



DISC TIPS



August 3, 2010

Problem Solving with a "D"?

What is a "D"? - Dominant
Quick Tip . . . Address their Goal!

Are you Problem Solving with a "D"?

First start with assessing...

Tone/Words: All-business, direct, and decisive. Competitive. Expresses strong opinions. Firm, factual, logical. Focused on efficiency and results.

Example: *"It's obvious if we don't meet or beat our deadline, we'll lose 20% market share this year."*

Strategy: Winning is number one priority. Open to challenging people or rules, if that will resolve the issue. May use formal position as leverage. Achieving the goal justifies the means.

Example: *"As the Marketing Manager for 5 years, I know why our T-7 Series failed - we were not the first in the marketplace and not willing to create a sense of urgency. What is it going to take to make this happen?"*

Flex if Problem Solving with a "D"

Now that you know their Style, start with....

Strategy: Know what the "D" wants. Do your homework. If you disagree, argue with facts rather than feelings. Be organized. Summarize key data points. Be brief, direct & hit the high points.

Example: *"I understand you think if the prototype is out by the 2nd quarter, our position as the market leader will be established. However, the facts remain, we are hindered by limited resources and dwindling budget. If this aggressive deadline is to be achieved, other funding options must be allocated."*

Tone/Words: Be strong, assertive & succinct as you use stats to back up your recommendation(s.) State your purpose upfront. Maintain composure, otherwise you will be perceived as weak, incompetent and wasting their time.

Example: *"I already contacted the CFO and she made it very clear that my division is not at the top of her priority list. Maybe you can convince the CFO or CEO to increase our budget."*



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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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