

Overview of DiSC®

Dominance

Priorities: getting immediate results, taking action, challenging self and others

Motivated by: power and authority, competition, winning, success

Fears: loss of control, being taken advantage of, vulnerability

You will notice: self-confidence, directness, forcefulness, risk-taking

Limitations: lack of concern for others, impatience, insensitivity

influence

Priorities: expressing enthusiasm, taking action, encouraging collaboration

Motivated by: social recognition, group activities, friendly relationships

Fears: social rejection, disapproval, loss of influence, being ignored

You will notice: charm, enthusiasm, sociability, optimism, talkativeness

Limitations: impulsiveness, disorganization, lack of follow-through

Active
Fast-paced
Assertive
Dynamic
Bold

Motivated by: social recognition, group activities, friendly relationships

Fears: social rejection, disapproval, loss of influence, being ignored

You will notice: charm, enthusiasm, sociability, optimism, talkativeness

Limitations: impulsiveness, disorganization, lack of follow-through

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C

S

Questioning
Logic-focused
Objective
Skeptical
Challenging

Accepting
People-focused
Empathizing
Receptive
Agreeable

Conscientiousness

Priorities: ensuring accuracy, maintaining stability, challenging assumptions

Motivated by: opportunities to use expertise or gain knowledge, attention to quality

Fears: criticism, slipshod methods, being wrong

You will notice: precision, analysis, skepticism, reserve, quiet

Limitations: overly critical, tendency to overanalyze, isolates self

Steadiness

Priorities: giving support, maintaining stability, enjoying collaboration

Motivated by: stable environments, sincere appreciation, cooperation, opportunities to help

Fears: loss of stability, change, loss of harmony, offending others

You will notice: patience, team player, calm approach, good listener, humility

Limitations: overly accommodating, tendency to avoid change, indecisiveness

Thoughtful
Moderate-paced
Calm
Methodical
Careful

PEOPLE READING

Think about someone you work with.

1

Consider whether this person tends to be more:



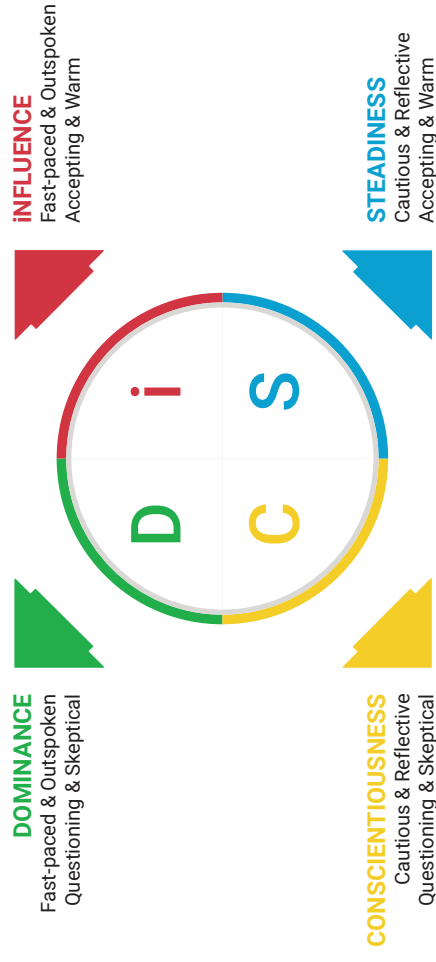
2

Then, consider whether this person also tends to be more:



3

Now, combine this person's tendencies to determine their DISC® style.



WILEY

Interaction Guide



Dominance

influence

WORKING EFFECTIVELY WITH THE D STYLE

When Trying to Connect

- Make efficient use of time
- Focus on the topic at hand and avoid going off on tangents
- Expect candor

When Problems Need to Be Solved

- Be aware that they respond well to bold or daring ideas
- Avoid suggesting unrealistically positive scenarios
- Focus on the big picture and avoid overanalysis

When Things Get Tense

- Address issues quickly and directly
- Resist the urge to give in to their demands just to regain harmony
- Avoid taking bluntness personally

DiSC Workplace

WORKING EFFECTIVELY WITH THE I STYLE

When Trying to Connect

- Be open to collaboration
- Recognize the value of their energy and enthusiasm
- Find ways to recognize them so they feel well-liked and appreciated

When Problems Need to Be Solved

- Remain optimistic while considering all potential issues
- Show them that you're open to creative solutions
- Expect spontaneity

When Things Get Tense

- Avoid personal attacks that could escalate the conflict
- Acknowledge the importance of their feelings
- Let them know that your relationship is still solid despite your differences

WORKING EFFECTIVELY WITH THE C STYLE

When Trying to Connect

- Talk to them about the objective, fact-based aspects of ideas and projects
- Avoid pressuring them for an immediate decision
- Expect skepticism

When Problems Need to Be Solved

- Allow them time for careful analysis
- Show appreciation for their logic
- Don't let them get bogged down in the details

When Things Get Tense

- Support your opinions with logic and facts
- Give them space to process the situation before confronting the issues
- Avoid using forceful or emotional tactics

WORKING EFFECTIVELY WITH THE S STYLE

When Trying to Connect

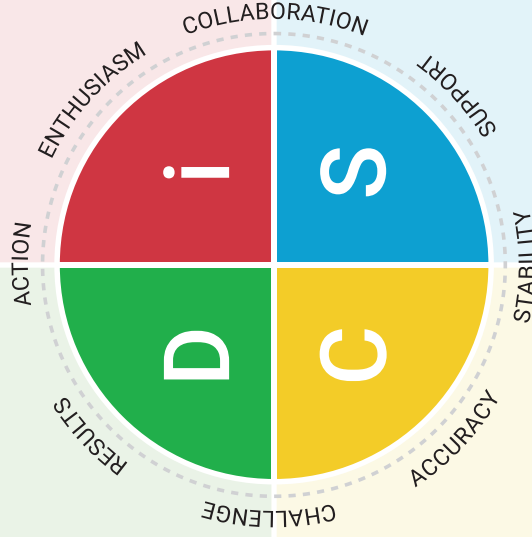
- Show warmth and concern for their feelings
- Offer your point of view, but take an easygoing approach
- Work collaboratively with them

When Problems Need to Be Solved

- Respect their cautious pace
- Consider other people's feelings when making decisions
- Set a timeline that fits everyone's needs

When Things Get Tense

- Address the situation directly without being confrontational
- Avoid forceful tactics or dismissing the conflict completely
- Show that you sincerely care about resolving the issues



Conscientiousness

Steadiness

Dominance

influence

DISC Management

UNDERSTANDING D STYLE CUSTOMERS

Priorities

- Results
- Action
- Competency

Is bothered by

- Wasted time
- Small talk
- Too many details
- Indecisiveness
- Lack of control
- Challenges to their authority

Trusts

- Confidence

SELLING TO D STYLE CUSTOMERS

Strategies

- Use a confident and no-nonsense approach
- Get to the point
- Give them options and a sense of control
- Convey respect for their authority
- Show a desire to help them get immediate results

Emphasize

- Immediate outcomes
- The bottom line
- Efficiency, ease of use
- Profits, savings

UNDERSTANDING I STYLE CUSTOMERS

Priorities

- Enthusiasm
- Action
- Relationships

Is bothered by

- Dry or dull analysis
- Too many details
- Cold or detached people
- Loss of approval
- Negativity or pessimism

Trusts

- Openness

SELLING TO I STYLE CUSTOMERS

Strategies

- Use an upbeat and lively approach
- Give them a chance to tell their stories
- Be open to disclosing information about yourself
- Show empathy for their concerns
- Demonstrate how your offering helps other people

Emphasize

- Testimonials
- Ease of use
- Exciting opportunities
- How your offering makes them look good

UNDERSTANDING C STYLE CUSTOMERS

Priorities

- Quality
- Competency
- Dependability

Is bothered by

- Emotional or illogical people
- Personal questions
- Overly enthusiastic presentations
- Pressure
- Emotional appeals

Trusts

- Expertise

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Priorities

- Quality
- Competency
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Trusts

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SELLING TO C STYLE CUSTOMERS

Strategies

- Use an objective approach
- Go through details
- Have evidence to back up your claims
- Use logic to connect your solutions to their problems
- Give them a chance to show their knowledge

Emphasize

- Quality, high standards
- Your expertise
- Logical reasons
- Evidence of reliability

UNDERSTANDING S STYLE CUSTOMERS

Priorities

- Sincerity
- Relationships
- Dependability

Is bothered by

- Pressure
- Pushy people
- Uncertainty
- Unpredictability
- Sudden change
- Conflict

Trusts

- Kindness

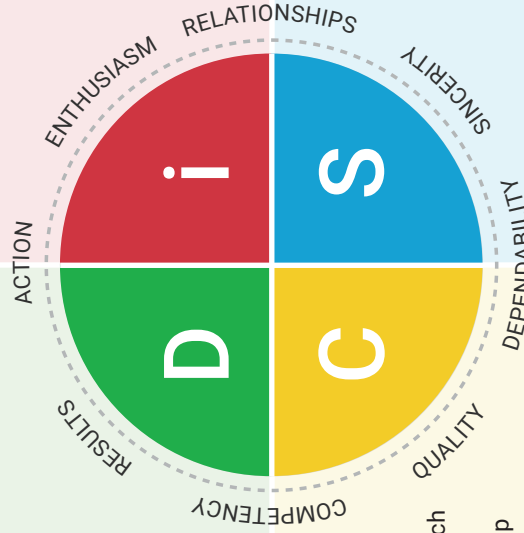
SELLING TO S STYLE CUSTOMERS

Strategies

- Use a casual and low-pressure approach
- Show warmth and sincerity
- Present information in a step-by-step manner
- Allow space and time to process information
- Provide reassurance

Emphasize

- Ongoing support
- Examples from the past
- Stability and security
- Warranties, service plans, and guarantees



Conscientiousness

Steadiness

Dominance

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DiSC Sales & Customer Service

UNDERSTANDING D STYLE CUSTOMERS

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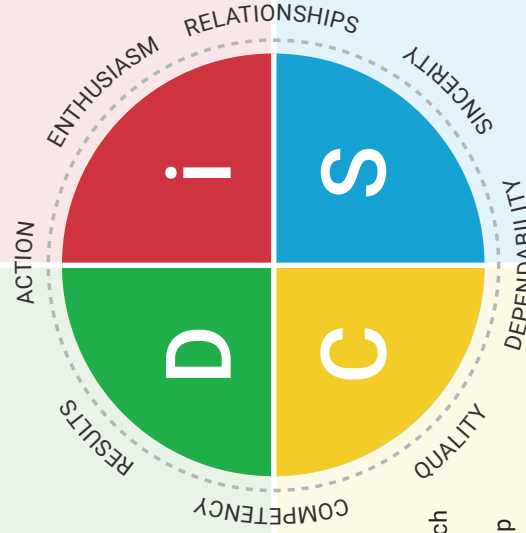
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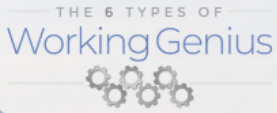
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Conscientiousness

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Workshops & Assessments, Customized To Your Needs

- Workplace Transformation Program
- Team Communications With The 5 Behaviors
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- Project Communication With The 6 Types Of Working Genius
- Difficult Conversations Training
- Emotional Intelligence with DiSC®
- Customer Communications With DiSC®
- Productive Conflict With DiSC®
- Custom Training
- DiSC® & 5 Behaviors Certification
- One-on-One Coaching

Speak your
truth!



Dan Kaplan
Owner & Lead Trainer