





The Old DISC Paradigm

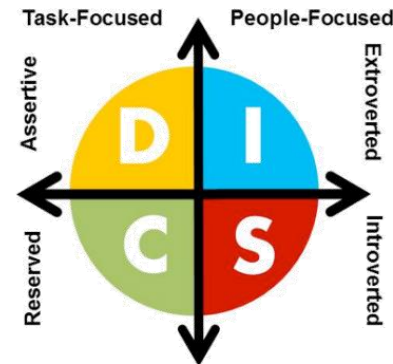
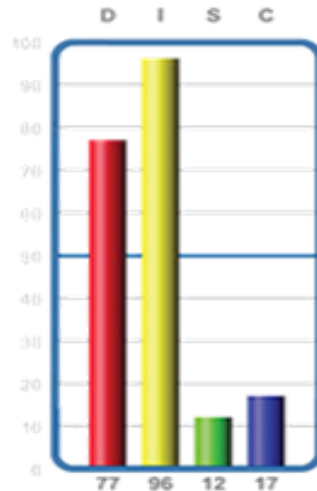
Letters

Graphs

Models

Reports

DISC

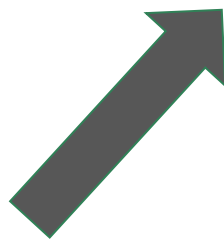


DISC Training

Infuse the Styles into Culture



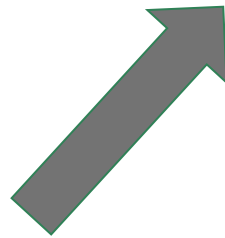
Change Individual Behaviors



Increase Self-Awareness

DISC Certification

Lead Engaging and
Impactful Training Programs



Understand Styles and
Interpret Graphs and Reports

The Styles

Fast-paced, verbal



Results-oriented
Bottom-line
Direct
Decisive

Optimistic
Enthusiastic
Motivational
Social



Task

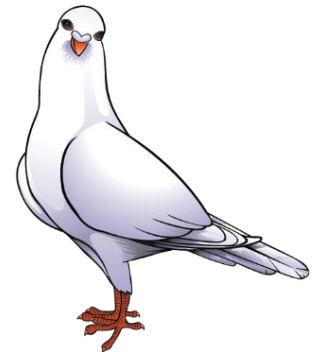
D I
C S

People



Detail-oriented
Logical
Systematic
Questioning

Harmonious
Helpful
Listener
Consistent



Even-paced, reserved

DISC Letters

DISC

- The letters are an acronym.
- Most people forget what the letters mean.
- Most people forget their style.
- There is little cultural impact.

Eagle, Parrots, Doves & Owls



- The birds are a mnemonic.
- Birds intuitively embody the traits of the styles.
- Little time is needed to teach the model.
- People remember visual symbols.

Q) How Has DISC Survived?

- There is no agreement on the words.
- People don't remember the styles.
- The styles don't create sustained behavioral change.
- The styles don't get embedded into the cultural DNA.

A) DISC training covers the most interesting topic of all...*ourselves*.

Typical DISC Training Agenda

9:00	Share objectives
9:15	Review style history and basics
9:20	Distribute DISC reports
9:30	Explain the D style
10:00	Explain the I style
10:30	Break
10:45	Explain the S style
11:15	Explain the C style
11:45	Summarize learning/create action plan
12:00	End

DISC Training and the Brain



- DISC knowledge is disconnected from real-world behaviors.
- Learners must create new files that the brain is not accustomed to opening.
- Weak neural connections to the styles eventually fade.
- DISC insights are only accessed *during DISC conversations*.

What Wires Together Fires Together

Communication

Change



Delegation

Feedback

The Styles Should Help People Evolve

The Four Levels of Style Intelligence

- Level 1: Lack of style awareness
- Level 2: Develop style strengths and minimize challenges
- Level 3: Master your own style
- Level 4: Master all four styles

The Styles Cannot be One-and-Done

- Introduce the styles to increase self-awareness and adaptability
- Deepen the learning (e.g. link the styles to emotional intelligence)
- Build on the styles to improve team dynamics
- Link the styles to specific roles (e.g. leadership and sales)
- Link the styles to specific skills (e.g. innovation and conflict)

Key Take-Aways

- The styles must be sticky and easy to remember.
- The training must be brain-friendly.
- Training programs should go beyond self-awareness.
- Utilize the styles as the common language in all training programs.
- Certifications should transcend explaining the styles and interpreting graphs and should teach trainers how to lead engaging and impactful training programs.

Q&A



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