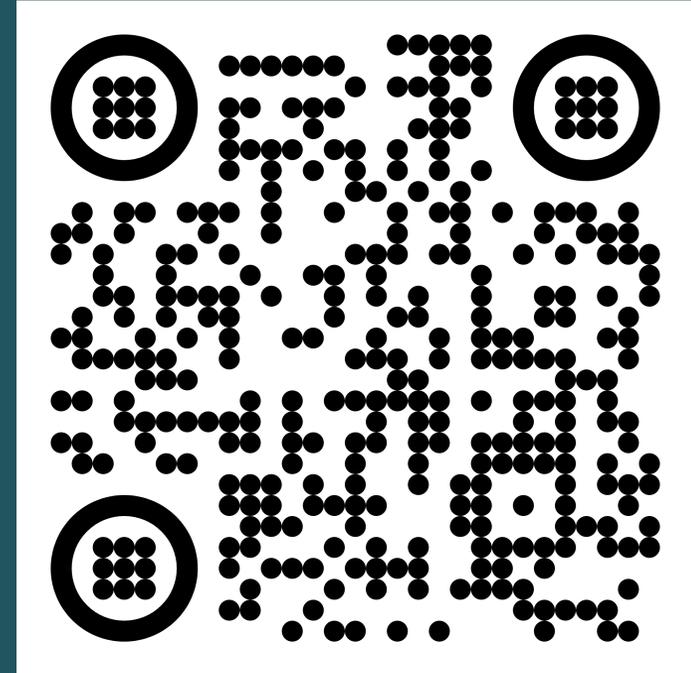


Master your Communication Style

Host: Lindsey Hawkins
(L. Rush)

Today's Agenda

1. Communication styles and behavioral tendencies
2. Review DISC profiles
3. ID styles of others



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Introduction | Lindsey Hawkins



- visual thinker and creative problem solver
- professional background as a fine artist and graphic designer
- leads operations of content ecosystems solutions
- strategic leader of leaders able to build global teams

HIGHLIGHTS

- Business development
- Leader and team builder
- Client success foundations
- Communications and change management best practices
- IDCS / Motivator

EXPERTISE

- Business leadership and strategy
- Information architecture
- Communication behaviors
- Content management
- Curriculum/ instructional design
- Visual design

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Communication styles + behavioral tendencies



Communication styles and behavioral tendencies

Observable

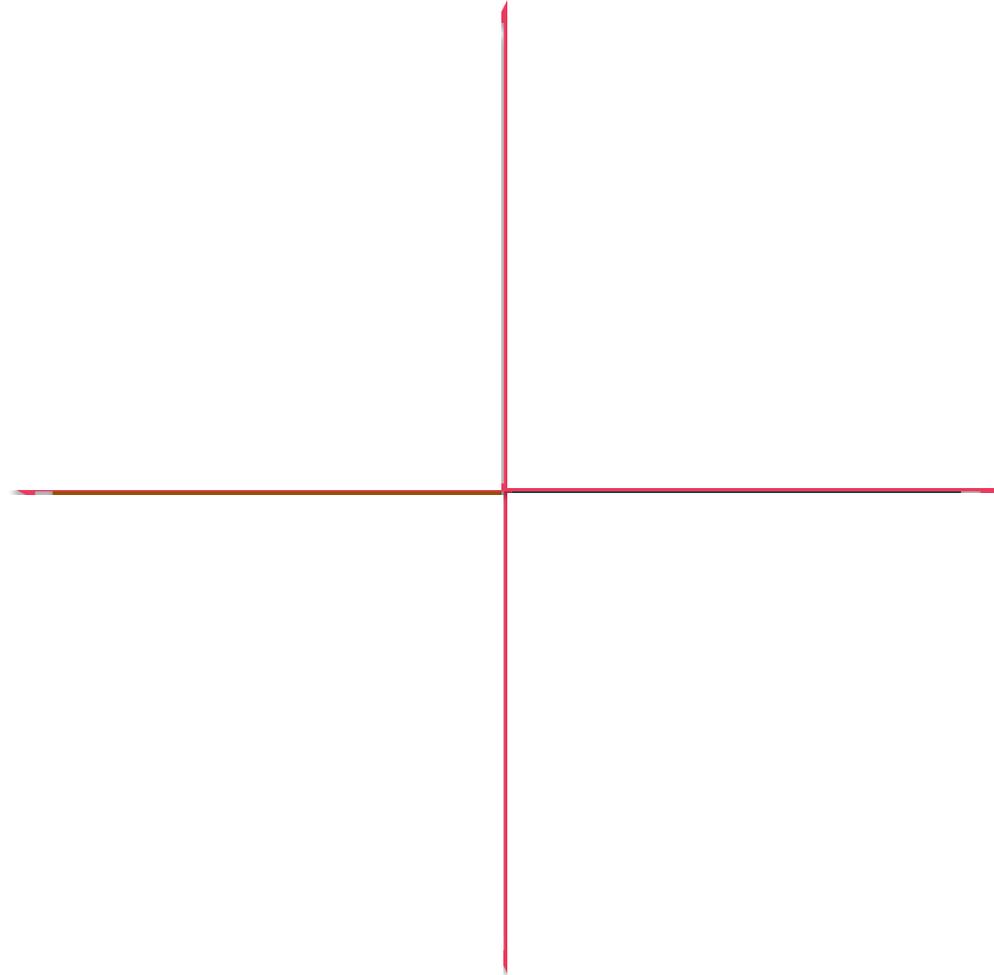
Situational

Based on our experiences,
thoughts, and beliefs

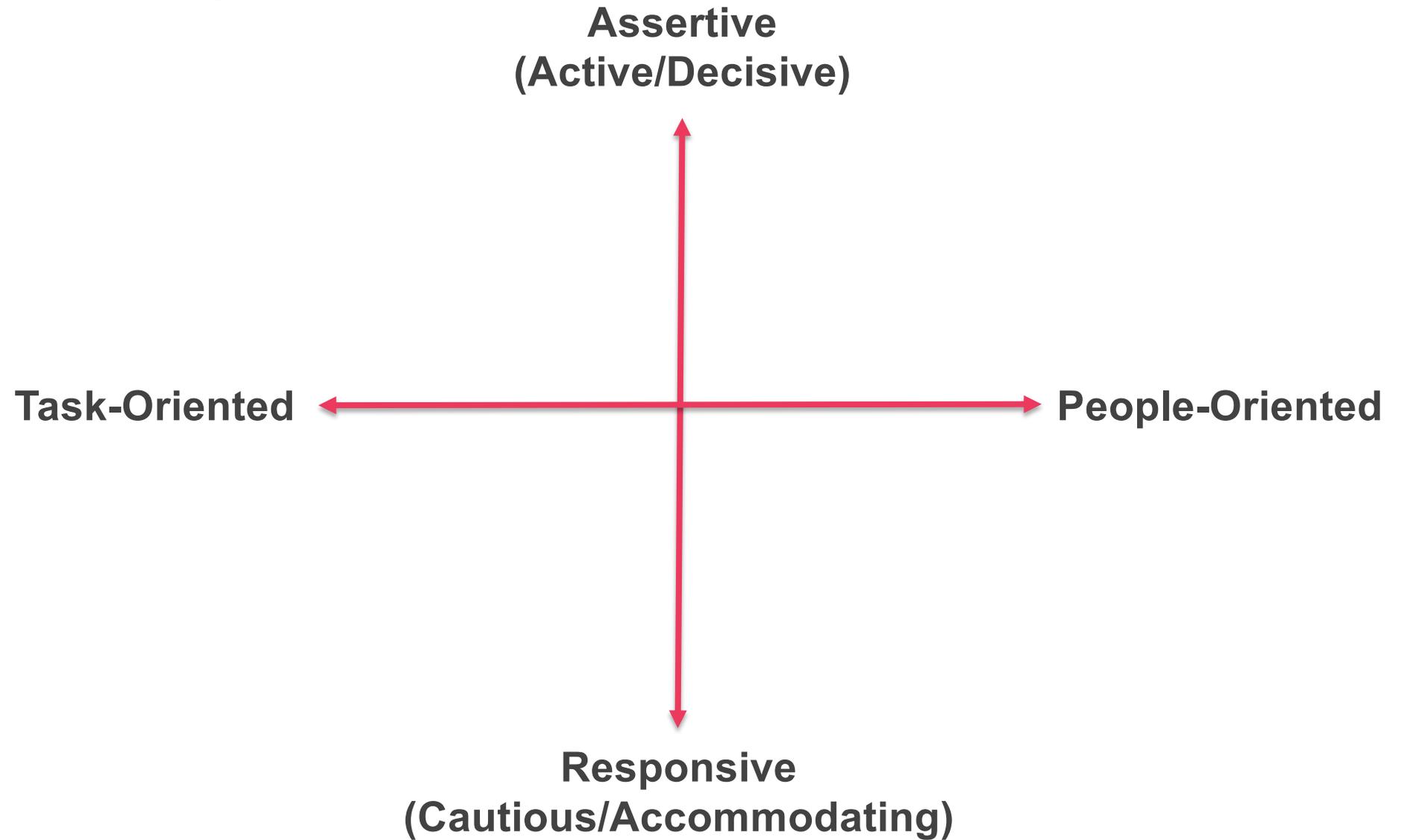
An expression of our
personality

Communication Styles are Observable Behaviors

Everyone displays each behavioral style to some degree



Communication Energy

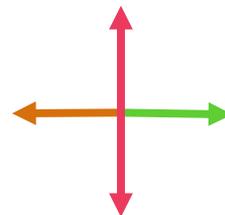


TASK-ORIENTED

- / Prefers working alone
- / Appears cooler, reserved
- / Less animated, fewer gestures
- / Less interested in small talk
- / Uses quantitative data and facts
- / Focuses on challenges, risks in a situation
- / Less trusting

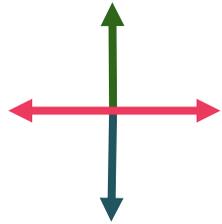
PEOPLE-ORIENTED

- / Prefers working with others
- / Appears warmer, open
- / More animated, uses gestures
- / Enjoys small talk, building rapport
- / Uses stories and illustrations
- / Perceives situation as easily manageable
- / More trusting



ASSERTIVE (Active/Decisive)

- / Quick pace, high energy
- / Talkative, louder, tells more than asks
- / More intense, more direct
- / Openly expresses emotions or opinions

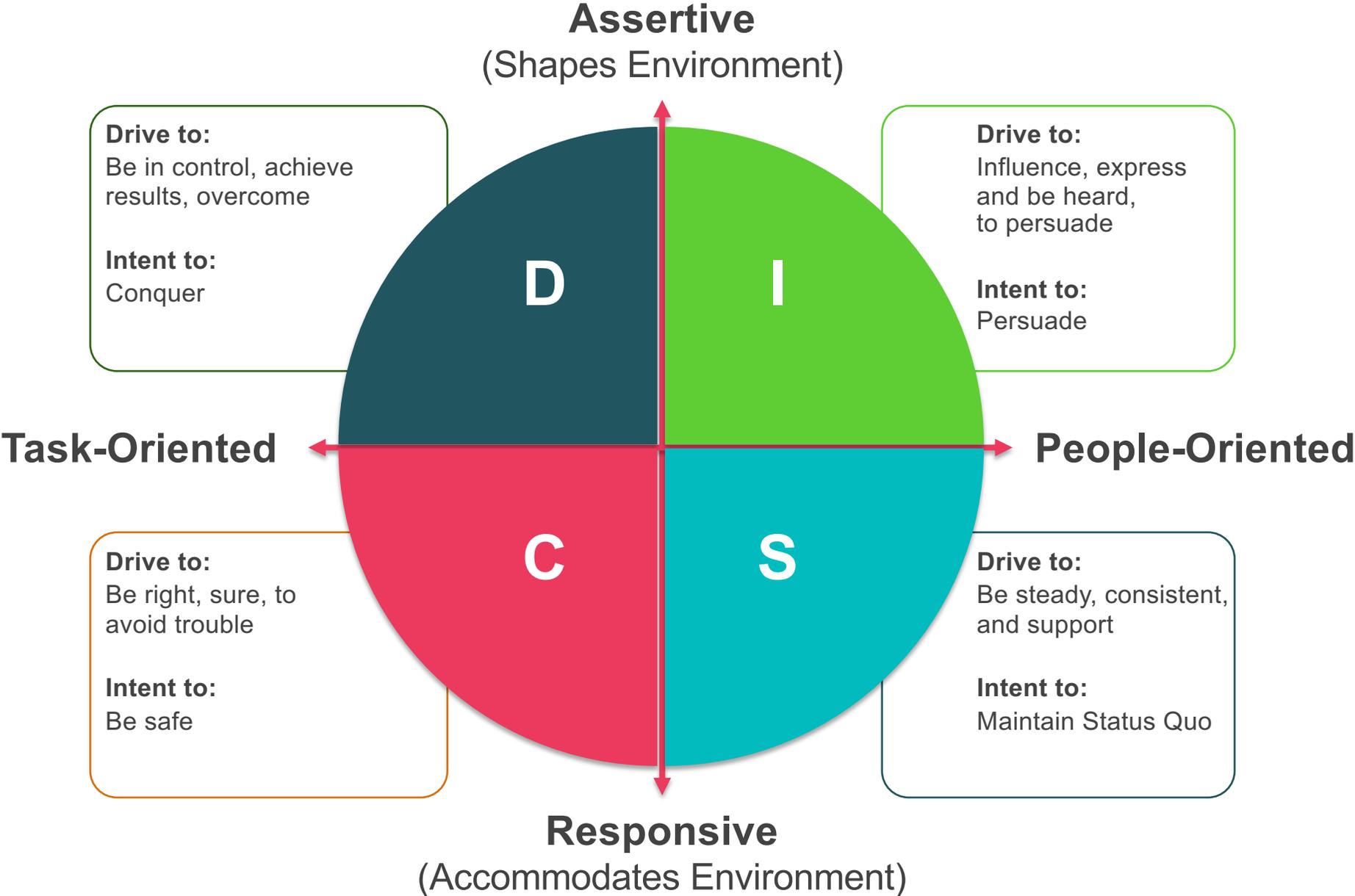


RESPONSIVE (Accommodating)

- / Measured pace and energy
- / Talks less, quieter, asks more than tells
- / Less intense, less direct
- / Tentatively expresses emotions / opinions

Review DISC profiles

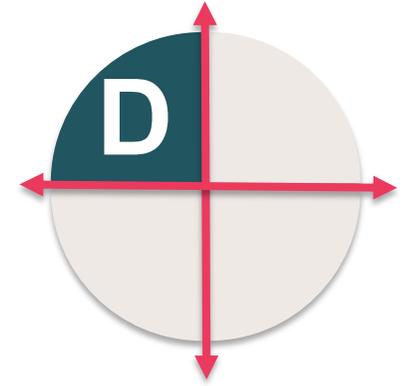
Drive & Intent



Using “D” Behavior - Dominance

Key to Motivating: Challenge

Fear: Being Taken Advantage of, Losing Control

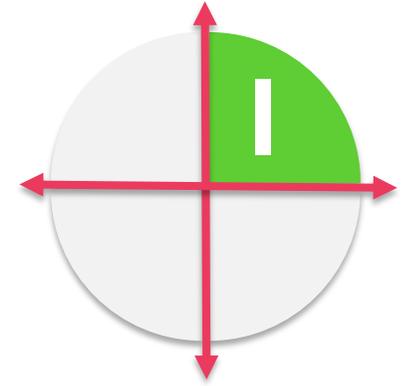


D TENDENCIES	PREFERRED ENVIRONMENT	VALUE TO THE TEAM
Getting immediate results	Power and authority	Self-starter / take charge
Accepting challenges	Prestige and challenge	Forward thinking
Making quick decisions	Opportunities for accomplishment, advancement	Places high value on time, efficiency
Taking authority	Freedom from controls and supervision	Challenge-oriented
Managing trouble	Many new and varied activities	Innovative
Solving problems		

Using “I” Behavior - Influence

Key to Motivating: Recognition

Fear: Social Rejection

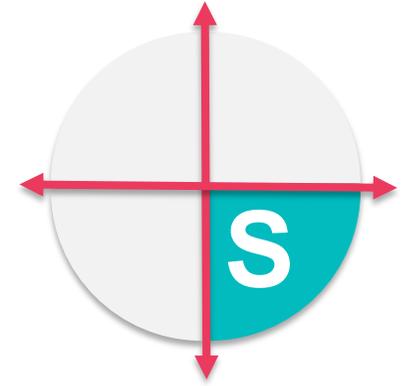


I TENDENCIES	PREFERRED ENVIRONMENT	VALUE TO THE TEAM
Connecting with others, participating in a group	Public recognition	Optimism and enthusiasm
Making a good impression	Freedom of expression	Creative problem solving
Creating a motivational environment	Group activities outside of job	Motivates others towards goals
Entertaining people	Freedom from control and detail	Team player
Being optimistic	Coaching and counseling	Negotiates conflict

Using “S” Behaviors - Steadiness

Key to Motivating: Appreciation

Fear: Loss of Security; Rejection from the Group

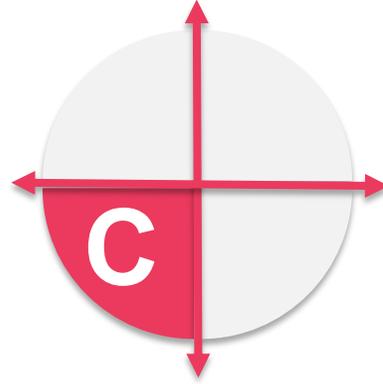


S TENDENCIES	PREFERRED ENVIRONMENT	VALUE TO THE TEAM
Helpful, patient	Predictable routines	Dependable team player
Performing in consistent manner	Minimal work infringement on home life	Patient and empathetic
Showing loyalty	Sincere appreciation	Logical step-wise thinker
Being a good listener	Identification with a group	Service-oriented
Creating a stable work environment	Minimal conflict	Follows through

Using “C” Behavior - Conscientiousness

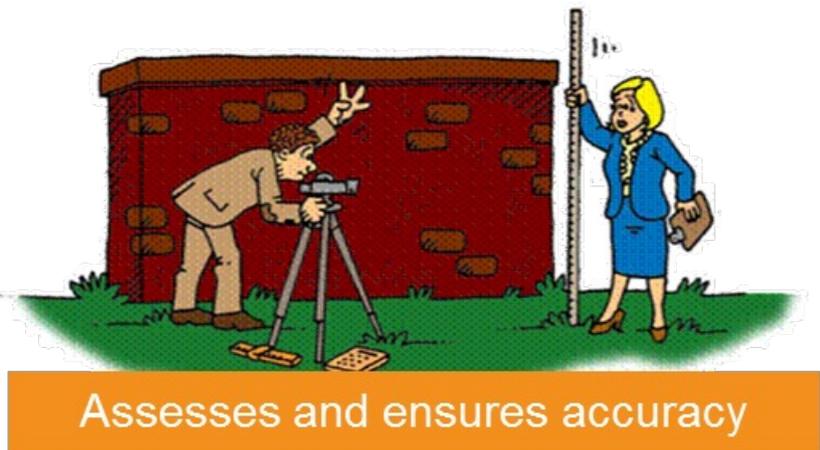
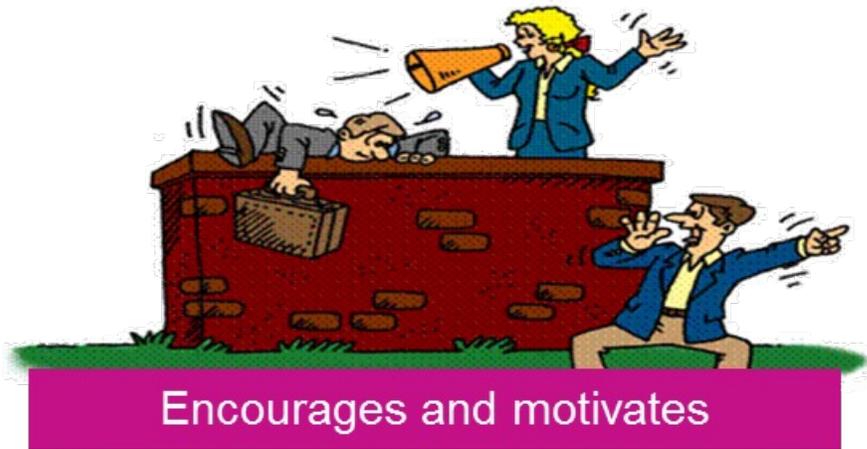
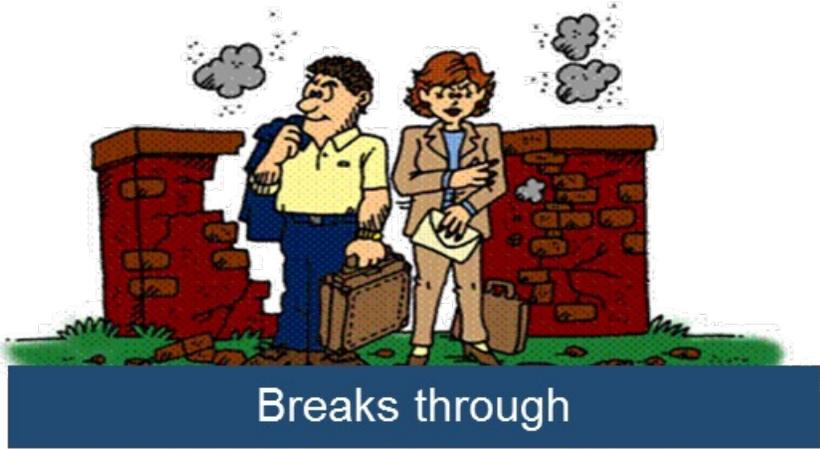
Key to Motivating: Security

Fear: Making mistakes, Being criticized for work



C TENDENCIES	PREFERRED ENVIRONMENT	VALUE TO THE TEAM
Concentrating on key details	Control of factors that affect performance	Maintains high standards
Being diplomatic	Clearly defined expectations	Detail oriented
Checking for accuracy	Values quality, accuracy	Defines, clarifies, gets info
Adhering to key directives and standards	Reserved, business-like atmosphere	Objective; “the anchor of reality”
	Recognition for specific skills and achievements	Comprehensive problem solver

Tackling a Challenge 4 Different Ways



ID styles of others

What are the signs of styles?

Situation	D	I	S	C
Writing	Direct, to the point, results-oriented.	More wordy, warm people focus.	Lengthy, giving list of information.	Direct, to the point, with appropriate data.
Organizing	Efficient, not neat.	Disorganized. A lot of piles.	Usually some type of system (sloppy).	Everything in its place. Perfectly organized.
Talking to Others	Direct. May do other activities when talking with others, as well as interrupt.	Verbal, at length. Personal with others. May be a poor listener.	Warm, not pushy. Will listen before talking.	Direct. Questioning, clarifying.
Walking	Fast, always going somewhere.	Weave, people focus, may run into things.	Steady, easy pace.	Straight line.

Perceptions and Reframing

D – Dominant		
Self-Perception	Other's Perception	Reframe It
Determined, decisive, results oriented	I feel pressured. Who put you in charge?	Focused decision making
Strong, direct communicator	Abrupt. Rough. Ouch!	Straightforward feedback
Competitive	Overwhelming, so aggressive	Gets jobs to the finish line
Fast, impatient	Hello! Do you not see or hear me?	Moves the team and individuals forward
Risk taker	No, just risky	Innovative pushes for accomplishment

I – Influence		
Self-Perception	Other's Perception	Reframe It
Enthusiastic	Overly optimistic, not looking at risks	Engages others around a cause
Active	Like a butterfly, flitting all over the place	Moves projects forward
Inspiring	So emotional and intuitive. Where are the facts?	Develops others
Fast starter, mover and shaker	All those balls in the air; are any projects finished?	Activates action in others
Charming, persuasive	Socializing again! We need to work.	Creates a supportive environment

Perceptions and Reframing

S – Steady		
Self-Perception	Other's Perception	Reframe It
Pleasant, diplomatic	You are SO nice; where are the constructive challenges?	Respectful team player
Thoughtful, deliberate	Indecisive, slow to change	Contingency thinker
Seeks compromise	You give in too easily. Express yourself!	Champions collaboration and respect
Values relationships	But they aren't doing what they should. What are you doing about it?	Helps analyze people impact
Trustworthy, good natured	You will get it done, but WHEN?	Customer service orientation

C – Conscientious		
Self-Perception	Other's Perception	Reframe It
Thorough, values accuracy	Sees only trees, not the forest! Misses opportunities.	Logic based decision making
Persistent, quality control	Slow to move forward, where's the excitement?	Identifies risk
Focused analysis	Difficult to approach when fixated, ignores feelings	Data based planning
Facts are important	Too much data! We don't always need to be experts.	Identifies pros and cons
Diplomatic and moderate	Where are the decisions and the strategy?	Calm professional presence



DiSC Team Culture: The “Get It Done” Team

DiSC

Moves quickly with confidence, emphasizing accomplishments and focusing on results



Team Characteristics

Fast-paced • Questioning • Quick decisions • Confronts problems
Direct, to the point • Results-oriented • Stimulating

Be the best! ... Be in charge! ... Get to the point!



Motivators

Action
Challenge and risk
Winning
Results
Standing out
Competition
Competence



Stressors

Details
Failure
Lack of control, vulnerability
Too much discussion
Too much emotion
Wasting time
Being questioned



Strengths

Gets results
Focuses on solutions
Dynamic and engaging
Makes decisions quickly
Pushes for new accomplishments
Encourages innovation
Gives straightforward feedback



Weaknesses

Tension and burnout
Lack of structure/planning
Difficulty prioritizing
Overemphasizes status
Overly blunt
Impatient
Too aggressive

What’s in it for us? ... What’s the bottom line? ... How long will it take?



DiSC Team Culture: The “Get Recognition” Team

DiSC

Moves quickly with enthusiasm, emphasizing influence and focusing on people



Team Characteristics

Outgoing and friendly • Enthusiastic • Optimistic • Energetic
Fast-moving • Passionate • Encouraging

Get recognized! ... This is exciting! ... Let's have fun! ... Let's go!



Motivators

Influence and prestige
Freedom of expression
Fun and celebration
Learning new things
Discussions, brainstorming
Opportunities to shine
Group activities and socializing



Stressors

Disapproval
Social rejection
Loss of influence
Negativity
Deadlines and delays
Analysis/Evaluation
Lack of involvement



Strengths

Contagious optimism
Open to change
Creative problem solving
Motivates others to achieve
Negotiates conflict
Promotes ideas
Creates caring environment



Weaknesses

Impulsive
Disorganized
Lacks follow-through
Changes direction frequently
Unstructured
Inattentive to detail
May manipulate

Who’s involved? ... How do you feel? ... We're awesome!



DiSC Team Culture: The “Get Along” Team

DiSC

Talks things out, emphasizes stability and cooperation, focuses on people



Team Characteristics

Process-oriented • Accepting and supportive • Inclusive • Courteous
Diligent • Avoids conflict • Easygoing and calm

Tell me about it! ... We can't do it without you! ... We appreciate it!



Motivators

Clear expectations
Sincere appreciation
Flexibility
Continuity
Collaboration
Safe space for expression
Time to process information



Stressors

Uncertainty and risk
Sudden change
Pressure
Crisis
Lack of planning
Competitive atmosphere
Isolation



Strengths

High level of teamwork
Diplomacy
Empathy
Nurtures the culture
Creates stable environment
Follow-through
Customer service orientation



Weaknesses

Indecisive
Passive resistance
May be complacent
Sensitive to criticism
Can stifle innovation
Fails to challenge ideas
Avoids critical feedback

What do you need? ... Who can we include? ... How will it affect people?



DiSC Team Culture: The “Get It Right” Team

DiSC

Thinks things out, emphasizes quality and accuracy, focuses on tasks



Team Characteristics

Conscientious • Questioning and curious • Reserved and reflective
Earned loyalty • Punctual • Task-oriented • Independent

Give us the facts! ... Let's find the best way! ... We need more time!



Motivators

Challenges
Structure
Deliberation
Logic
Full disclosure
Time to analyze information
Systematic progress



Stressors

Being wrong
Criticism
Spotty research
Incomplete information
Forced interaction
Illogical arguments/behavior
Low standards



Strengths

Focus
Objectivity and clarity
Dependability
Analysis and planning
Precision and accuracy
Well-defined goals
Risk assessment

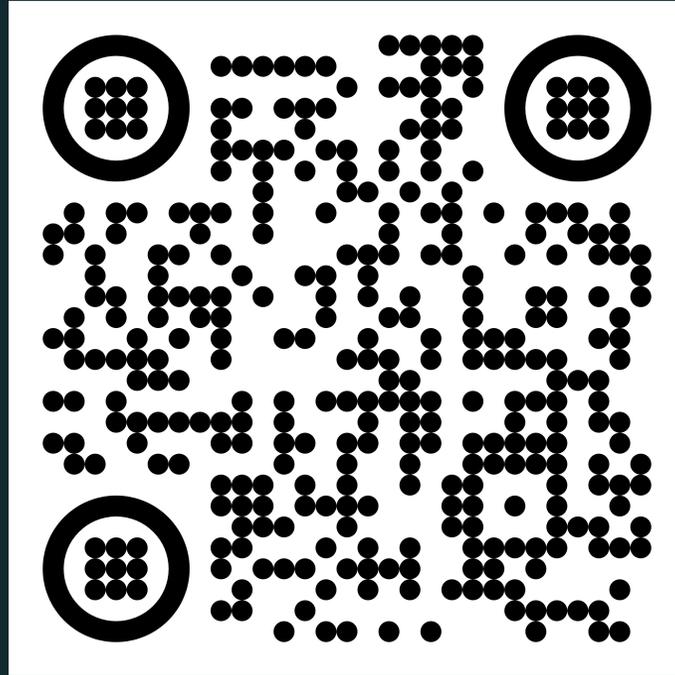


Weaknesses

Perfectionism
Finding faults vs. solutions
Bogged down in details
Lack of enthusiasm
Reluctance to make decisions
Overly cautious
Closed off to outsiders

Is that accurate? ... Do we have all the data? ... Can we review it again?

Situation	D	I	S	C
Buying	Quick Decisions; new & unique ideas.	Quick decisions, showy products, impulsive.	Slow decision maker; traditional products.	Very slow buyers: proved products.
Conflict	Fight Back.	Fight, Run.	Tolerate it. Will put up with it.	Avoidance.
Driving	Fast, always in a hurry.	Visual, looking around, radio on.	Relaxed pace, no hurry.	Careful, follow rules. Best drivers.
Decorating Office	Status conscious, large desk, efficiency.	Contemporary, memorabilia of experiences.	Family snapshots, homey atmosphere.	Graphs, charts, functional.
Gesturing	Hand movement when talking.	Big gestures and facial expressions.	Will gesture with hands, not sweeping.	Very reserved, little or no gestures.
Writing	Direct, to the point, results-oriented.	More wordy, warm people focus.	Lengthy, giving list of information.	Direct, to the point, with appropriate data.
Organizing	Efficient, not neat.	Disorganized. A lot of piles.	Usually some type of system (sloppy).	Everything in its place. Perfectly organized.
Reading	Cliff notes, executive book summaries.	Fiction, Self-improvement books.	People stories, fiction and nonfiction.	Nonfiction, technical journals.
Standing	Forward leaning. Hand in pocket.	Feet spread. Two hands in pockets.	Leaning back, hand in pocket.	Arms folded, one hand on chin.
Talking on Phone	Little chitchat. To the point....Results.	Long conversations. Lots of tone variation.	Warm conversationalist, friendly.	Little chitchat. To the point.
Talking to Others	Direct. May do other activities when talking with others, as well as interrupt.	Verbal, at length. Personal with others. May be a poor listener.	Warm, not pushy. Will listen before talking.	Direct. Questioning, clarifying.
Walking	Fast, always going somewhere.	Weave, people focus, may run into things.	Steady, easy pace.	Straight line.



Thank you!

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