



D.I.S.C. Behavioural Styles

If you are like most people, you want to improve your interactions with others.

This is particularly important if you work in a family business and are regularly interacting with family members at both a personal and professional level.

The universal language of D.I.S.C. will show you how to interact with people in a way that allows them to feel comfortable with you, so there will be greater harmony between you, them and the work environment.

We achieve results with other people by communicating with them on their level so they are at ease. Challenging relationships are a fact of life, embracing the D.I.S.C. philosophy can show you how to:

- Understand your own style, its strengths and weaknesses and how your behaviour communicates that style to others.
- Identify someone else's style so you will know how to read people and treat them the way they would like to be treated.
- Adjust your behaviour to make all kinds of people more at ease with you, and you with them.

So what is D.I.S.C.?

Research has consistently shown that behavioural characteristics can be grouped together into four different styles. People with similar styles tend to exhibit specific types of behaviour common to that style. A person's behaviour is a necessary and integral part of who they are. In other words, much of our behaviour comes from "nature" (inherent) and much comes from behavioural style – a person's manner of doing things.

Although the recognition of different styles of behaviour can be traced back many centuries, even to the writings of Hippocrates in 400 BC, the terms used in the D.I.S.C. model are based on the writings and research of William Moulton Marston and published in his book "The Emotions of Normal People."

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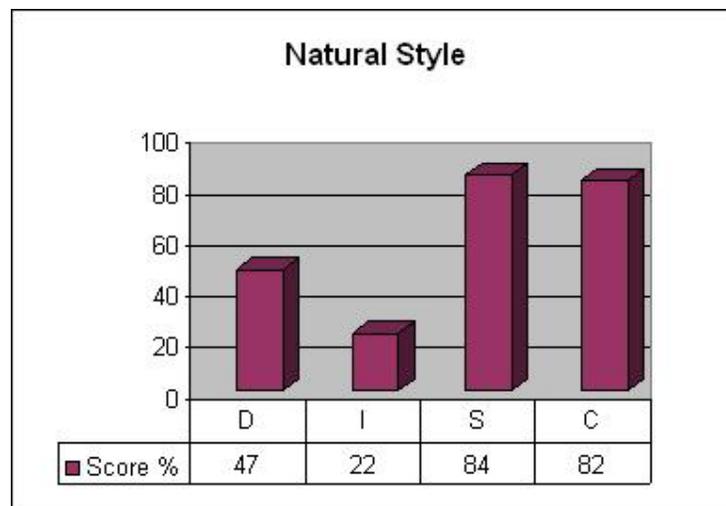
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The Four Behavioural Styles.

- D = Dominance**
How you respond to problems and challenges
People exhibiting this style are forceful, direct, results oriented
- I = Influence**
How you influence others
People exhibiting this style are optimistic, fun, talkative
- S = Steadiness**
How you respond to the pace of the environment
People exhibiting this style are steady, patient, relaxed
- C = Compliance**
How you respond to rules and procedures set by others
People exhibiting this style are precise, accurate, detail oriented.

In his research, Marston made an important distinction:

“All people exhibit all four behavioural factors in varying degrees of intensity”



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The Language of D.I.S.C.

D.I.S.C. Is an Observable Language

Everything learned in the D.I.S.C. language is totally observable. By applying the D.I.S.C. language we stand a greater chance of learning about a person's beliefs, skills and experience, education, training and even intelligence, but the scope of the D.I.S.C. language extends only to behaviour and emotions.

D.I.S.C. Is a Universal Language

In every culture studied, the D.I.S.C. model has been found to be valid. D.I.S.C. Behavioural Style reports are available in several different languages.

D.I.S.C. Is a Neutral Language

Right and wrong has nothing to do with the D.I.S.C. language. Right and wrong is based on values and beliefs. D.I.S.C. is a NEUTRAL language only describing the differences in how people approach problems, other people, pace and procedures. Winners come from all styles of behaviour.

A person's behavioural style is not what makes them good or bad, right or wrong. It is their beliefs and values - only - that has everything to do with good or bad, right or wrong.

D.I.S.C. Is a Silent Language

People do not like to be labelled. The D.I.S.C. language, when understood and used properly, is a silent language. A person who is well trained shows their knowledge of the language in the way they interact with others.

Discussion with people neither aware of the D.I.S.C. model nor aware of behavioural differences could result in miscommunication. Therefore, to practice what we preach as good communicators we need to follow some basic rules.

D.I.S.C. Language Rules

Rule #1

Use and discuss the D.I.S.C. language only with those who know the language.

Rule #2

Exhibit your knowledge of the language by knowing your behavioural style, silently recognising other people's styles and then adapting for greater communication. Blend your style with theirs.

Rule #3

Teach others the language in a setting where appropriate time is available for understanding.

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Benefits of learning the D.I.S.C. language:

1. Gaining Commitment and Cooperation

People tend to trust and work well with those who seem like themselves. The most effective way to gain the commitment and cooperation of others is to “get into their world” and “blend” with their behavioural style. Observe a person’s body language, “how” they act and interact with others. Notice clues in their work or living area. By applying the D.I.S.C. language you will immediately be able to adapt to their style.

2. Building Effective Teams

People tend to be too hard on each other, continually value judging behaviour; therefore, team development tends to be slowed or halted due to people problems. An awareness of behavioural differences has an immediate impact on communication, conflict resolution and motivation for the team. Investment always precedes return. Investment in training the team on the D.I.S.C. language gets an immediate return in team development. According to Judy Sutor, a specialist in team development, most teams never make it to high performance without training in a behavioural model and commitment to using it from the top management down.

3. Resolving and Preventing Conflict

Understanding style similarities and differences will be the first step in resolving and preventing conflict. By meeting the person’s behavioural needs, you will be able to diffuse many problems before they even happen. People prefer to be managed a certain way. Some like structure and some don’t. Some like to work with people and some prefer to work alone. “Shot in the dark” management does not work in the 90’s. The D.I.S.C. language, will teach you more about a person in 10 minutes than you can learn in a year without D.I.S.C.

4. Gaining Endorsement

Other words for endorsement are “credibility” or “influence.” Every interaction you have with a person either increases or decreases your endorsement. Have you ever met a person who won’t stop talking and relates his or her whole life story to you? When you see that person coming, do you dread the interaction? If so, it is because their behaviour has caused them to lose endorsement with you and therefore that person does not get the benefit of your time. Conversely, a person who you can’t wait to see daily has gained your endorsement and, therefore, is deserving of your time. The D.I.S.C. language allows you to behaviourally “stack” the deck in your favour. By knowing a person’s behavioural style, you can immediately adapt to their style and gain endorsement.

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Pre-requisites to learning the D.I.S.C. language:

1. You must want to find your strengths
2. You must be willing to look at possible limitations in your behaviour
3. You must have a desire to bring out the best in others, to win through a people focus.

“If you want to change others, you must first change yourself.”

To Organise DISC profiles and DISC workshops contact:

Harry Kras
disc@fbrc.com.au
03 9018 9800

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