reserved

Extrovert/Outgoing

People

Task
Style Identification Exercise

Introvert/Reserved

Extrovert/Outgoing

Task

People

C

D

S

I
What is your type?

Poll Question – MC answer
Observable Behavioral Styles - DISC

D = Dominance 18%
How you handle problems and challenges and exercise power

I = Influence 29%
How you interact with others and attempt to influence others to your point of view

S = Steadiness 45%
How you respond to change, variations and pace of your environment

C = Compliance 8%
How you respond to the rules and procedures set by others and to authority
Applies Regardless of Your Field

What is your career field?

- Sales
- Engineering
- Finance
- Accounting
- Marketing
- Manufacturing
- Customer Service
- For Profit/Non-Profit
Benefits and Application

Given the DISC characteristics:
- outgoing
- reserved
- people-oriented
- task-oriented

what are some benefits or applications of this knowledge to you or your company?

Poll Question – Answer in Chat
Benefits and Application

Improve Effectiveness in:

- Communication
- Management & Leadership
- Sales
- Teams & Work Groups
- Negotiation
- Recruitment & Selection
- Interpersonal Relationships
Outcomes

- Understand your own behavioral style
- Recognize the behavioral style of others
- Adapt and blend your style for greater, more effective communication and relationships
<table>
<thead>
<tr>
<th>Natural</th>
<th>Adapted</th>
</tr>
</thead>
<tbody>
<tr>
<td>If left on your own, how you would choose to do the job</td>
<td>How you view your present environment requiring you to do the job</td>
</tr>
<tr>
<td>Comfortable</td>
<td>Personal Perception</td>
</tr>
<tr>
<td>Inherent</td>
<td></td>
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</tbody>
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The further apart that your Natural and Adapted styles are, the more stress that you may feel as you adjust your behavior constantly.
Behavioral Style - D

Key Characteristics
- Direct
- Bottom Line
- Blunt
- Decisive
- Impatient
- Strong Ego

Identifiers
- Fast paced
- Leans towards you
- Risk taker
- Confident
- Direct eye contact

Do’s
- Be Direct and brief
- Stick to business
- Touch on high points
- Ensure they win
- Identify opportunities and challenges

Emphatic in everything they do

Don’ts
- Touch
- Encroach on their space
- Be emotional
- Dominate the conversation
Adapting to a “D”

- When communicating with a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:
  - Be clear, specific, brief and to the point.
  - Stick to business.
  - Be prepared with support material in a well-organized “package.”

- Factors that will create tension or dissatisfaction:
  - Talking about things that are not relevant to the issue.
  - Leaving loopholes or cloudy issues.
  - Appearing disorganized.
Behavioral Style - I

Key Characteristics
- Enthusiastic
- Emotional
- Friendly
- Spontaneous
- Trusting
- Open-Minded

Identifiers
- Disorganized, lots of piles
- Expressive, smiles
- Trendy
- Stand with 2 hands in pockets
- Touchy (arm, shoulder, back)

Do’s
- Be willing to chat
- Lots of smiles
- Let them talk
- Focus on positive
- Make things fun

Don’ts
- Focus on details
- React negatively
- Discourage their enthusiasm
- Dominate the conversation

Love recognition and being the center of attention
Adapting to an “I”

- When communicating with a person who is magnetic, enthusiastic, friendly, demonstrative and political:
  - Provide a warm and friendly environment.
  - Don’t deal with a lot of details (put them in writing).
  - Ask “feeling” questions to draw their opinions or comments.

- Factors that will create tension or dissatisfaction:
  - Being curt, cold or tight-lipped.
  - Controlling the conversation.
  - Driving on facts and figures, alternatives, or abstractions.
Behavioral Style - S

Key Characteristics

- Good listener
- Relaxed
- Team player
- Approachable
- Steady

Identifiers

- Office with family pictures
- Poker Face
- Systematic
- Follows time tested proven rules
- Neutral

Do's

- Slow down, take your time
- Provide lots of assurance
- Give them time to decide
- Let them build trust

Don'ts

- Fail to deliver on promises
- Put pressure on them
- Be restless
- Make sudden changes

They bring a balance to the people equation
Adapting to an “S”

- When communicating with a person who is patient, predictable, reliable, steady, relaxed and modest:
  - Begin with a personal comment—break the ice.
  - Present your case softly and non-threateningly.
  - Ask “how” questions to draw their opinions.

- Factors that will create tension or dissatisfaction:
  - Rushing headlong into business.
  - Being domineering or demanding.
  - Forcing them to respond quickly to your objectives.
Behavioral Style - C

Key Characteristics
- Perfectionist
- Fact-finder
- High-Standards
- Analytical
- Systematic

Identifiers
- Reserved
- Functional office, graphs, charts
- Follows all rules
- Few hand gestures
- Stands with arms folded

Do’s
- Give detailed, proven information
- Give time to think and decide
- Focus on quality
- Be patient

Don’ts
- Do not touch
- Discuss personal issues
- Socialize
- Keep information to yourself

They want to know the “why” behind what they do
Adapting to a “C”

- When communicating with a person who is dependent, neat, conservative, a perfectionist, careful and compliant:
  - Prepare your “case” in advance.
  - Stick to business.
  - Be accurate and realistic.

- Factors that will create tension or dissatisfaction:
  - Being giddy, casual, informal or loud.
  - Pushing too hard or being unrealistic with deadlines.
  - Being disorganized or messy.
DISC in Writing

- **D:** “Thanks for your help on the Kilroy project. Here’s my summary outlining our decisions and next steps.”
  - Short, sweet and to the point

- **I:** “Thanks for your time and energy at the Kilroy project meeting last Thursday. I am very excited about what we accomplished and look forward to working with you to make it happen! Here are the highlights from the meeting and what to expect moving forward.”
  - Friendly, emotion-filled

- **S:** “Thank you for taking the time to meet with me about the Kilroy project last Thursday. It was a pleasure working with you and rewarding to have accomplished so much. The highlights from the meeting are captured below and I look forward to reviewing the next steps.”
  - Inclusive, team-player

- **C:** “Thank you for working with me on the Kilroy project last Thursday. We were very productive in a limited amount of time. Below, please find a full review of the decisions we made along with the next steps.”
  - Results oriented, detailed
Questions and Take-Aways

To get the benefit:

- Commit to action (knowledge vs. applied knowledge)
- What was your key take-away?
- How will you apply it?
# Who Uses DISC

## Recognize These?
- SBA
- 3M
- North Carolina State University
- US Air Force
- Purdue University
- AMEX
- Nabisco
- American Red Cross
- Bridgestone/Firestone
- Carrier Corp.
- Toronto Dominion Bank
- Coca Cola
- YMCA
- Mary Kay Cosmetics

## Plus…
- Royal Canadian Mounted Police
- Motorola
- General Electric
- General Mills
- Hewlett Packard
- IBM
- Honeywell
- Jenny Craig
- Knights of Columbus
- Marriott
- Met Life
- Mass Mutual
- Volvo
Special Offer For Attendees

$199 Behavioral Style Debrief
($100 Value - Regularly $299)

- Once you have completed this session you will have a clear understanding of:
  - The most effective way to get your message across
  - How to identify the styles of others
  - How to adapt your style and be heard
  - You will no longer lose 75% of your opportunities due to ineffective communication

- Sales Skill Index, Workplace Motivators and other Assessments available as well
Thank You!

The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Resources web page by early next week:

http://www.mccombs.utexas.edu/Alumni/Career.aspx

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