



DISC TIPS



April 20, 2011

"D's" During Change

D... Dominant

Quick Tip . . . They love change...if it BENEFITS them directly!

How a "D" often reacts to CHANGE:

- Quick to respond
- Will challenge and question you
- Pushes back
- Debates until satisfied with the answer
- Decisive

Script Example:

Speaker: "We are promoting Elsa to Senior Advisor; she will be joining you on working the Acme project."

D: "I don't think she can hit the ground running with this - I don't have time to hold her hand. Is this a done deal?"

Does the CHANGE motivate the "D" by:

1. Solving a critical problem?
2. Offering more efficiency and/or profits?
3. Ensuring better use of resources and improved results?
4. Focusing on the end goal?

Script Example:

Speaker: "You've been wanting quicker turnaround on the Acme estimates so we'll be starting next quarter with a vendor that guarantees 24-hour turnaround."

D: Why **WOULD** you wait?"

Prep for CHANGE conversation with a "D":

1. Do thorough due-diligence.
2. Make a 15 minute appointment.
3. Bring well-organized support materials and present, if asked.
4. Be concise, logical and expect brief exchanges - not discussions.
5. Include choice points where relevant.
6. As "D" pushes for concessions, negotiate for an exchange, thus earning the "D's" respect.

Script Example:

Speaker: "Your business unit has outgrown it's space, so we're going to move you to the new building next month."

D: "That's fine, we'll TAKE the 6th floor."

Speaker: "Okay, but the site's resource center will remain on the 6th floor as well."



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D	PRIORITY: Solve Problem	BE: Bottom Line
I	PRIORITY: People	BE: Engaged
S	PRIORITY: Plan	BE: Organized
C	PRIORITY: Procedures	BE: Accurate

Dominant **I**nteractive
Steady **C**ompliant



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