

## Communication Strategies for DiSC® Profile Patterns

### Strategies for D = Tell

**Be brief, Be bright, Be gone!**

- Be direct
- Be concise
- Be outspoken
- Focus on the outcomes
- Don't waste their time, stay focused
- Tell it like it is ... be solution oriented
- Use the bullet approach ... get to the point
- See the big picture
- D's come on strong and like to test you

### Strategies for S = Discuss

**Be steady, Be sincere, Be practical!**

- Build an understanding
- Be reasonable and reliable
- Expect two-way communication
- Develop strategies, data, resources and schedules
- Give feedback, formulate and agree on solutions
- Slow down, listen and be prepared to discuss
- Give explanations, reasons and timelines
- Show respect
- S's take their time and want details

### Strategies for i = Sell

**Be fast, Be friendly, Be flexible!**

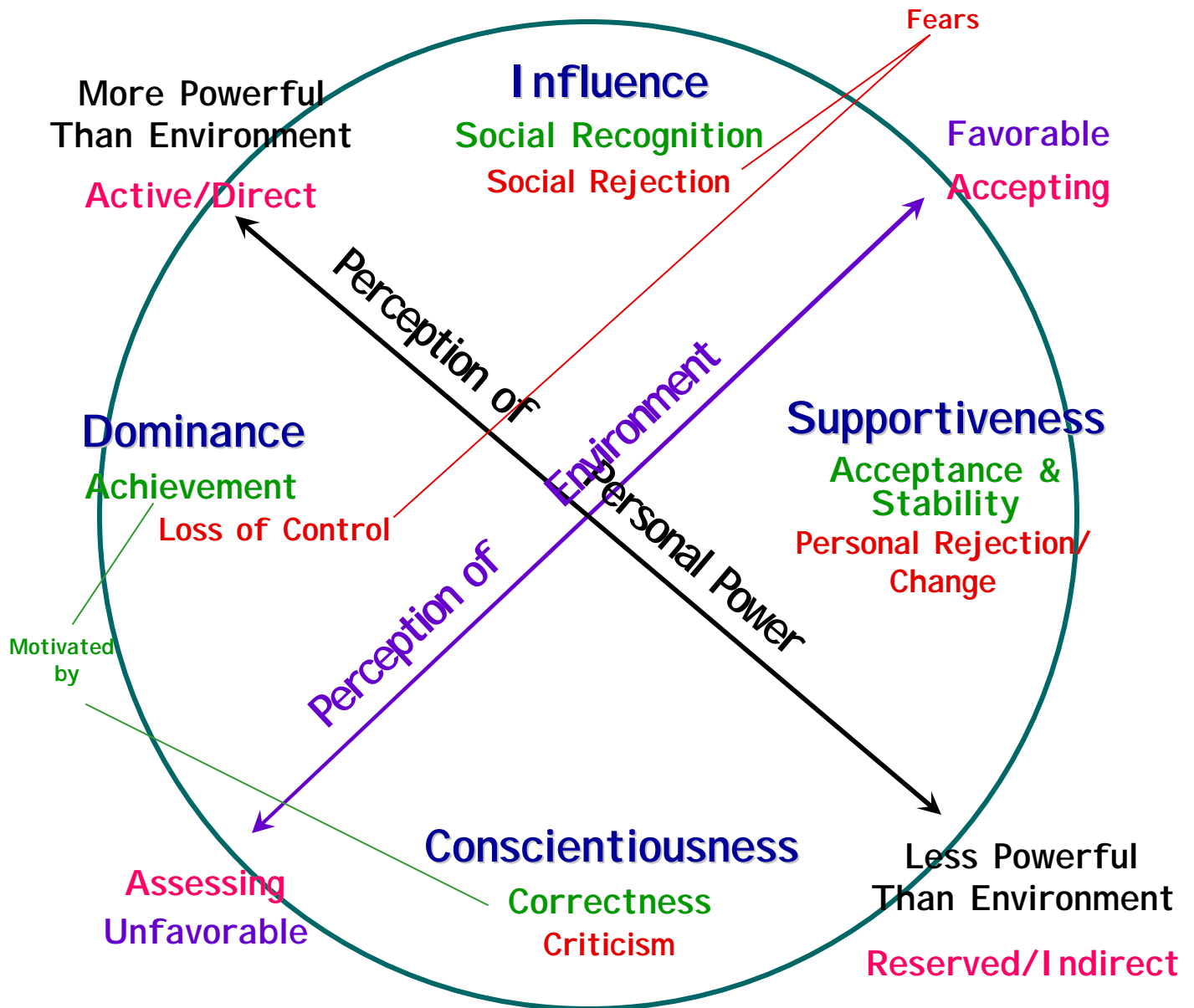
- Focus on the big picture
- Get to the point in a friendly manner
- Be creative and show enthusiasm
- Keep an open mind to their ideas
- Be informal and people oriented
- Provide few details and stay future oriented
- Be frank and tell them exactly what you want
- Let them know where they stand
- i's are very personable

### Strategies for C = Describe

**Be logical, Be thorough, Be precise!**

- Be specific and focus on details and accuracy
- Analyze, be objective, then follow through
- Go step-by-step and don't be in a hurry
- Be neat and orderly
- Be logical, punctual and knowledgeable
- Don't ever try to persuade a C with anything other than facts
- Don't get defensive
- C's are extremely cautious and ask tough questions

# DiSC Theory



*Self integrated with the Environment*