

TENDENCIES: QUICK CHECK

When this person speaks, they appear ...	<input type="radio"/> direct	<input type="radio"/> open	<input type="radio"/> reserved	<input type="radio"/> accurate
When this person listens, they react ...	<input type="radio"/> quickly and frequently interrupting others	<input type="radio"/> with active participation	<input type="radio"/> patiently and affirmatively	<input type="radio"/> attentively and critically inquisitive
When this person asks questions, it is mostly about ...	<input type="radio"/> WHAT	<input type="radio"/> WHO	<input type="radio"/> HOW	<input type="radio"/> WHY
In longer meetings this person discusses ...	<input type="radio"/> in a persistent manner; they want to win	<input type="radio"/> emotionally; changes the topic	<input type="radio"/> in an accommodating manner; compromising	<input type="radio"/> in a deliberate manner; seeking logic
With people they know, this person speaks ...	<input type="radio"/> clearly and decisively	<input type="radio"/> temperamentally and lightheartedly	<input type="radio"/> quietly and in a balanced way	<input type="radio"/> in an explanatory and exacting manner
Taking gestures and facial expressions into account, they ...	<input type="radio"/> tend to exhibit a poker face; clear gestures	<input type="radio"/> have an open expression; gesticulate a lot	<input type="radio"/> maintain a friendly expression; nod in agreement	<input type="radio"/> seem rather serious; reserved in their gestures
If this person is confronted with decisions, they react ...	<input type="radio"/> fairly rapidly	<input type="radio"/> rather spontaneously; not always bindingly	<input type="radio"/> deliberately and hesitatingly	<input type="radio"/> cautiously and questioningly
When confronted with difficulty, this person tends to react ...	<input type="radio"/> curtly and demandingly	<input type="radio"/> evasively and with a bit of humor	<input type="radio"/> restrained and seeking compromise	<input type="radio"/> factually and diplomatically
SUM				

DISC COMMUNICATION STRATEGIES

D PERSONALITY

Dominant

- Likes to make decisions
- Person of action
- Impatient, direct
- Can seem insensitive
- Pace: fast

Things to avoid:

- Tell them what to do
- Attack them personally
- Not offer a real choice
- Threaten with ultimatums

What does a D personality want?

- Power and authority
- Freedom without restrictions
- Results
- Challenges

The question a D personality typically asks when making decisions is:

- What (will it do for me)?

Communication strategies towards a D personality:

- Avoid small talk
- Be direct, get to the point quickly
- Focus on results
- Diminish fear of losing control
- Be confident and assured
- Be prepared for confrontations
- End presentations with two good choices
- A D personality must respect you!

I PERSONALITY

Influencing

- Networker, sociable
- Enthusiastic
- Prefers to do it now
- Can seem disorganized
- Likes challenges
- Convincing, eloquent
- Pace: fast

Things to avoid:

- Negativity
- Conflict
- Personal rejection
- Inflexible environment

What does a I personality want?

- (Social) recognition
- Esteem and fun
- Challenges and authority

The question a I personality typically asks when making decisions is:

- Who (else is doing it)?

Communication strategies towards a I personality:

- Make friends first
- Decisions are emotional/gut-driven
- Mention influential references and examples
- Minimize details
- Make decisions easy for them to make
- Guarantees are unimportant
- Recommend innovative technologies
- End presentations with an appeal to the ego
- An I personality must like you!

S PERSONALITY

Steady

- Team player
- Wants security
- Doesn't like sudden changes
- Family oriented (in the broadest sense)
- Patient, happy to do it later
- Pace: slow

Things to avoid:

- Sudden changes
- Competition instead of cooperation
- Conflict/aggressive behavior
- Multitasking

What does a S personality want?

- Security (for the "family")
- Sincerity and appreciation
- Honesty and loyalty
- Stable, harmonious environment

The question a S personality typically asks when making decisions is:

- How (do we do it)?

Communication strategies towards a S personality:

- Talk about family (in the broadest sense)
- Describe something, repeat it, and then summarize it again later
- Be sincere
- Don't speak badly about competitors
- Emphasize reliability and service
- Guarantees are important
- Customers and service providers become "family"
- End presentations with a summary
- An S personality must trust you!

C PERSONALITY

Conscientious

- Accurate, precise
- Critical, analytical, logical thinker
- Prefers to do it later
- Reserved, seemingly unemotional
- Pace: slow

Things to avoid:

- Criticize their work
- Personal questions
- Incomplete information/data
- Sloppiness, disorganization

What does a C personality want?

- To work autonomously
- Structure and rules to be followed
- Professional training opportunities
- Spared from the personal

The question a C personality typically asks when making decisions is:

- Why (should we do it)?

Communication strategies towards a C personality:

- Don't get personal
- Emphasize track record and reliability
- Guarantees are important
- Present only facts
- Substantiate argument with (written) documentation of sources
- Be well organized and patient
- Explain why it's the logical choice
- Failure must be punished
- End presentations with a balance sheet
- A C personality doesn't have to feel anything emotionally towards you!