



Mads Singers



- Who am I
- Why am I talking to you?



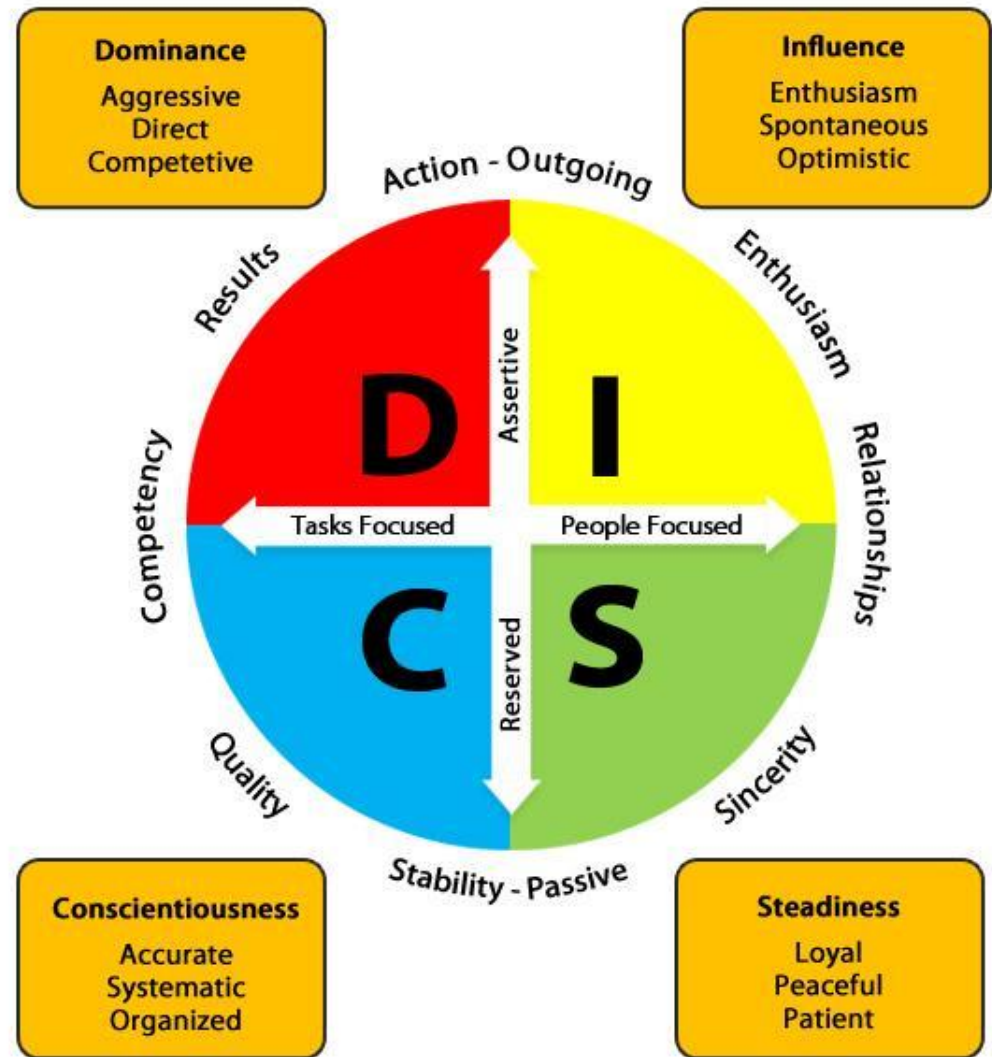
DiSC – Your way to success

In Business
In Management
In your Personal Life



DiSC® (From 1940)

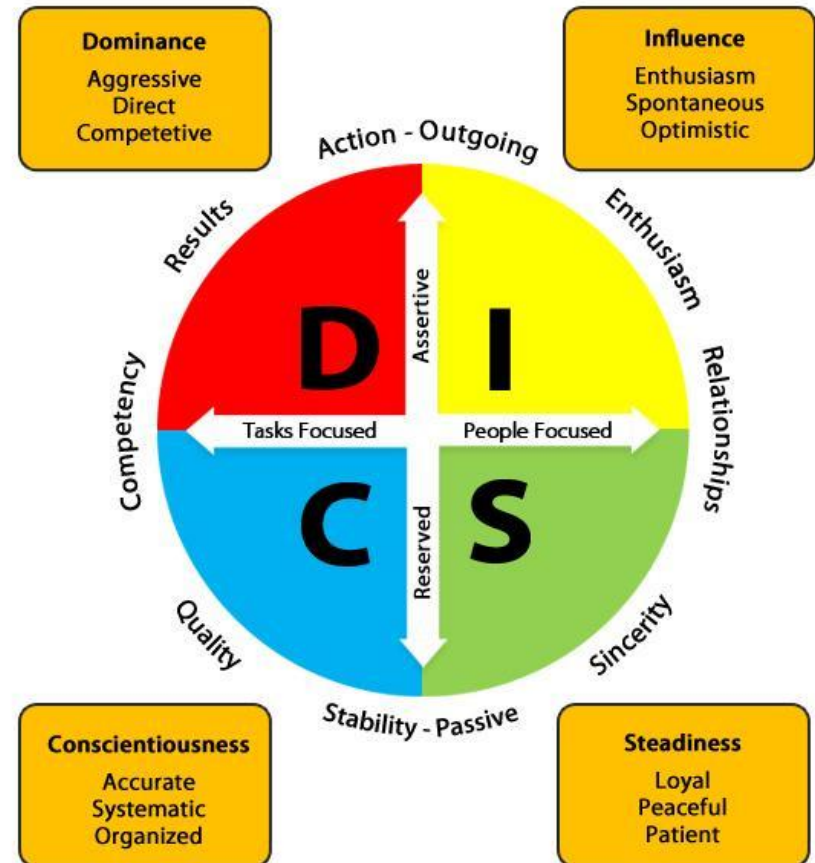
- Effective Communication
- Improving Leadership Abilities
- Understand Motivations
- Understand Mindset
- Understand Priorities
- Understand Strength
- Understand Weakness
- Constructing Stronger Team
- Making Smarter Hiring Decisio





DiSC Overview

- Tests are based on people's self perception
- In test's people can change - In reality, that is very unlikely
- Each individual have a little of each, however generally have 1 primary and 1 secondary personality type, these will generally be adjacent





Who are they

- Competitive - Result oriented
- Direct - Aggressive
- Competent - What they need to know
- Action focused - What needs to get done



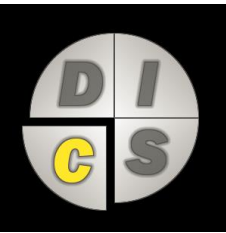
Who are they

- People focused - Outgoing - Attention!
- Enthusiastic - Positive - Optimistic
- Ability to draw very visual visions in people's mind
- Huge network (knows everyone!)



Who are they

- People focused - Shy - No attention to self
- Sincere - Peaceful - Patient - Loyal
- Consistent - Stable
- Team players (and carers!)



Who are they

- Detail oriented - Perfectionist
- Data focused - Quality - Systematic
- Planning & Preparation focused
- Competent - More than they need to know



Communication

- Voice: Speak fast and loud, don't waste time, focus on what needs to be done.
- Written: No names, , work first (no personal) very short message, no footer/signature



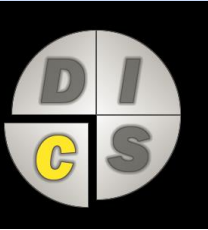
Communication

- Voice: Speaks fast and loud, speaks long (not detailed), answers own questions, love stories
- Written: Names always, Personal first, work related not detailed or specific, large footer with all possible ways of communication



Communication

- Voice: Speaks very soft, shy when first meet, but loves to talking. Listen sincerely and really care
- Written: Names always, personal first and care about the response. Standard footer.



Communication

- Voice: If speaking, speaks soft and long, detailed, very opinionated
- Written: No names, very long, often no paragraphs, footer/signature according to company policy - No personal



Motivation

- Money
- Power
- Praise from people above or “more powerful”



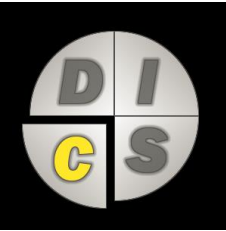
Motivation

- Attention (eyeballs)
- Appreciation
- Money (to get more eyeballs)
- Ability to connect people



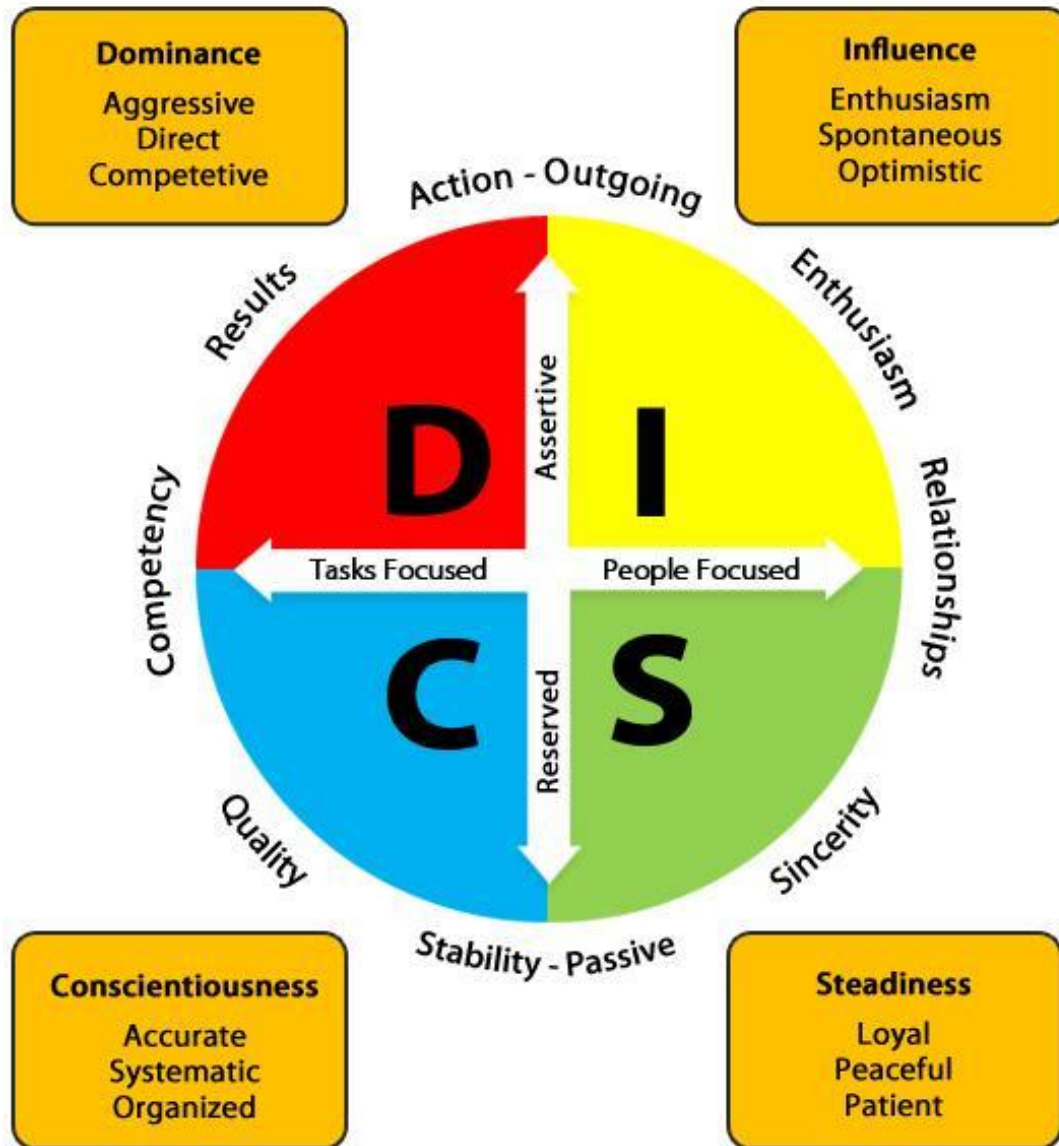
Motivation

- The happiness of others
- Helping other people
- Social activities
- People caring about them



Motivation

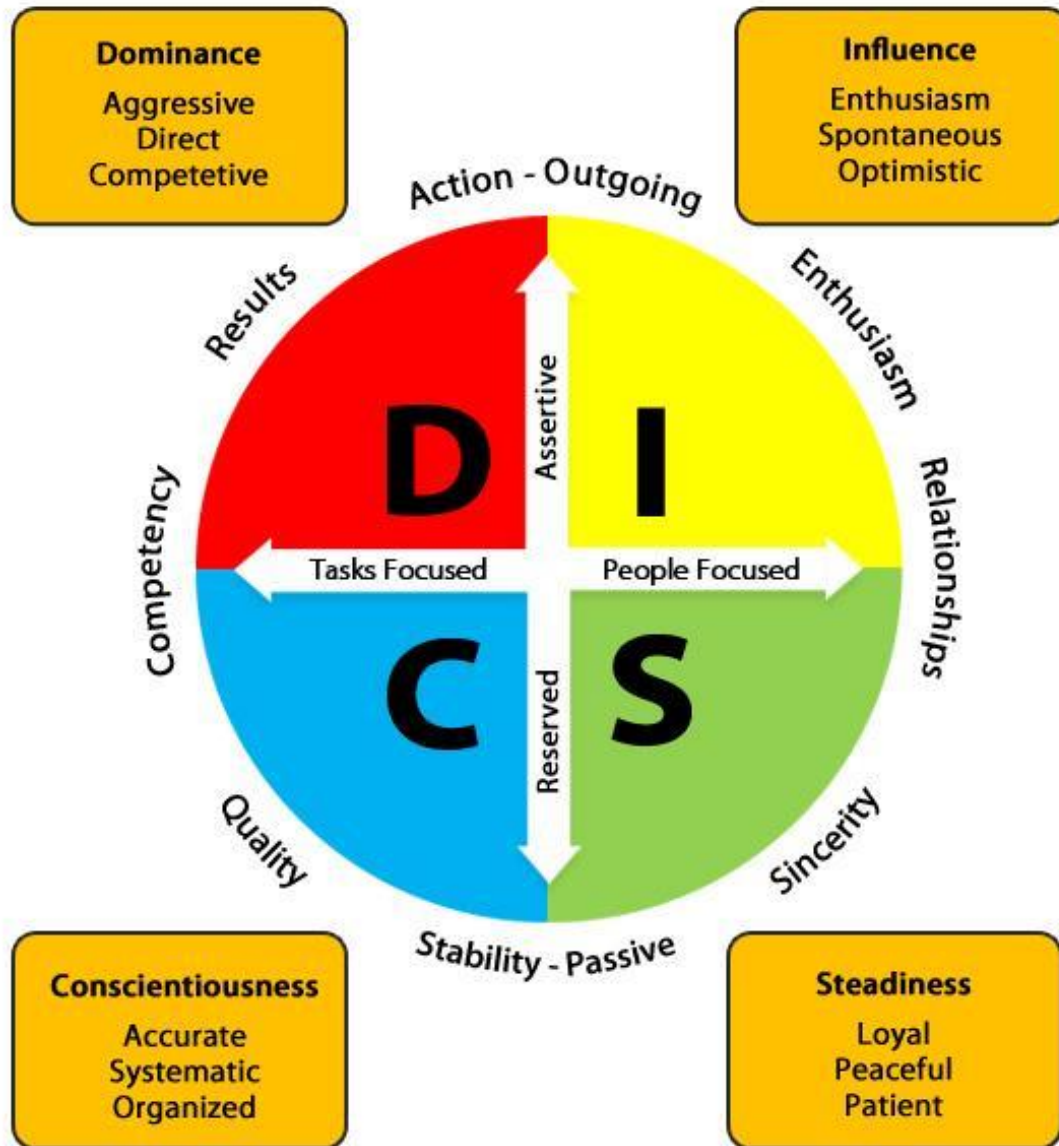
- Being right
- Appreciation of their intelligence
- Things that makes them more effective
- Clear processes, workflow and stable environment





Assertive | Reserved

Fast	Slow
Loud	Soft
Interrupt	Pause
Big Gestures	Small Gestures
Noticed	Plan
Forward	Back
Touch/Close	Distance
Eye Contact	Limited Eye Contact





Task | People

Doesn't Smile	Smile
Think	Feel
Focus on Tasks	Focus on People
What	Who
No Name - Titles/Roles	Use Names
Frown	Laugh
Data	Stories



Effective Communication

Observe others

- Watch and listen
- Get used to seeing behaviours

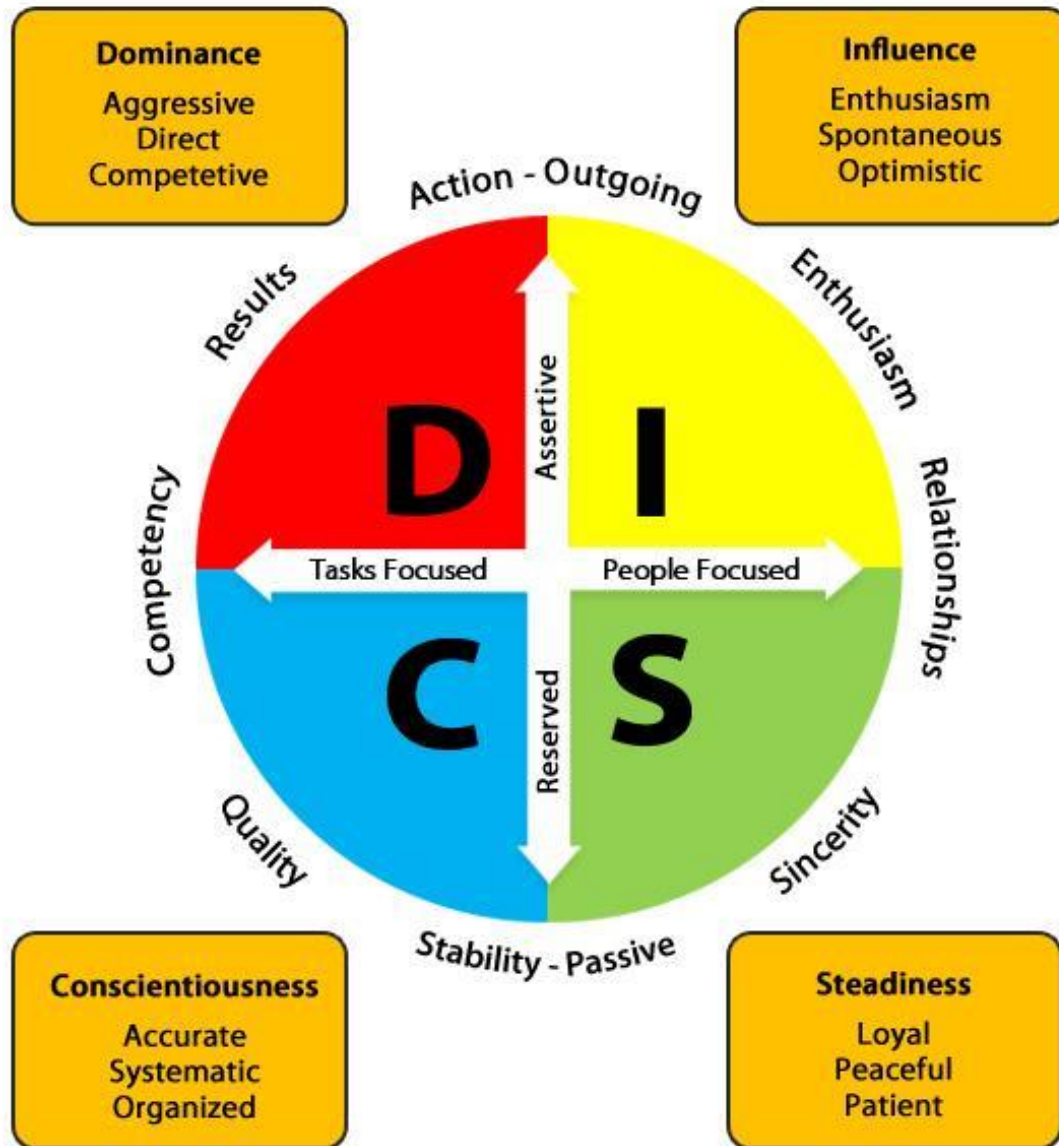


Analyze what you see and hear

- What do these behaviours suggest?

Tailor your responses

- How can I behave and communicate more like them?





SLIDES & BONUS:

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