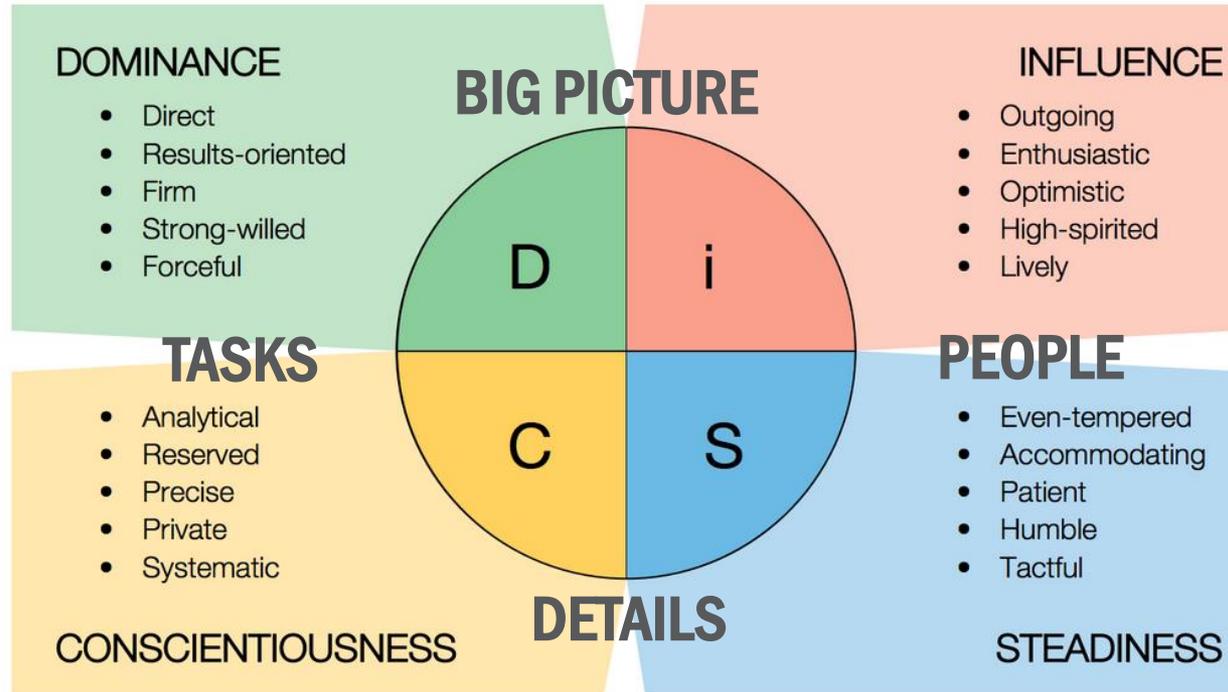


Agenda

Attendees will learn about:

- How to improve communication skills
- The Impact of DiSC® on teams and organizations
- Tips for creating organizational buy-in

DiSC® Basics



age
1 148
3 104
2 026
3 135
7 987
48.5%

2 785
2 763
1 68
3 6
2



Communication Tips



with the D style

Don't ramble or repeat, focus on problems, be too sociable or generalize.

The D style appreciates brevity and wants the power to make decisions.

with the I style

Don't eliminate social time, do all of the talking, ignore their ideas or tell them what to do.

The I style is motivated by a positive environment.



The C needs facts and data to make decisions.

with the C style

Don't refuse to explain the details or answer questions vaguely or casually.

The S style will resist change and may not even be aware of their resistance. Be sincere and relational with the S.

with the S style

Don't be pushy, aggressive, demanding, abrupt or controversial.



With a D style, name one thing that you would NOT want to do when having a conversation with them?

Communication Tips



with the D style

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Creating Buy-in

- C-Suite
- Human Resources
- Managers
- Employees

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Creating Buy-in

1. What business problems can Disc® address?
2. Research
3. Solutions - What's in it for Me?
4. Impact

Preparing a Business Case



Our Business Problem

What are your top business problems within your organization?

Examples may include:

- High Turnover
- Low Morale
- Lack of Communication
- Lack of Leadership Pipeline

Our Business Problem

Reduce Employee Turnover

age
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Three Reasons Employees Leave

- **Poor Relationship with Manager**
 - Ineffective Communication
 - Lack of Recognition
 - Lack of Feedback
- **Lack of Growth Opportunities**
- **Money/Benefits**

* According to Exit Surveys and The American Management Association

The Cost of Turnover



The Cost of Turnover

- **Recruitment, training, lost productivity, & lost sales**
- Cost to replace **entry-level** employees
 - Between 30% and 50% of their annual salary
- Cost to replace **mid-level** employees
 - 50% of their annual salary
- Cost to replace **high-level** or highly specialized employees
 - 400% of their annual salary

*American Management Association

The Cost of Turnover in Dollars

Average cost: Replace an employee who makes
\$8/Hour: **\$5,505 to \$9,444**

Average Cost: Replace 6 entry level employees, with an
average salary of \$40,000 = **\$96,000**

Average Cost: Replace a senior level employee making
\$120,000 = **\$480,000**

(\$16,000 to replace each employee at 40% of their annual salary, for
\$96,000 total.)

Research

Study companies within
and outside of your
industry.

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Assessments: Factors We Considered in Selection Process

DiSC® is implemented in leadership development programs across the country, including at NBC Universal and NAB.



Leadership Development Program



NBC Talent Lab Leadership Programs

Companies We Studied



Google's Leadership Philosophy

"You cannot lead unless you know yourself."

Self-Awareness

Who am I? What are my strengths? What do I care about? What's my work style preference?

Self-Management

Given what I know about myself, how could I act intentionally to have a better impact, rather than reacting triggers?

Social Awareness

Who are the others? What do they care about? What are their needs and aspirations?)

Relationship Management

Given what I know about myself, and what I know about the other person, and my concern for relationship, how can I act to better foster that relationship?

Assessments: Options To Choose From

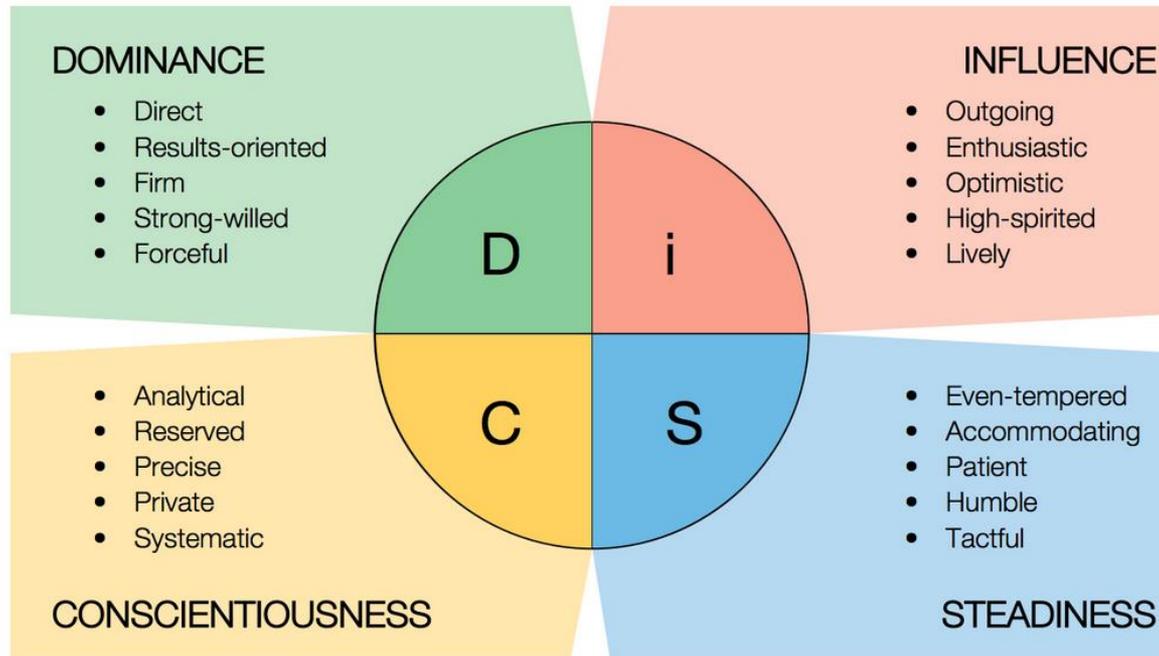
- DiSC
- Strength Finders
- Emotional Intelligence
- Myers Briggs

Assessments: Factors We Considered in Selection Process



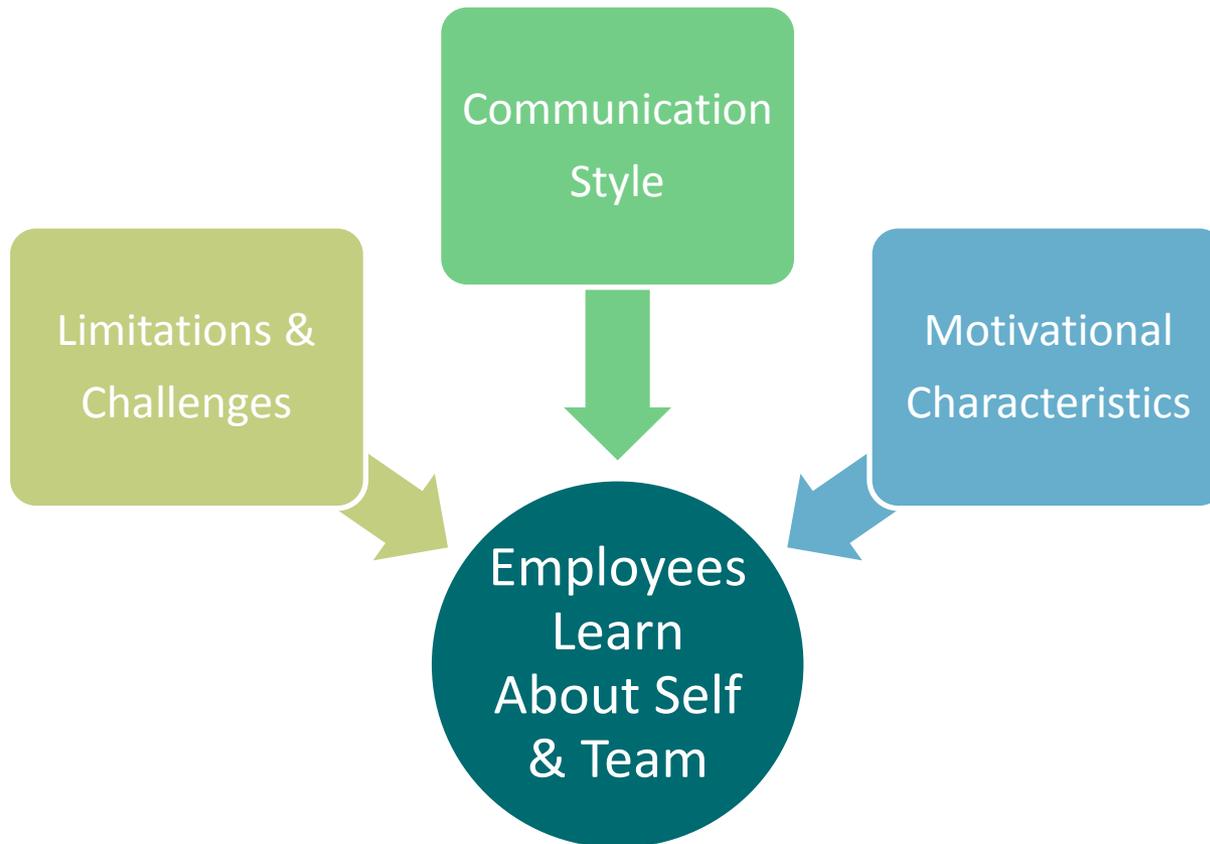
Our Solution

Offer DiSC® Assessments to Managers and Teams



DiSC®: Impact on Employees

DiSC® enables employees to learn more about self and others:



Our Solution

DiSC® Assessment

Immediate impact
on common reasons
for employees leaving



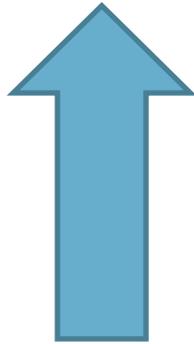
Reduction
in turnover

- Lack of Communication
- Low Morale
- Stressful Relationship with Manager

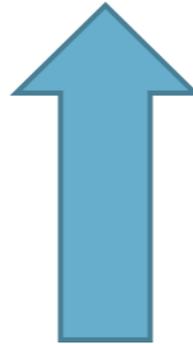
Benefits of DiSC Assessment



Our Solution



**When Communication & Motivation
Increase**



- **Morale**
 - **Retention**
 - **Productivity**
- Also increase**

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Impact of DiSC®

Teams can begin to:

- Approach coworkers in a more effective way

- Increase understanding among team members

- Decrease conflict

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Impact

Employee Turnover

- **Reduce costs related to turnover**
- **Boost morale**
- **Develop self-awareness tools needed for increasing communication and being a better manager**
- **Creates Awareness of:**
 - **Core values, triggers, strengths, and leadership style**
- **Awareness of how actions and decisions impact individuals and departments**
- **Creates stronger individual and team leaders**
- **Builds leadership skills for growth in current and new positions**

Impact

Influence on Organizational Culture

- **Increases communication**
- **Improves internal relationships with our colleagues**
- **Improves performance within teams and company**
- **Stronger employee engagement**
- **Stronger bottom line**

Options for Implementation

DiSC® Assessment Options

- All Employees
- Employees only
 - Managers use different assessment
- Managers First
 - Managers decide if their department wants it

Options for Implementation

DiSC® Assessment Options

- Leadership Program
- Mentor Program

Implementation Costs

- Certification
 - In-person, skype, online
- Assessments \$28-35/per person
 - Online vs. Paper
- Purchasing Adobe Connect or GotoWebinar vs. In-Person Training Costs

Implementation Costs

Quick Start Package for Everything DiSC® Workplace \$2295.00

- New EPIC account set-up
- 300 credits good for 20 *Everything DiSC® Workplace* profiles
- Facilitation Kit for \$1,195 with FREE shipping and handling
- Unlimited free comparison reports

DiSC ® Certification

<https://www.discprofile.com/resources-and-tools/certification-for-trainers/>

<https://www.onlinediscprofile.com/disc-training-certification/>

<http://www.chartcourse.com/disc-certification-training/>

<http://www.disc-cert.com/store/class-registration/>

<https://www.discinsights.com/get-disc-certified.html>

