

DISC

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DISC...

What is DISC?

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Disc is a powerful and simple psychometric tool.

It focuses on outwardly observable behaviours.

This tool was developed in 1928 by an American psychologist called William Marston. Interestingly enough he also invented the lie detector and the character wonder woman.

The reason he invented this character was because he felt that women at the time did not have a strong role model.

The DISC model has over 80 years of research and is one of the most validated tools in the world.

There are 3 things to remember about DISC.

- **It's a tool for self discovery** – Understanding my style and impact.
- **It's a tool for diversity** – Understanding and appreciating others.
- **It's a tool for development** – Adapting behaviours for people to work and communicate better together and achieve superior results.

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So let's review DISC.

The DISC Model categorises 4 different behaviours.

The first two are identified as:

People who are TASK focused... and People who are RELATIONSHIP focused.

At this point it is important to say, that this is their primary focus.

In other words, people who are TASK focused, do also consider RELATIONSHIPS, however their first port of call is to get the job done.

Vice verse, RELATIONSHIP focused people also get the job done, but their primary focus is on RELATIONSHIP.

The second two categories of behaviour are:

People who are FAST PACED and People who are STEADY PACED.

This gives us the 4 primary styles of DISC... which are:

- Dominance
- Influence
- Steadiness
- Conscientious

A general description taking Dominance first;

These people can be described as Ambitious... Change Orientated. They are also decisive problem solvers... and direct communicators.

Influence – these type of people are enthusiastic and charming... they are also sociable... and great motivators.

Steadiness – these people are great listeners... they seek to understand. They are loyal and excellent team players.

And finally... Conscientious people are analytical and accurate. They are also conscientious fact finders... and great planners.

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DISC helps you better understand your own behaviour... and also how and when to adapt your behaviour to improve communication... reduce conflict... and enhance individual and team performance.

The mistake we make is in thinking that we should treat everyone in the same way. The reality is that people are different. Their behaviours, attitudes and values are unique to themselves.

The **most** successful people **understand** personality types... and **most importantly**, how to deal with the differences.

They understand that what motivates one person may not necessarily motivate or inspire another.

It is important to understand that there are **NO Good** or **Bad** styles.

Each of the 4 have strengths... and limitations.

In addition, the DISC model should not be used for **labelling**, it is for **understanding**. It's also very important to remember that everyone is a combination of all 4 styles.

Each style has a basic need... so what are those needs?

For the Dominance it's Results...

For the Influence it's Appreciation...

For the Steadiness it's Harmony...

And for the Conscientious it's Accuracy.

So when we understand and meet these needs, each style is more flexible and better equipped to interact with other styles.

So remember the 3 A's;

- Acknowledge we are different...
- Accept the Difference...
- And Appreciate the Diversity...

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Let me give you some examples of when and how to use DISC...

If setting up a project team, you may consider the various strengths and the mix required for success – from project inception through to implementation and embedding.

Another example is when an existing team is in place, you may consider how to interact, communicate and motivate each of the different styles.

The old cliché goes... **Treat others the way you like to be treated.**

Not so... treat others the way they like to be treated.

In addition, if we take motivation for example, the Dominance and Influence styles are very comfortable with direct, open and public recognition...

Whereas the Steadiness and the Conscientious prefer low key private appreciation and feedback.

DISC is an excellent communication and influencing tool and can be used in many other situations, such as;

- Building effective and productive cross-functional relationships at all levels.
- Motivating your team by seeking to understand their own style and how they like to be spoken to.
- And... Dealing with difficult people and other situations such as Project Management, Negotiation, and Conflict Resolution.

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There are 4 things you need to do:

- 1) Review your report... seek feedback on your style and behaviours... and identify your development areas
- 2) Understand the members of your team by reviewing the 4 styles of DISC. To assist you, short videos are available on **your** "My Development account".
- 3) Pre-plan, using DISC for your next one-to-one with an employee and report back to your manager on how you got on.
- 4) And... Act with conviction, based on what you have learned... and adapt your behaviours for success.