

People Do Business With People The Like. Do People Like You?

- Cindy Miller, CEO
- Cindy Miller, Inc.



The Goal



Build your business.

Create new customers

Develop a strategy to
do so.

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Workshop Objectives

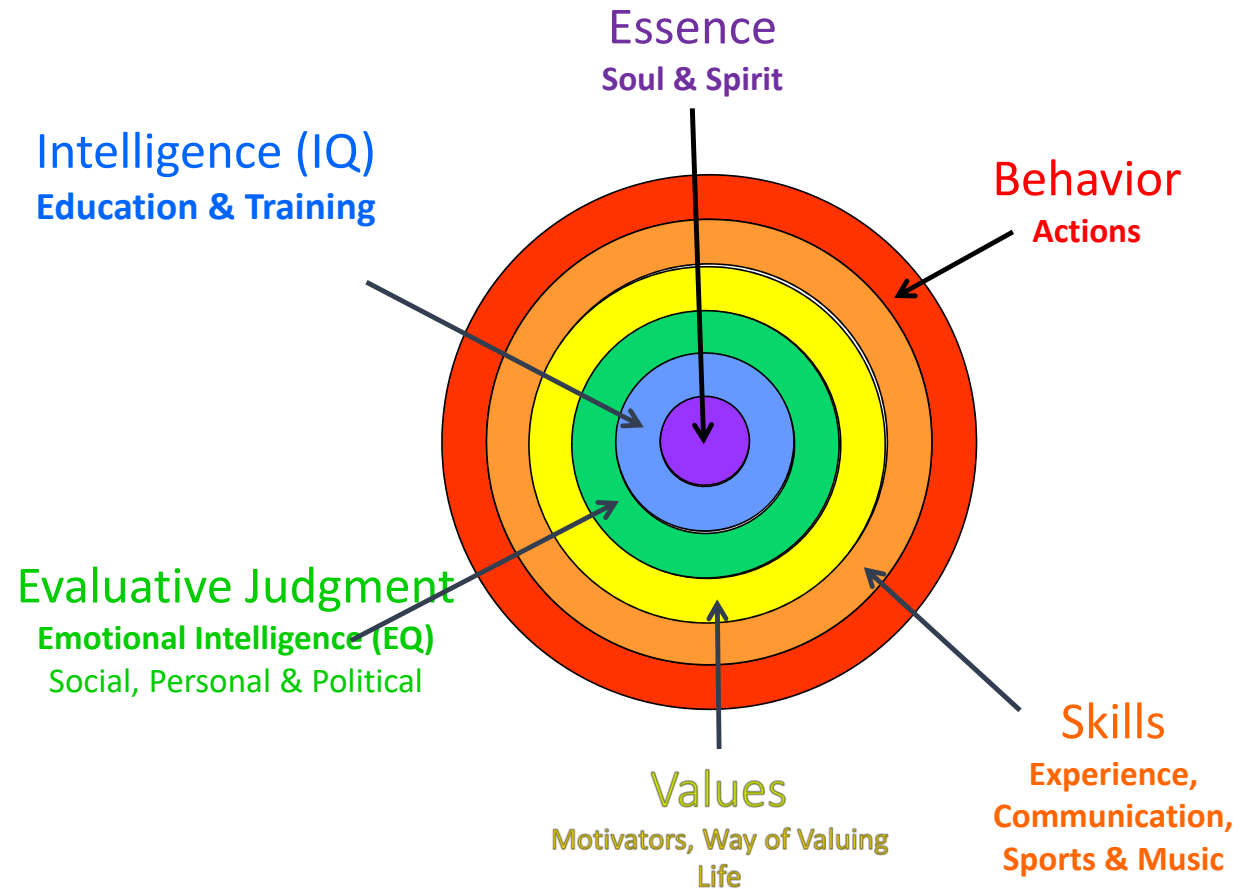
1. Learn your unique behavior style
2. Understand, appreciate, and respect other styles
3. Adapt to others' behaviors
4. Raise workplace productivity:
 - Increase and improve communications
 - More cooperative relationships
 - Self-directed teams
 - Increased job satisfaction

Passion
Authenticity
Trust
Loyalty
Customer for Life



What is Measureable?

Behavior
Passion/Values/Motivators
Skills & Competencies
Judgment/ Acumen
Emotional Intelligence



DISC *compass* measures four attributes we each possess –

- D** Dominance = How you handle Problems/Challenge
- I** Influence = How you handle People/Contacts
- S** Steadiness = How you handle Pace/Consistency
- C** Conscientiousness = How you handle Procedures/Constraint

Our particular combination of these traits determines how we behave

Behavior Types

Compliance

20-25%

Steadiness

30-35%



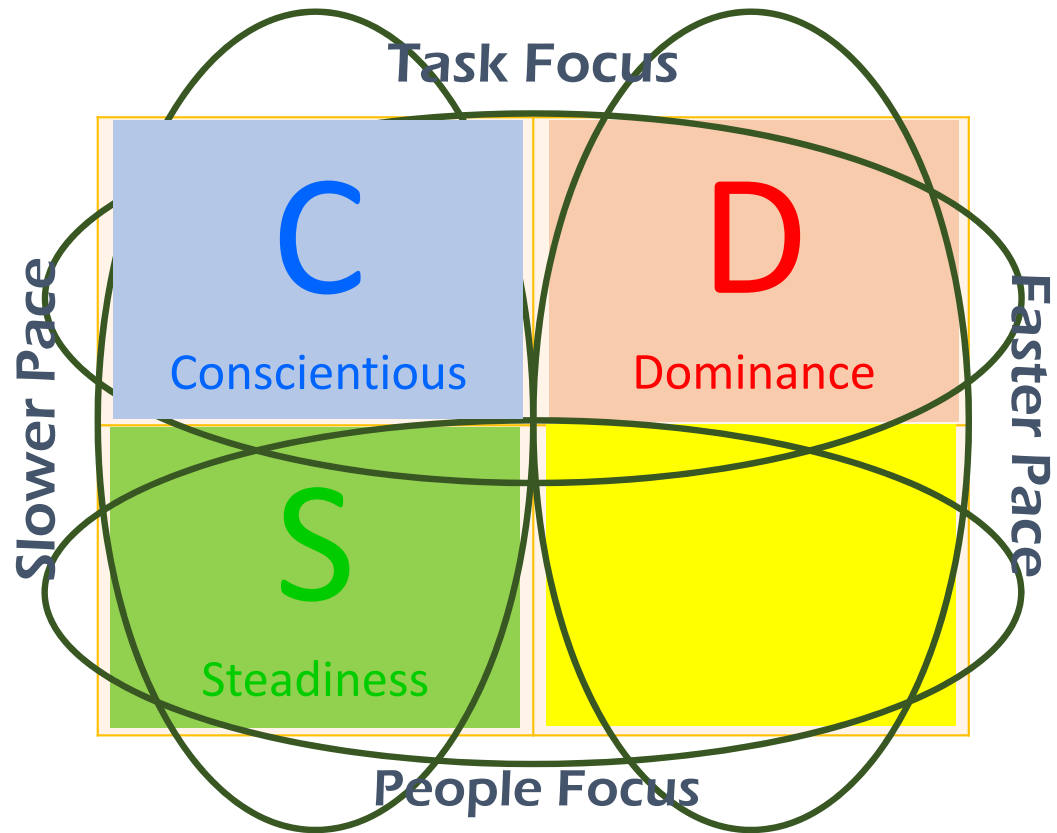
Dominance

15%

Influencing

25-35%

DISC Matrix Theory



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Dominance

Sense of Urgency
Strong Willed
Daring
Independent
Direct



Influencing

Wears Colorful Clothes
Enthusiastic & Expressive
Optimistic
Spontaneous
Sociable



Steadiness

Calm
Careful
Supportive
Patient
Relaxed



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Compliance

Cautious
Analytical
Quiet
Perfectionist
Wears Khaki, Grey,
Black, or Navy



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Strengths → Weaknesses

Compliance

- Moody & depressed
- Deep need for approval
- Withdrawn & remote
- They think too much
- Threat of Moods

Steadiness

- Resents being pushed
- Indecisive
- Too shy & reticent
- Seems to not care
- Procrastination

Dominance

- Bossy
- Quick tempered
- May make rash decisions
- Control freak
- Threat of Anger

Influencing

- Not serious enough
- Easily distracted
- Makes excuses
- Very forgetful
- Charm

The Personality Types

How TO Communicate

Compliance

DO:

- Use data and facts
- Answer questions patiently
- Give time to think and decide
- Do not touch

Steadiness

DO:

- Slow down/take your time/build trust
- Involve him/her in the planning
- Provide assurances, support
- Give enough time to decide

Dominance

DO:

- Focus on the task; stick to business
- Be direct, brief and to the point
- Ensure he/she wins
- Identify opportunities/challenges

Influencing

DO:

- Speak about people and feelings
- Focus on the positive, make it fun
- Let him/her talk
- Give recognition

The Personality Types

How NOT to Communicate

Compliance

DO NOT:

- Keep information to yourself
- Pressure for immediate decisions
- Be too chatty

Steadiness

DO NOT:

- Be restless, pressure for action
- Make sudden changes
- Fail to deliver on promises

Dominance

DO NOT:

- Frustrate his/her desire to take action
- Restrict his/her power
- Spend time on non-essentials

Influencing

DO NOT:

- Put down his/her enthusiasm
- Focus on the details
- React negatively

The Personality Types We All Have Needs

Compliance

- Order & understanding
- Quality answers

Steadiness

- Needs to be valued
- Stable & peaceful surroundings

Dominance

- A good challenge
- To be appreciated

Influencing

- Recognition
- Fun & excitement

DISC on the Elevator

- D** Rushes up to the elevator, pushes the call button rapidly **five** times
- I** Feels **compelled** to greet everyone arriving, wishes each a “Good Morning” -- while checking their hair in the mirrors
- S** Waits patiently, smiles pleasantly, hums a tune, while looking in the mirrors
- C** Steps to the rear and faces front. Checks date on last inspection notice and gross allowable weight -- estimates everyone’s collective weight

Reading Grocery Shoppers

- D** Always buys an armload of exactly 12 items; while waiting in the 12-items-only express lane, counts how many items are in YOUR cart
- I** It's an adventure – a treasure hunt – finding new products, new flavors, new packaging!
- S** Writes out weekly menu; shops at the same store on the same day each week and brings a detailed list arranged by store layout
- C** Carries spreadsheet list on Smartphone with continuous inventory control, totals purchases while shopping, reads all labels, buys in bulk

Observing People in the Park

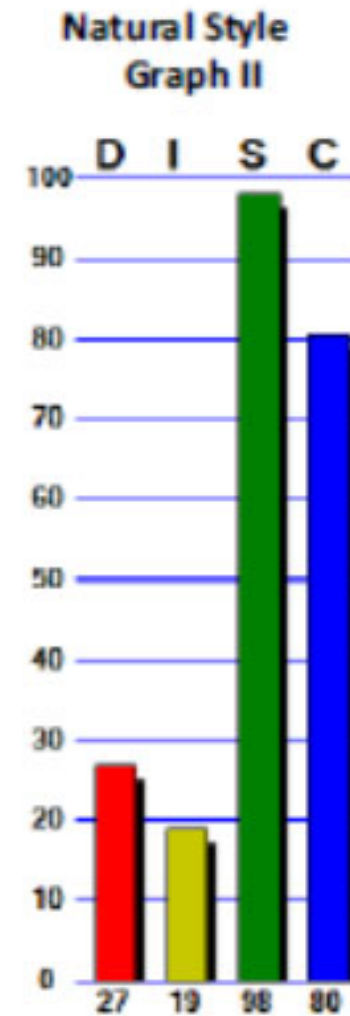
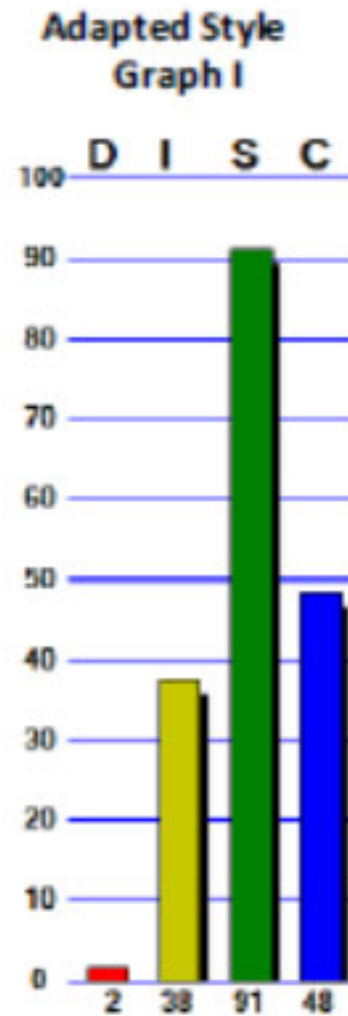
- Young adult woman rolling in the grass, giggling with two kids and two barking puppies
- Adult male expertly riding a skateboard, doing jumps, flips – awesome!
- A man lying on a blanket in the grass, staring at the clouds and very, very slowly eating raisins; two books stacked at his side.
- A woman closely examining the roses, closely reading signs, memorizing the variety, classification and species of each.

Observing People in the Mall

- A man joyously acts his role of Santa with great enthusiasm, entertaining each child!
- A woman shops at only one store: Smarter Image, returning three times for more technical information before purchasing
- A Christmas shopper comes out of the toy store laden with bags and bags of gifts. He is now sitting down to consult a list of names.
- A woman is SCREAMING at her six year old child, insisting he hurry and continue to the next store though the child is very tired.

DISC Graphs

Natural/Adapted



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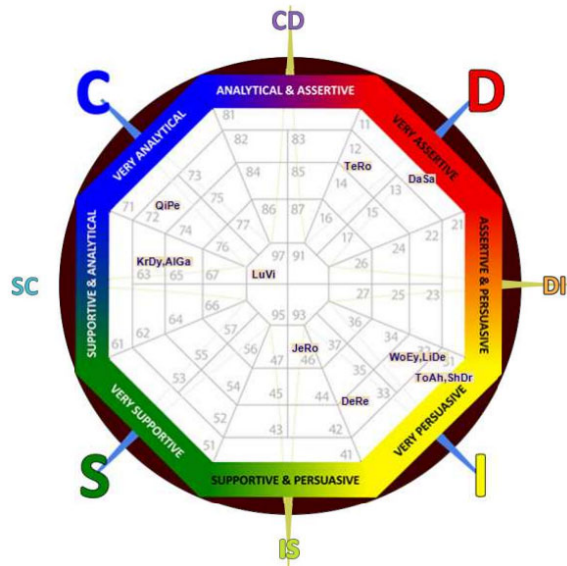
Adaptation Requires Energy

- Energy is spent adapting to something that isn't natural versus being spent on perfecting what is natural
- Job adaptations take energy and lowers productivity...which costs money
- Adaptations >20% can be noticeable to others
- Your organization and team may affect your stress levels
 - Team health
 - Mutual respect
 - Enjoyment
 - Quality & Productivity

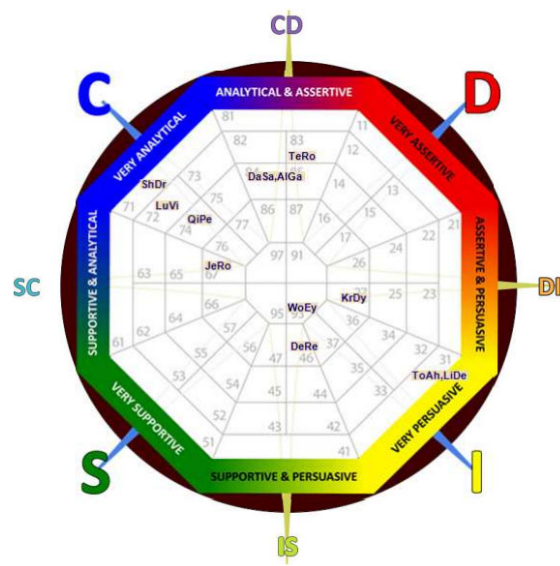
Your strengths lie in your Natural Style

The Importance of Adapting

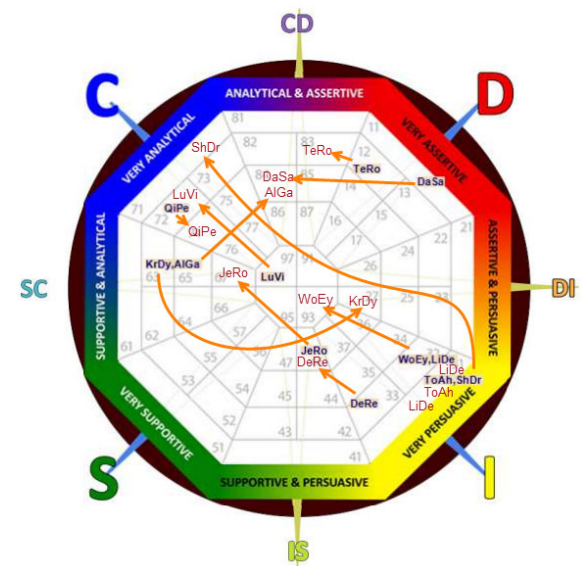
- Adapting differently to each style is the key to successful communication and relationship building
- Shows your versatility, flexibility and maturity
- Harvard Business School has determined REALLY successful people in every field:
 - Know themselves
 - Understand others
 - Adapt their behavior accordingly



Natural



Adapted



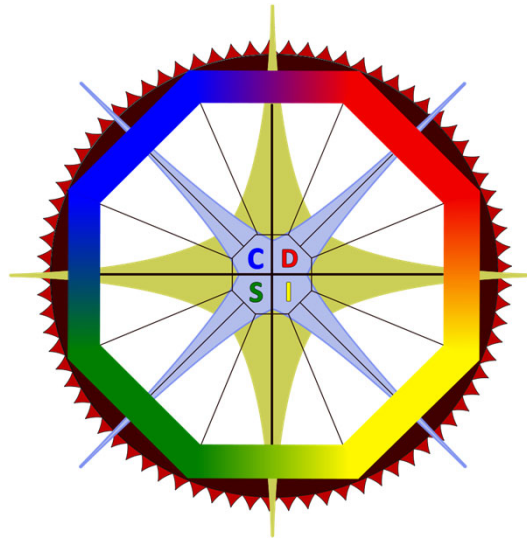
How It Can Change

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Becoming More Adaptable

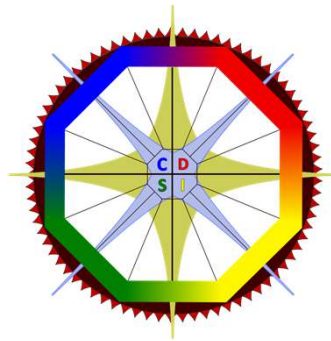
- Stop critiquing everyone and criticizing yourself
 - Smile ☺ and don't be so serious
 - Relax
- Stop trying to satisfy everyone all the time
- Some conflict is inevitable...face and deal with it
 - Learn to say "No"



- Realize you are self-centered
- Practice empathy
- Smile ☺
- Stop exaggerating and talking so much
- Be aware that you may lose trust with task-oriented styles if you are too enthusiastic
- Remember "C"s are suspicious of you

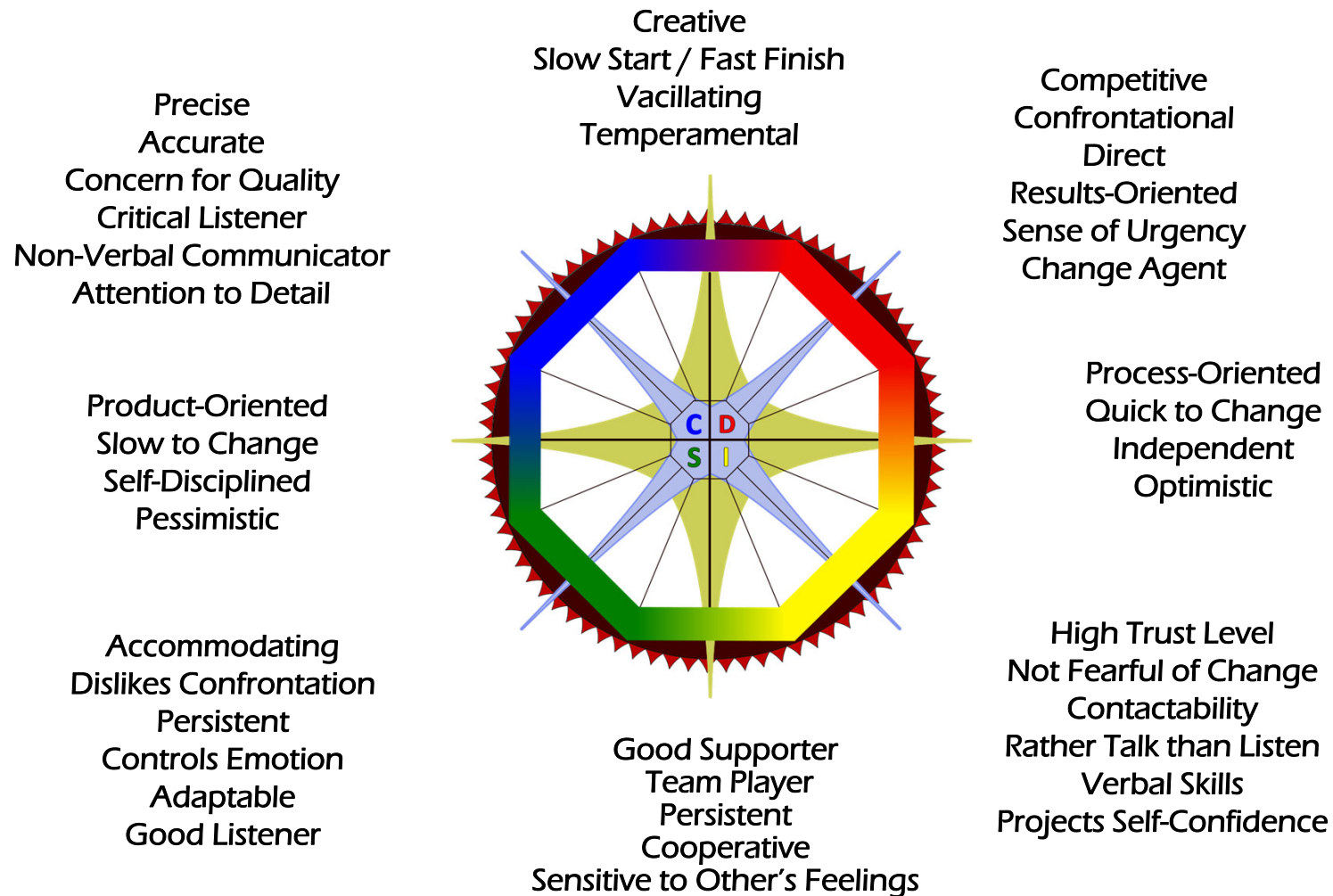
Influencing Different Styles

- Recommend time to test suitability.
Acknowledge and/or confirm specifications and criteria
 - Give them a short time commitment that will freeze the specifications so they can have time to analyze and confirm data
-
- Offer a chance to try it before making a decision; give time to involve their team trying it out for usefulness and benefits
 - Give them a short time commitment so they can have time to think about it



- Provide a choice between two options, both of which are favorable, but offer a sense of control
 - Be direct with solution. Don't suggest that they "can't afford" it or they are "not ready" for it
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- Provide a choice of two or three options, each of which will result in him/her "feeling good" about saying "yes"
 - Acknowledge and recognize them on their success in making a good decision

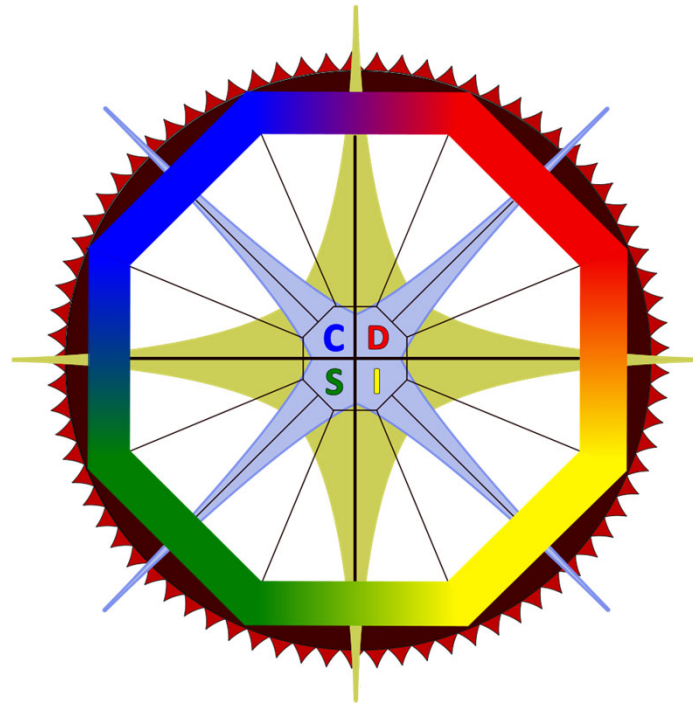
DISC Compass™



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Ideal Environment

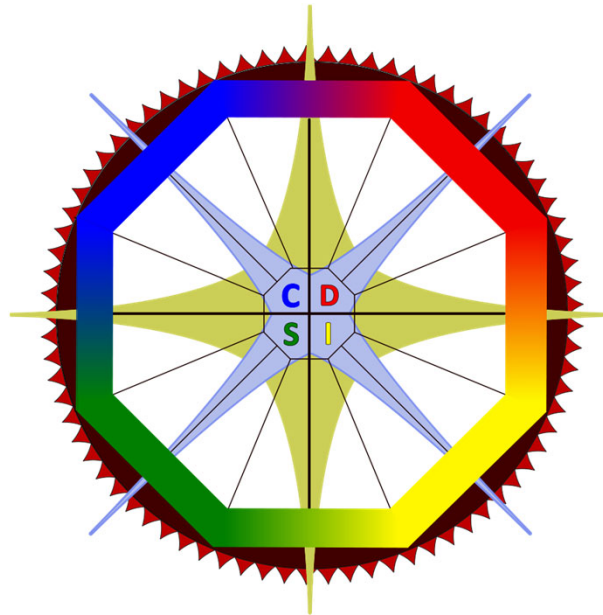
- Time to do Quality Work
 - Personal Support
 - No Surprises
- Stable
- Secure
- Time for Change
 - Conflict-Free



- Challenging
- Constantly Changing
- Options
- Direct Answers
- Fun Activities
- Social Recognition
- Freedom from Details
- Stimulating

Identifying Styles by Sight Workspace

- Stark. Immaculate. Large wall calendar & Wall flow charts
 - Latest techno gadgets
 - NO sticky notes
- BIG in basket, FULL out basket
- Photos of children , softball team. and team trophies
- Healthy plants, homey comfortable atmosphere

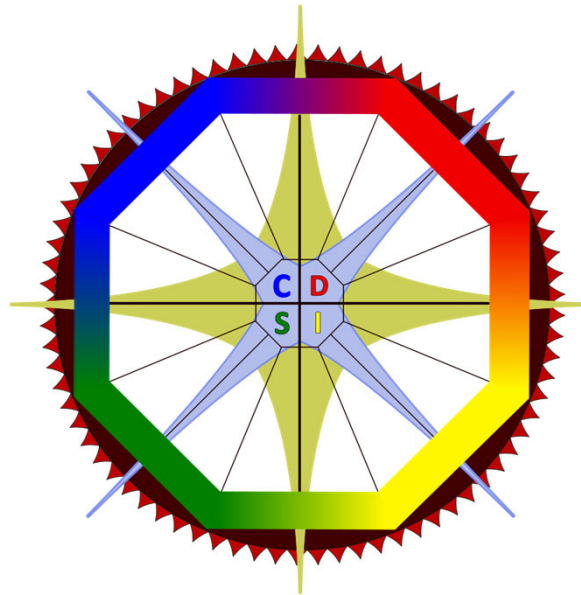


- Stacks of paper, even on the floor, but knows what's in each stack
- Walls have plaques & awards, productivity charts, big clock
- Messy desk, works in only a tiny area, disorganized
- Funny photos and sayings
- Masses of sticky notes
- Mirror over desk

Identifying Styles by Sight

Body Language

- Voice: Monotone, precise, careful
 - Volume: Quiet
- Body Language: Very few hand gestures, direct eye contact, controlled and composed
- Voice: Low voice tone, warm detail-oriented methodical
 - Volume: Soft
- Body Language: Small hand gestures, relaxed, non-emotional
 - Low or no facial affect



- Voice: Strong, clear, confident, fast-paced, forceful
- Volume: Very Loud
- Body Language: Uses direct eye contact, Points finger, leans toward you
- Voice: Animated, friendly, rambles
- Explains casually
- Volume: Intermittently loud
- Body Language: Smiles a lot, uses expressive gestures

Applying What You've Learned

Summary –

- Spend energy moving towards your Natural style whenever possible
- Use knowledge and tools to identify others' styles and adapt to them to build stronger relationships
- Be a role model and move from “judging” to “valuing” in personal and professional relationships!! This is true leadership.
- DON'T use knowledge of DISC as an excuse for being difficult or overly self-critical



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