

9:30 - 10:00 (Team Leaders) - (DISC)

I'm Karen Kunzler and I'm excited to be your teacher today on a subject that will not only help you in your business, but every area of your life if you take the time to really study and learn the principles behind it.

We're going to be talking about the DISC personality profiling methods and how they can help you in building your business. Teaching a class on DISC in ½ hour is a little like trying to conquer Rome in a day.

If you've been in Mary Kay for any length of time at all, most of you have probably heard someone say:

- * "What an I"*
- * "Look at her D come out"*
- * "She's a C isn't she"*

And usually you won't hear anyone refer to an S because they are so nice they hardly get noticed sometimes and they rarely grate on anyone's nerves. Hearing these terms can be concerning and make all of us a little paranoid. Especially if we don't know what they are referring to. When I first starting learning about and really understanding the different personality types, I felt like everyone was labeling me and I didn't like it.

After 13 years I have studied this much and feel like I am pretty good at evaluating peoples personality styles, but the most important thing I have learned I want to share with you first:

- 1. Resist the urge to put people in a specific box and only deal with that part of their personality. Understanding their personality can be helpful, but it can also be offensive, demeaning, and frustrating when we feel we have been labeled.*
- 2. See people first as individuals, then as personality styles. No one is ever all anything. Almost everyone has all four personality styles in them. Most will have one or two more dominant styles, and you will recognize things about yourself in all of them.*
- 3. There are no good or bad or right or wrong personality styles. This is difficult for D personalities to understand, because we want everything to be black and white. All personalities have great assets and things that are more difficult to deal with. Focus on the strengths of your own personality and then evaluate your weaknesses and work on them.*

*Because there is such limited time to cover this subject and so much important information, I have put the most helpful information I have found on my website for you to access and print off for yourself. My web address is: www.unitnet.com/kkunzler You will find it under the Training Center section of the website under DISC. You will find additional information in a book called *Positive Personality Profiles* by: Robert A. Rohm, PHD*

Let me first give you an overview of the personalities then we will talk about how to easily determine who is what and how to deal with them.

Give her a Consultants Guide....

- ** The "D's" have read the Career Essentials and know they could have done it better.
- ** The "I's" don't know where theirs is.
- ** The "S's" have read it cover to cover, more than once.
- ** The "C's" have read it, found the typos and have and called the company to report it.

“D” Type: Outgoing and task oriented—“D” stands for:

- * Dominant
- * Driving
- * Demanding
- * Determined
- * Decisive doer

Typified by their “make it happen now attitude”.

D—Doberman: They say this dog will bite your head off with little provocation. As long as he is fed and kept in a good environment, a Doberman seems pleasant enough. However, let something cross him and his true nature comes out. The Doberman functions best with a big challenge before him. He will keep burglars out of the house at all costs. His bark is almost as bad as his bite—you don't want to get in a fight with him! He doesn't like to lose. Remember Vince Lombardi? He was a class high D who left us with this quote: “Winning isn't everything, it's the only thing.”

“I” Type: outgoing and people oriented—“I” stands for:

- * Inspirational
- * Influencing
- * Inducing
- * Impressive
- * Interactive
- * Interesting
- * Interested in people

Typified by their make-it-fun attitude and a personality that tends to perform and become the center of everyone's attention.

I—Fluffy Puppy: they like to play, and they find it difficult to get very serious about anything. They are most content when they are laughing and having fun. They want to appear cute in nature, loving strokes and pats at every opportunity. The high I functions best in response to praise or recognition. Speak kind words to them and their tails begin to wag. It has been said the reason dogs have so many friends is because they wag their tails and not their tongues.

“S” Type: reserved and people oriented—“S” stands for:

- * Supportive
- * Submissive
- * Stable
- * Steady
- * Sentimental
- * Shy
- * Status-quo
- * Specialist

Typified by their ability to respond with either more or less, depending upon their surrounding influences. Very flexible and can go either way.

S—Cat: Cats move around the house at a leisurely pace, enjoying every corner. They find a certain few spots where they feel most comfortable and retreat there to relax. They like their own familiar territory. They stay out of the way so no one will step on them. When someone jumps at them, they run away. They don't like conflict. They love to be appreciated and patted—they purr when you stroke them.

“C” Type: reserved and task oriented—“C” stands for:

- * Cautious
- * Competent
- * Calculating
- * Concerned
- * Careful
- * Contemplative

Typified by their “does this make sense?” attitude and a need for resolution.

C—Tropical Fish: They swim to one side of their aquarium to check everything out; then to the other side to check everything out; then to the top to check everything out. They seem to enjoy making sure everything is okay in every area. They check each rock on the bottom of the tank. They swim over to check the ceramic figures. And then, they start their circuit all over again. They are curious in nature, and they function best when the environment is exactly to their liking. They don't like sudden change, but they do like to be fed and to maintain their constant state.

Let's look at how different personality types respond to situations, based on their own perspectives.

D—What? As in what is the bottom line?

I—Who? As in who will be going?

S—How? As in how do you want this done?

C—Why? As in why are we doing this?

To understand how natural tendencies or comfort zones differ, think of this: When an S or a C is driving and sees the traffic signal turn yellow, she interprets it to mean stop. To a D or an I it means gun it before you get stuck!

One of the things you'll want to do is evaluate your own personality. It has been said that "We will never truly be able to know others until we know ourselves." This is definitely true with DISC. You need to evaluate your own personality so you will know what traits you have that will help you build your business and be aware of weaknesses that could thwart your success.

The easiest way to do this is by taking a test. The test is simple and easy to take. A copy of it is on my website along with a graph for results. There are several personality traits in each box. You select in one column the one that is Most like you and in the other column the one that is Least like you. You will only choose two from each box. I recommend you print off three copies and evaluate yourself in this manner:

- 1. Take the test yourself*
- 2. Give it to two people who know you well but see you in different environments*
- 3. Take all three tests and average the numbers*

This will give you the most accurate idea of who you really are and how you come across. Many times we do not see ourselves as others do and keep in mind that it is how we come across to others that most matters in our business.

Once you have evaluated yourself, the key is learning how to read other people. It is not feasible to have every person you deal with in this business take a test so you have an accurate reading on their personality, and for those of you who are C's, don't think this is a good idea..... it's not.

You need a method that is easy and quick so you can determine how to deal with people within the first five minutes you meet them.

The easiest way to do this is to observe their behavior as they arrive and throughout your presentation.

As your guests arrive to the class:

- * D- Shows up on time
- * I-Will be late and make an entrance
- * S-Will be on time or apologize
- * C-Will be on time

How they will be dressed:

- * D-Professional or business attire, solid dark or bright colors, or if print, large, sharp
- * I-Trendy, stylish, fun, ruffles, flowers, bright colors, notice me
- * S-small print, light colors, conservative, sometimes dated
- * C-Professional but sometimes dated, solid light colors

During the presentation:

- * D-Asks "Is this" or "do I" questions and talks only if pertinent, seems intimidating
- * I-Asks questions about you not the product, talks a lot, very friendly
- * S-Doesn't ask questions, doesn't bring attention to herself, shy
- * C-Asks why and how questions, concerned about doing it right, may seem stand-offish

The only thing you need to ask is: "tell me a little about yourself". The chances are excellent that she will respond one of 4 ways:

"D" She will tell you about her job, what she is in charge of, how many people she supervises, what groups she coordinates etc. She is most likely a "D".

"I" She will tell you about herself, what she likes, she may even take you back to when she was in high school; the chances are you will have no problem getting her to answer this question. She more likely is high energy but not always.

"S" She will tell you about her family, her children, husband, parents, and work she does for the school or church, her home, etc. She will probably not use the word I often.

"C" She will be quite analytical. She may even ask you "What do you mean by that question?" and "Why you want to know that?" She will have lots of questions and may even come to the class or interview with a list.

Once you've assessed the person and determined their predominate personality it is easier to sell product to them, to service them and certainly to recruit them.

I have an awesome chart for you to help you quickly determine the best way to work with her and how to best meet her needs: (see the D.I.S.C. Chart)

In closing I want you to remind you that although all of this is helpful, it is to be used to better understand others needs, not to manipulate, or label. I have a wonderful poem that sums up how I feel:

IF I KNEW YOU AND YOU KNEW ME:

By ~ Nixon Waterman

*If I knew you and you knew me
If both of us could clearly see,
And with an inner sight divine
The meaning of your heart and mine
I'm sure that we would differ less
And clasp our hands in friendliness
Our thoughts would pleasantly agree
If I knew you and you knew me*

*If I knew you and you knew me,
As each one knows his own self, we
Could look each other in the face
And see therein a truer grace.
Life has so many hidden woes,
So many thorns for every rose
The why of things our hearts would see
If I knew you and you knew me.*