

# Communicating to Behavioral Styles

## Using DISC Analysis

**Communicating to Behavioral Styles** is an extremely popular and informative program designed to identify the characteristics of people's behavior to enable participants to be better communicators in their personal and professional lives.

**Communicating to Behavioral Styles** teaches attendees how to identify the styles of those they work with ~ managers, co-workers and clients ~ and use this new-found information to make *all* communication and work experiences more effective. This knowledge will bring a new dimension to selling and servicing internal and external customers. Participants will dramatically improve the manner in which they communicate, as well as interact with their teammates and clients.

### DISC Analysis

☆ Throughout history ~ dating back to 444 BC ~ scientists and researchers have observed basic behavioral similarities and developed theories to better explain behaviors. DISC is a computerized tool that analyzes a person's manner of accomplishing tasks and interacting with others.

### Key Topics

- ★ Understanding the Four Basic Behavioral Styles & the Underlying Needs & Motivation of Each
- ★ Adapting to Other People's Language & Styles to Improve Relationships
- ★ Behavioral Triggers that Motivate People
- ★ Conflict Management Techniques for Different Styles
- ★ Proven Strategies to Communicating More Effectively

**Communicating to Behavioral Styles** teaches the characteristics of each behavior type, including their likes and dislikes, how they accomplish tasks, the type of communication they prefer, what they need from others to be most effective and how they cope with everyday pressures. This information allows participants to analyze themselves and others, finding the outcome both truthful and humorous in describing their everyday behavior.

**Communicating to Behavioral Styles** incorporates dynamic team exercises which illustrate the interaction of the different types in problem-solving, selling and communicating. Participants will not only enjoy this session, they will also be able to effectively apply the information immediately.

### Program Benefits

- ☆ Improve communication effectiveness, relationships with clients and, most importantly, increase sales.
- ☆ Reduce conflict and improve motivation and teamwork.