

DISC – Communication Styles

**In order to determine your Communication Style, please complete the following:**

For each of the 10 word groups below, select the word that is MOST like you, LEAST like you, and IN BETWEEN. You are to assign 4 points to the word that is *most* like you, 3 points to the word that is *like* you, 2 points to the word that is *somewhat* like you, and 1 point to the word that is *least* like you. (There should be a 4, a 3, a 2, and a 1 on each line. See the example) Once you have completed this, follow the next set of instructions.

Example:

3 Determined

4 Convincing

1 Predictable

2 Cautious

1. <u>    </u> Determined	<u>    </u> Convincing	<u>    </u> Predictable	<u>    </u> Cautious
2. <u>    </u> Strong Willed	<u>    </u> Persuasive	<u>    </u> Easy-going	<u>    </u> Orderly
3. <u>    </u> Direct	<u>    </u> Expressive	<u>    </u> Kind	<u>    </u> Analytical
4. <u>    </u> Bold	<u>    </u> Sociable	<u>    </u> Cooperative	<u>    </u> Precise
5. <u>    </u> Outspoken	<u>    </u> Animated	<u>    </u> Patient	<u>    </u> Logical
6. <u>    </u> Decisive	<u>    </u> Talkative	<u>    </u> Loyal	<u>    </u> Controlled
7. <u>    </u> Daring	<u>    </u> Outgoing	<u>    </u> Agreeable	<u>    </u> Careful
8. <u>    </u> Restless	<u>    </u> Enthusiastic	<u>    </u> Considerate	<u>    </u> Thorough
9. <u>    </u> Competitive	<u>    </u> Inspiring	<u>    </u> Consistent	<u>    </u> Detailed
10. <u>    </u> Aggressive	<u>    </u> Playful	<u>    </u> Satisfied	<u>    </u> Accurate

Once you have assigned numbers to all 10 word groups, total the points for each column and write the total in the spaces provided below.

Totals: \_\_\_\_\_

Styles: D

I

S

C

## Learning About DISC

### **D-Dominant**

Dominant style people tend to have a risk taking personality. They have confidence in their abilities and are willing, even eager, to challenge themselves. They are impatient – they want only the bottom-line, need-to-know, up-to-the-minute information. D's don't like to be bogged down in detail. They focus on how to do the work different, better, faster. In an organization they tend to be the ones who dream up the ideas. They embrace goals and challenges. Their behavior tends to be quick and decisive – they almost always have an opinion – about everything. They feel pushed and in a hurry – they have many tasks to accomplish today – so help out or get out of the way! To motivate the D, put them in charge. The dominant style is direct, competitive, confident, and results oriented.

### **I-Influencer**

The influencer style approaches every subject with an open mouth! The I's are emotional people – they don't have more emotions than the other styles, they are just more likely to show their feelings to everyone. Influencers are people and relationship oriented – they get their energy from being around others. They tend to be a bit disorganized and forgetful. I's act enthusiastic. In an organization their role is to promote the ideas that the D's come up with! Generally they feel happy and are usually busy planning the next company social event. The I is motivated by friends' approval. The influencer style is friendly, outgoing, emotional, and likes to talk.

### **S-Steady**

The D's dream up the idea, the I's promote the idea and the S's actually do the work! They are the backbone of most organizations. They are loyal – most steady styles will have long friendships and long work histories at an organization. They are family oriented – sometimes steady styles are easy to spot – go to their workspace and they will have twice as many family pictures displayed as everyone else. Steady styles tend to be possessive – they have all their pens and staplers marked with their names. What they want is harmony – confrontation and discord in an organization, department or team is very upsetting to them. They tend to act methodical – they take comfort in routines, schedules and habits. They generally feel accepted in a group – they are great friends and employees. The S is motivated by order. The steady style is sincere, patient, a good listener, and strives for cooperation.

### **C-Competent**

The competent style appreciates accuracy. They are the ones who check the work to make sure it is correct and done to their standard. (Some would say they even proofread the photocopies!) They enjoy detail and knowing how processes, systems and decisions are made. C's tend to be sensitive, only unlike the influencer, they do not show their emotions and sensitivities. They analyze conversations, facial expressions and emails for subtle nuances – looking for the “hidden message” that may or may not be there. What they want is precise, correct information delivered within a standardized format. They tend to act cautious – they do not make decisions quickly or lightly. Competent styles have a high standard for quality and expect others to keep that standard also. They do not like being in the spotlight. The C is motivated by rules. The competent style is cautious, analytical, by the book and quality oriented.

DISC

Reading People Differently

DOMINANCE	INFLUENCING
Direct Competitive Confident	Friendly Outgoing Emotional
<i>Primary Orientation:</i>	<i>Primary Orientation:</i>
Results	People

COMPETENCY	STEADINESS
Cautious Analytical By-the-book	Sincere Loyal Good Listener
<i>Primary Orientation:</i>	<i>Primary Orientation:</i>
Quality	Cooperation

## DISC - Strengths, Weaknesses, and Needs

Each style has its own strengths. A weakness is an “overextension” of a strength.

STYLE	STRENGTHS	WEAKNESSES	NEEDS
<b>D</b>	Problem-Solving Decision Making Goal Achieving	Finds fault, Lacks Caution, Runs Over People	Control Authority Prestige
<b>I</b>	Communicating Participating Good- Finding	Time Control, Follow- through Lack of Objectivity	Recognition, Acceptance, To Talk
<b>S</b>	Loyalty Listening Patience	Overly Possessive, Avoids Risk Taking, Avoids Conflict	Appreciation, Security, Time
<b>C</b>	Analyzing Accuracy High Standards	Rigid, Procrastinates, Overly Critical	Precision, Work Time, Facts

DISC

How to Communicate to Different Styles

<h2 style="text-align: center;">DOMINANCE</h2>	<h2 style="text-align: center;">INFLUENCING</h2>
<p style="text-align: center;">Be Direct</p> <p style="text-align: center;">Concise, to the Point</p> <p style="text-align: center;">Answer “What”</p> <p style="text-align: center;">not “How”Bottom Line</p> <p>Suggested Words: Suggest words/phrases: challenge, results, let’s make it happen, we want to be aggressive about this</p>	<p style="text-align: center;">Spare the Details</p> <p style="text-align: center;">Socialize</p> <p style="text-align: center;">Follow Up</p> <p style="text-align: center;">Show Excitement</p> <p>Suggested Words: fun, exciting, recognition, enthusiastic, promoted, recognition</p>

<h2 style="text-align: center;">COMPETENCY</h2>	<h2 style="text-align: center;">STEADINESS</h2>
<p style="text-align: center;">Proof and Testimonials</p> <p style="text-align: center;">Prepared and Structured</p> <p style="text-align: center;">Answer “How”</p> <p style="text-align: center;">Address disadvantages early</p> <p>Suggested Words: process, system, evidence, statistics show us..., our company history shows that...</p>	<p style="text-align: center;">Earn Their Trust</p> <p style="text-align: center;">Slow and Easy</p> <p style="text-align: center;">Answer All Questions</p> <p style="text-align: center;">Reassure</p> <p>Suggested Words: safe, secure, empathize, track record, dependable</p>

## Communicating Style-to-Style

“D” communicating to:	“I” communicating to:
<b>D</b> = Be Yourself	<b>D</b> = Be Business-like, Don't initiate Small Talk
<b>I</b> = Be Prepared to Socialize	<b>I</b> = Remember to Ask for the Order
<b>S</b> = Slow Down, Share Information, Don't Push	<b>S</b> = Earn Trust, Don't Become Over Friendly
<b>C</b> = Provide Proof/Facts	<b>C</b> = Stick to Proof and Facts

“C” communicating to:	“S” communicating to:
<b>D</b> = Concentrate on “What” Not “How”	<b>D</b> = Show Confidence
<b>I</b> = Hit High Points	<b>I</b> = Provide Social Time
<b>S</b> = Give Time to Digest Information	<b>S</b> = Reassure
<b>C</b> = Remember to Take Action	<b>C</b> = Use Evidence; Answer All Questions