

Influencing For Business Results®

Flexing Communication Styles Using DiSC®

Purpose

To influence, you must “sell” how the features of your idea, product and/or service benefit others. How are you adding value, providing opportunities, and satisfying needs? What interests some people may not motivate others. How are you anticipating concerns, overcoming objections, and solving problems? Customer needs may widely vary, or even conflict. And overselling certain features may cause greater resistance. These challenges require all professionals to vary their behaviors — to “flex” a variety of communication styles — for effective business results.

Why is it difficult to communicate with certain people? Why are some people so readily open to change while others seem set in their ways? Why can't some teams get anything done while others smoothly sail forward? Some people impatiently interrupt with domineering points of view. Others impulsively jump to simplistic, unrealistic conclusions. Some people passively avoid conflict while quietly possessing grudges. Others insensitively criticize any idea that is not theirs, causing analysis-paralysis. Are these “difficult people,” or are your judgments of others' behaviors part of the problem?

People tend to view the world from a variety of differing, often conflicting, perspectives. The DiSC® Classic 2.0 Personal Profile System®, an assessment instrument used within this workshop, identifies communication styles — behavioral tendencies or patterns of how you typically think, feel, act, and react to various situations. These insights will provide additional ways to work more effectively with others to achieve individual, team, and organizational goals.

Effective communicators reduce the likelihood of misinterpreting others' behaviors and being misunderstood by others. These leaders know themselves, recognize the demands of varying situations, and adapt strategies to achieve desired results.

Objectives

1. Reduce misunderstandings and conflicts by viewing behaviors positively or neutrally
2. Recognize varying behaviors by analyzing self and team perceptions
3. Influence others to sell the value of ideas, products and/or services
4. Flex four communication styles to achieve business results

Audience

All professionals

Pre-Work

- ☑ Everything DiSC® Workplace (or Management, or Sales), or DiSC® Classic 2.0 (or 2 Plus)

Duration

1 full-day program

Materials

- ☑ Participant Workbook, including these practical on-the-job tools:
DiSC® Team Profile, and DiSC® One-On-One, Team, & Personal Communication Plans
- ☑ DiSC® Job Aid (2 laminated 2-sided cardstock references)

Business Results

- Influencing others to accept ideas
- Motivating, recognizing and rewarding
- Selling ideas, products, and/or services
- Coaching through effective feedback
- Managing change & minimizing resistance
- Building effective team relationships



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*Providing business leaders
lasting competitive advantages
through improved
team performance*