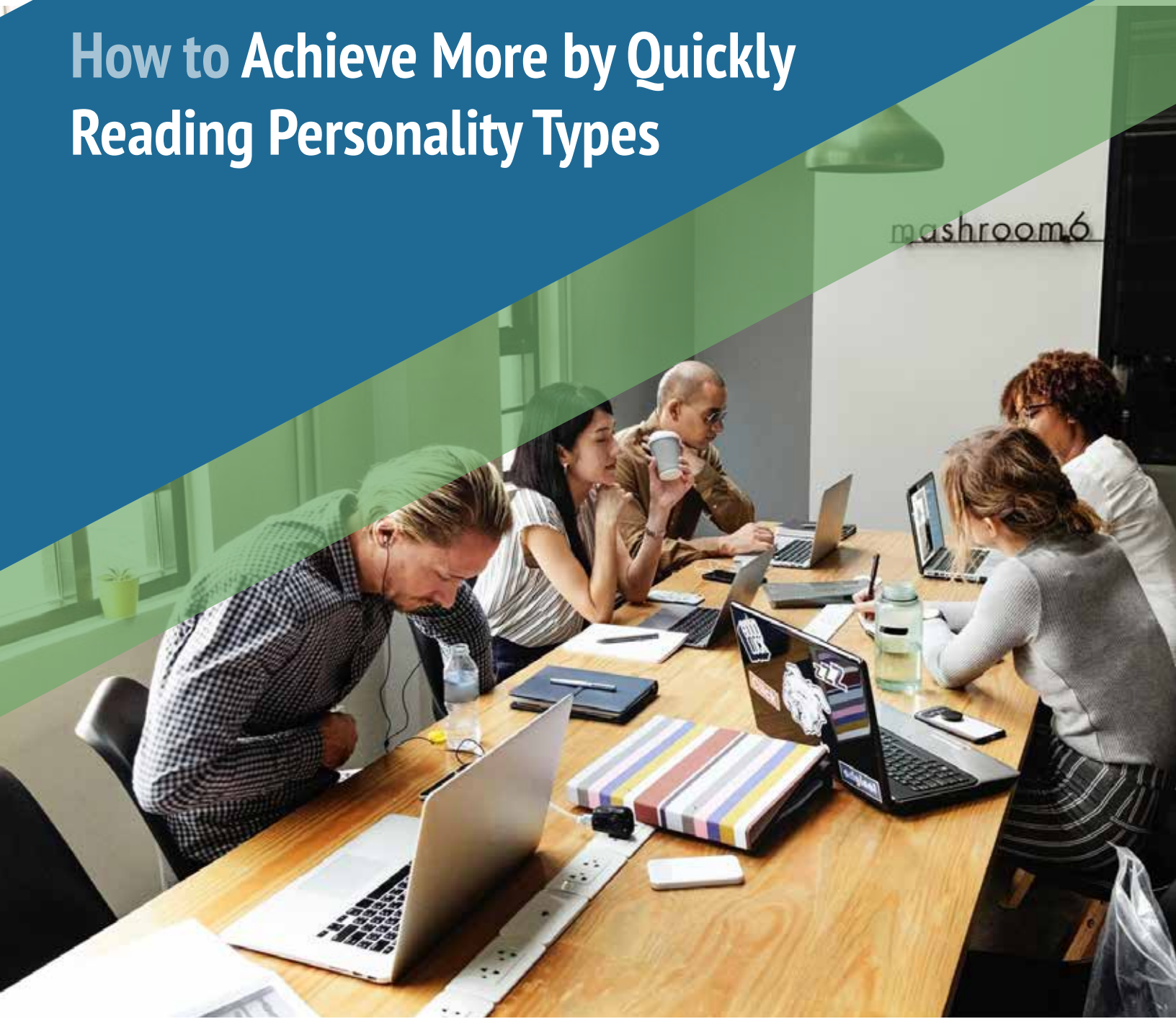




Making Businesses Stronger

EXECUTIVE
BUSINESS
ADVISORS

How to Achieve More by Quickly Reading Personality Types



DISC INTRODUCTION

Understanding Behavior for Effective Communication

It's not a secret: people prefer to interact with people they like. The ability to create rapport is a fundamental skill in sales, management, executive-level leadership, and everyday life.

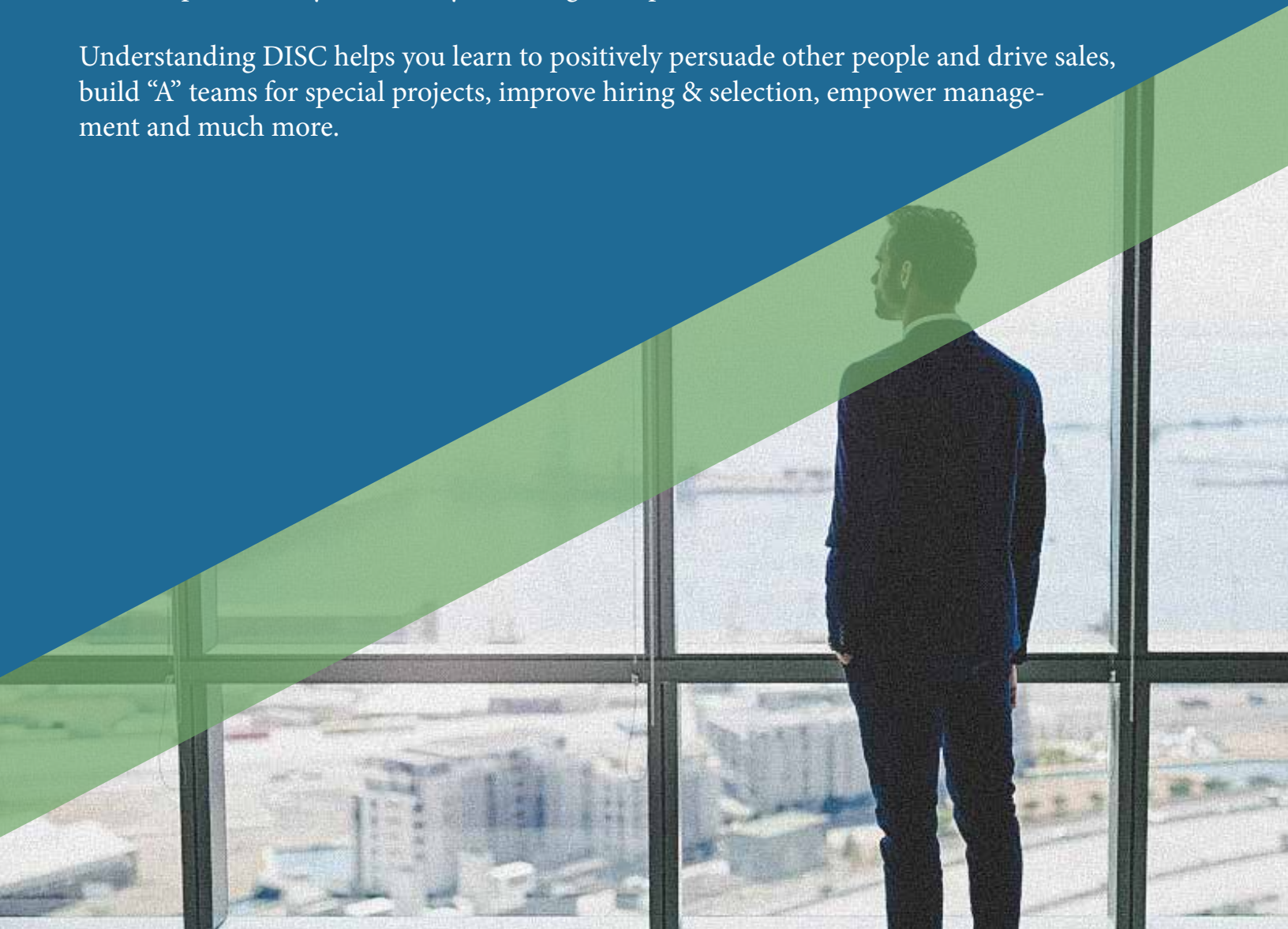
The goal of DISC is to help users first build, then maximize productive relationships.

You do not have to change your personality; you merely need to recognize what aspects of someone's character drives them. Then you can easily understand your options for effectively working with them based on their personality type.

The DISC online assessment is a resource for all types of individuals and organizations; public or private, large or small.

DISC teaches users powerful behavioral profiling skills which can directly improve performance and increase productivity in a variety of settings and professional frameworks.

Understanding DISC helps you learn to positively persuade other people and drive sales, build "A" teams for special projects, improve hiring & selection, empower management and much more.





Put Simply...

In simplest terms, DISC is an invaluable behavioral profiling system that teaches users how to identify— and use to their advantage— the predictable aspects of communication. Based on the research of Dr. William Moulton Marston, DISC is the most widely-used behavior profiling tool of its kind, supported by decades of research and continuous validation.

“Co-workers are like family. Most of the time, you don’t get to choose them and there will inevitably be people around with whom you naturally clash. By understanding your own [style] and the people style you’re dealing with, you can establish rapport with someone more easily, become more persuasive, and avoid miscommunication...”

~ Business Insider, May 2013



The Platinum Rule®

People generally make the mistake of assuming that others interact and think the same way they do.

The Golden Rule: Treat other's the way You want to be treated.

The Platinum Rule®: Treat others the way THEY want to be treated.

Why DISC?

Understand that behaviors can be positioned within a systematic, predictable framework, even though individual personalities are unique.

Identify how a person's behavioral patterns influence:

- 1) what that person wants, needs, and expects from you and others
- 2) how that person communicates those wants, needs, and expectations.

A DISC allows you to adapt to people in a way that will reduce tension and increase collaboration and trust in all types of relationships.



What is DISC?

DISC is a simple, practical, easy to remember and universally applicable model.

- DISC is:
needs-motivated, observable behavior and emotion; it is a combination of nature (inherent) and nurture (learned).
- DISC is NOT:
a measure of intelligence, skills, education or experience, or an indicator of values.



What is a DISC Assessment?

A DISC Assessment identifies a person's behavior style. The acronym DISC is an easy-to-remember way of classifying the main behavior styles.

D = Dominance

I = Influence

S = Steadiness

C = Conscientiousness

These classifications help use understand...

How people address **Problems** and **Challenges**.

How people handle situations involving **People** and **Contacts**.

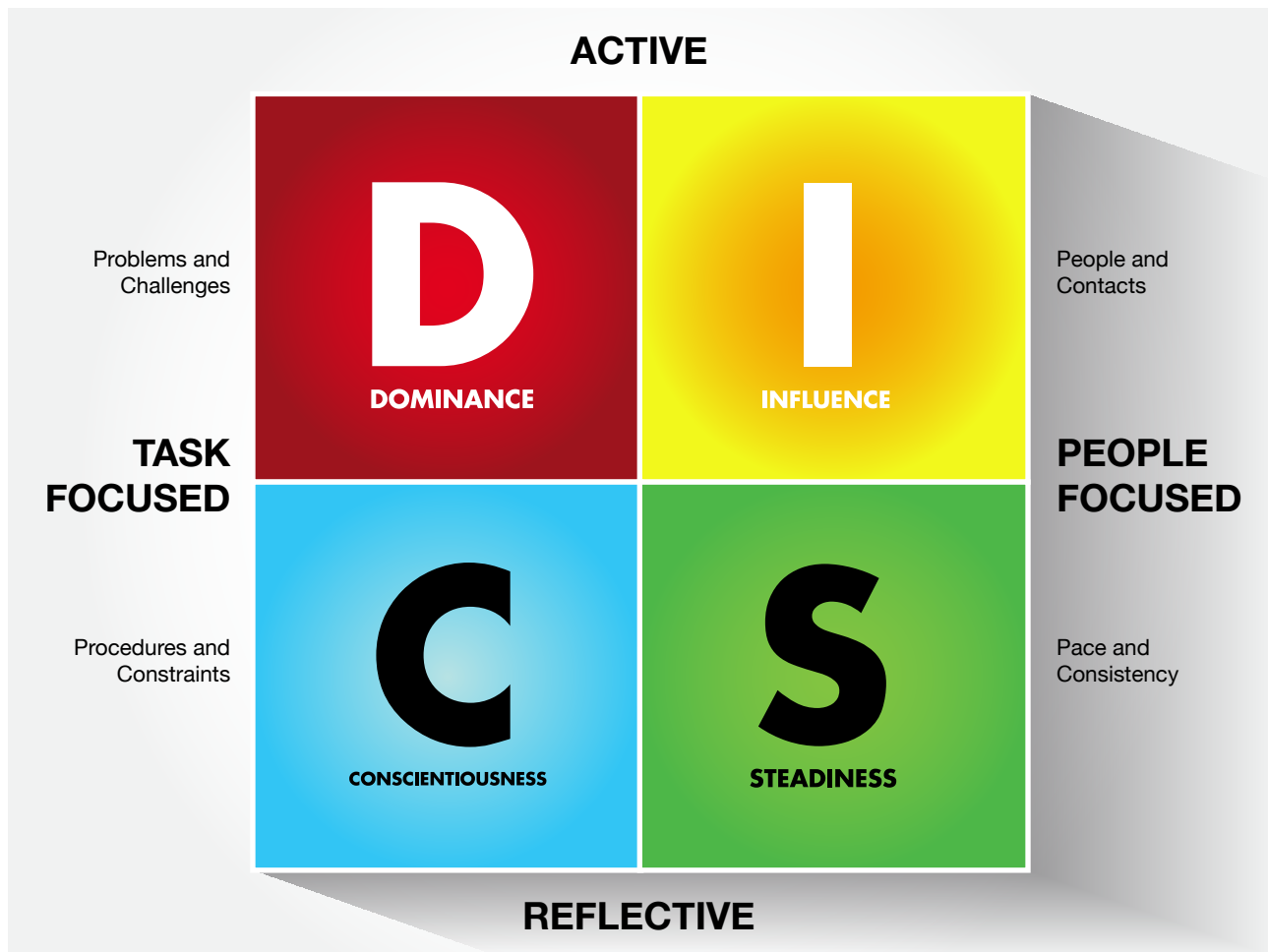
How people demonstrate **Pace** and **Consistency**.

How people react to **Procedure** and **Constraints**.

It is important to understand that

1. A DISC Assessment is not a test. You cannot pass or fail.
2. There are no good or bad behavior styles. Each style of behavior has strengths and areas for improvement.
3. The profile is a measure of your perception. Responding to or taking the profile is a quick, easy (and accurate) way of gathering information about your behavioral strengths and communication preferences.

1. Understanding the Four Core Styles



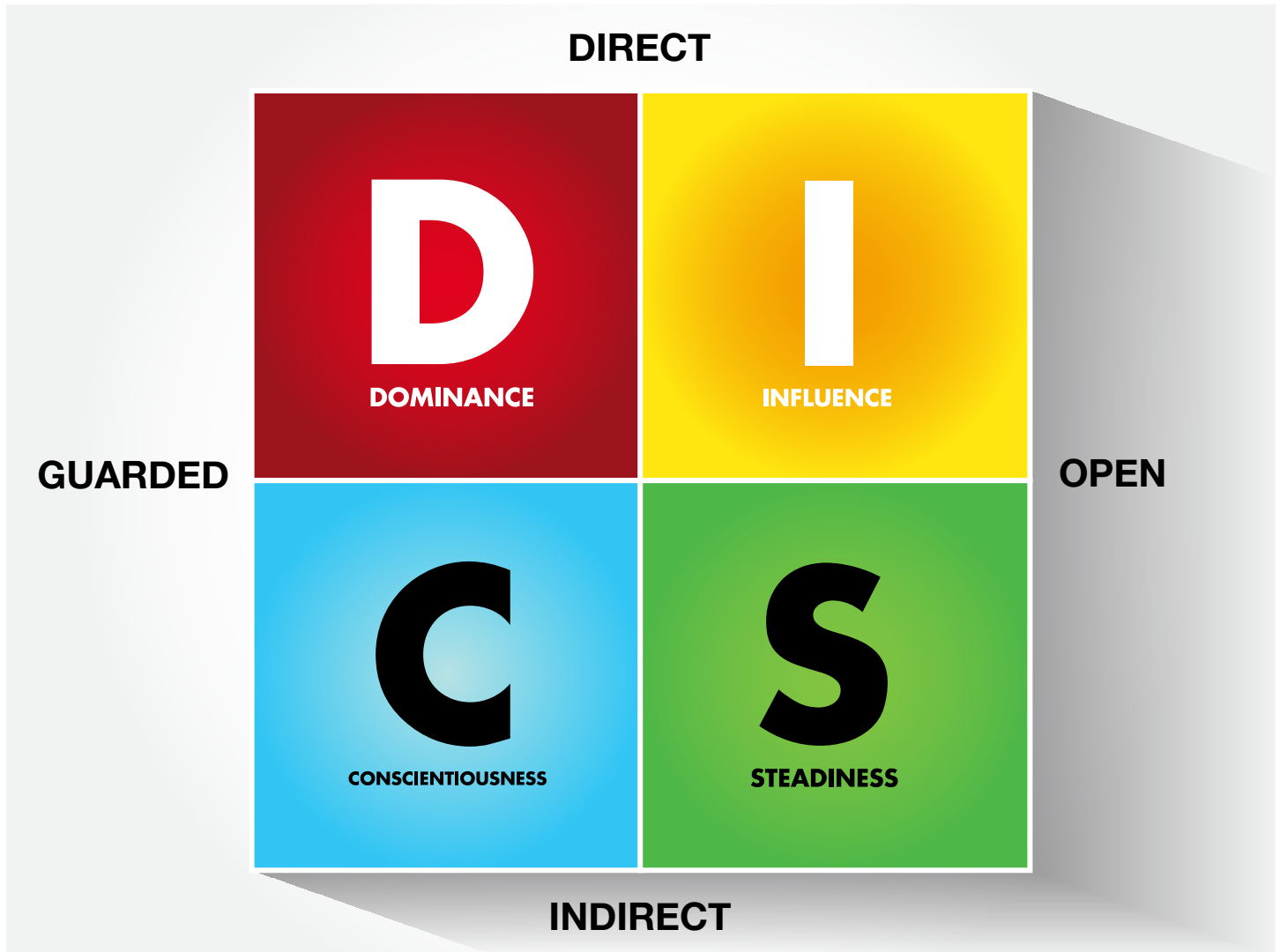
While people with D & I style indicate they are active, those who have C & S style indicate they are reflective.

Also, while individuals with I & S style indicate they are people focussed, people with D & C style has a personality that is more task focused.

If you consider someone in your office or at home who is more comfortable around people, then you can estimate they are more of either a I or S. This means you can eliminate the other two type of personalities, or D and C.

Now try to think of someone you know who is not very comfortable around people but is more of an introvert (not necessarily completely) & prefers being by themselves such as does not like to socialize much with strangers; they would rather prefer to do something else rather than meet new people, etc. These people would be more aligned with D or C personality types.

2. Identifying the Four Styles



D-type personality prefer to deal with problems & challenges and would prefer to take control of the situation. This just comes more naturally to them.

I-type personality is the one who prefers more of a people & contacts and just very comfortable in that zone.

S-type personality denotes a person who likes pace & consistency.

C-type personality like to follow procedures & are often limited by constraints. They prefer to go by the rules.

3. Style Indicators

DISC examines our observable behavior driven by on our needs and fears. Each style has specific indicators.

One easy & very quick way to identify the different types of personalities is to understand that D & I are very DIRECT people in their approach. Whereas C & S are INDIRECT in their approach to people.

Also the I & S type of personalities are very OPEN especially in their communication & would like to speak more. While the D & C are GUARDED people & don't easily open to others.

With these three steps it becomes very quick & easy to get a much better & informed idea of the person that we are communicating with.

We can adapt & discuss with people in such a way that they can better understand us and reduce the possibilities of misunderstandings. This increases the potential to strike a deal with them or have a smooth negotiation that can be a win for everyone.

You might be wondering, why don't all Ds (or Is, Ss, or Cs) act/communicate the same?

The answer is that we all have different biases, preferences, motivations/values, critical thinking skills, experience, education, and intelligence levels that influence our behavior. DISC is a combination of nature and nurture, so we all have had different things shape us.

The same way that we all have different hair or prefer different flavors of ice cream, we all act and communicate in different ways. Plus, we need all four styles in the world to be as effective as possible.

Style Indicators

DISC examines our observable behavior driven by on our needs and fears. Each style has specific indicators.





A DiSC assessment is a widely-used tool. Millions of people have taken a DISC assessment and benefit from the easy-to-understand results. Even though the outcome of the evaluation is quite accessible, the data contains a tremendous amount of relevant insights. The participants can use relations in business and personal interactions every day.



DISC Focus	Problems/Tasks	People	Pace/Environment	Procedures
Needs	Challenges to solve, authority	Social relationships, friendly environment	Systems, teams, stable environment	Rules to follow, data to analyze
Observable	Decisive, risk taker	Optimistic, trusts others	Patience, stabilizer	Cautious, careful decisions
Fears	...being taken advantage of, lacking control	...being left out, loss of social approval	...sudden changes, loss of stability or security	...being criticized, loss of accuracy and quality

DISC Emotions Chart

A DiSC assessment is a widely-used tool. Millions of people have taken a DISC assessment and benefit from the easy-to-understand results. Even though the outcome of the evaluation is quite accessible, the data contains a tremendous amount of relevant insights. The participants can use relations in business and personal interactions every day.

 DOMINANCE	 INFLUENCE	 STEADINESS	 CONSCIENTIOUSNESS
Anger and Impatience	Optimism and Trust	Patience and Non-Expressive	Fear and Concern
<p>The higher the plotting point, the higher tendency the D will have a short fuse or be more impatient.</p> <p>The lower the D, the more the person tends to be patient and slow to anger</p>	<p>The higher the plotting point, the more the I person will look on the bright side and exhibit a high trust level.</p> <p>The lower the I, the more the person tends to be pessimistic and exhibit a low level of trust.</p>	<p>The higher the plotting point, the more the S will avoid showing true emotions*. They appear “fine” and seem patient.</p> <p>The lower the S, the more people hear and see emotions.</p> <p><small>*The high S appears open, but true emotions are concealed.</small></p>	<p>The higher the plotting point, the more the C will follow rules and need data and facts, proving the need to do things right and avoid being wrong.</p> <p>The lower the C, the more likely the person is to take risks. Rules are merely guidelines.</p>

The DISC Report

Our DISC reports are as much prescriptive as they are descriptive. In other words, our DISC reports are unique because they teach users specific skills to improve their interpersonal interactions.

While our reports do go into considerable detail describing users' natural DISC behavioral style, we believe this is just the first step.

Our reports empower users with specific recommendations unique to their profile. When utilized, these skills can enact powerful and demonstrable returns.

To see a significant professional and interpersonal benefit, we believe it's essential that our DISC users come away with fast, effective learning strategies that demonstrate immediate results.



The DISC Report

DISC Assessment Applications:

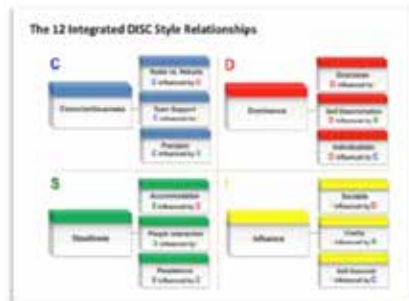
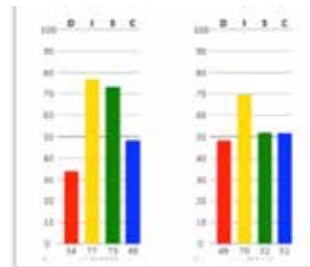
- Change Management - Learn behaviors for transforming resistance into receptivity.
- Benchmarking & Comparison - Empower business owners, managers, and HR professionals with the ability to compare new applicants to desirable job-performance benchmarks.
- Coaching - Discover how to help others consistently achieve their potential.
- Conflict Resolution - Bring clarity and understanding to otherwise disparate behavioral styles.
- Customer Service - Teach administrative and customer support teams on how to dependably provide stellar service and interaction regardless of behavioral style.
- Hiring & Selection - The right person in the right job is priceless. The wrong person is an expensive nightmare waiting to happen. DISC provides the cornerstone for many of our hiring and selection assessments.
- Leadership Programs - Empower your organization's managers with the ability to get the most out of their teams.
- Management Skills - Teach an organization's management the methods for predictably and genuinely motivating their staff.
- Mentoring - Discover how to propel your fast trackers exponentially.
- Sales Training - Drive revenue by teaching even the most novice or experienced sales professionals the keys to identifying and harnessing identifiable behaviors in their prospects.
- Team Building - Know who fits with whom in advance. Create your teams based on compatible skills and traits, not just vague ideas of balance.
- Productive Meetings - Plan meetings with different behavioral styles in mind, to ensure best outcomes.

Many of the world's most forward-thinking and successful organizations have relied upon our DISC expertise to provide them with distinct competitive advantages.

The DISC Report

Your DISC Report has a 3-part format that includes:

- Overview of DISC
- Your style blend
- Your Integrations
- Your DISC graphs
- Adaptability Tools



As a Thank you for purchasing this course on DISC assessment, you are eligible for a special offer.

The standard price for DISC assessment : \$399 with a debrief.

Your Special Offer: \$250 with a debrief OR just \$99 without a debrief.

To take advantage of this offer, please visit:

www.growwithsanjay.com/disc-assessment-discount

ABOUT THE AUTHOR

Sanjay Parekh

Sanjay Parekh is Founder and President of Executive Business Advisors, a firm whose purpose is to help businesses achieve higher levels of success. Sanjay has more than 25 years of successful business leadership experience, which includes strategic planning, sales and marketing, team-building and global manufacturing. Sanjay's background ranges from his work as a director in a family-owned business to heading a multinational corporation in Asia.

Starting at age 18, Sanjay started his professional career with his father's manufacturing company while attending college. Even though it was a family business and his father was the CEO, he started on the shop floor and worked his way up, gaining experience in all the departments and functions within the company, and knowledge of how each department worked.

Working with his father, Sanjay was instrumental in growing the company to its eventual standing as one of the most successful packaging companies in India. He later served as a senior management member of a multinational corporation with operations in 18 countries around the world.

Sanjay's areas of expertise include turning around companies that are struggling financially by forging impactful business relationships, building cost-effective systems, identifying and analyzing challenges based on relevant information, and weighing risks and benefits. One of the keys to his work is his application of proven assessment tools that reveal hidden areas of potential improvement, leading effective solutions that help his clients meet their goals.



Making Businesses Stronger



THE BUSINESS MANAGEMENT WORKSHOP

Of course, building teams that perform at the highest levels is only partly how businesses like yours can position themselves to grow and be successful. Over nearly three decades of business leadership, I have worked alongside some of the best minds in business and had the privilege of learning what makes them successful. As the Founder of Executive Business Advisors, my mission is to now share those concepts with like-minded entrepreneurs who dream big and are determined to achieve their goals.

During my Business Management Workshop, you will learn the keys to transforming your business and accelerating your growth. It's a road map that involves taking the actions necessary for your business to achieve higher levels of success.

Whether you have an established business or are just starting out, if you want your business to grow, this workshop will lead the way.

You will learn a wide range of strategies that will allow you to:

- Build a strong foundation for sustainable growth.
- Turn your sales and marketing efforts into a business building machine.
- Create a high performing team.
- Develop a satisfying work-life balance.
- Become the leader your business deserves.
- Scale your business to grow consistently.
- Ensure business success by understanding why businesses fail.
- Reach the highest level of operational efficiency.

Studies show that 90% of all businesses fail in the first five years. Remarkably, most of these failures are avoidable and can be traced to several root causes. You can take the first step toward making sure this doesn't happen to your business by attending the Business Management Workshop, presented by Executive Business Advisors.

**To learn more about the
Business Management Workshop
visit GrowWithSanjay.com**

