EXCEL GROUP
D e v e l o p m e n t
GrowingCoaches.com

Understanding DISC with

Excel Group's DISC Teleclass

Focus:

To assist Managers, Trainers, Coaches, Recruiters and HR practitioners in acquiring the knowledge necessary to accurately interpret the DISC *Coaching for Success* profile for individual debriefing or leading related workshops in your organization. Upon completion, participants will be equipped with the knowledge needed to use the profiles with a high degree of credibility for a variety of applications, and to complete the DISC Certification Exam, if desired (additional charges apply).

Delivery:

Using a text book, participants are given case studies to work through at their own convenience. Once per week, for 4 weeks, participants join a facilitator and up to 7 others through conference call to review answers (about 60 minutes). At the end of the four online teleconference sessions, participants receive a completion certificate

Fee:

$395 CDN or $350 US - includes textbook and conference time (does not include long distance charges, if any).

For more information, call Client Services toll free at 1-888-89COACH ext 21

The Universal Language DISC

A Reference Manual for Excel Group's Tele-Class   www.GrowingCoaches.com

EXCEL GROUP Development

KNOWLEDGE IS POWER

The Universal Language DISC is the most complete reference manual pertaining to the DISC language on the market today! This hard-cover manual contains over 350 pages of useful information on behavioral styles. If you desire optimum effectiveness involving people interactions, this book is for you.

The manual is easy to read. It contains brief bullets, visual, fun stories and examples. The facts are presented logically, and solid data supports the conclusions.

For easy learning and quick reference at your fingertips this reference manual will help you achieve maximum results. We highly recommend it!

BOOK CONTENTS

This manual consists of an introduction, 11 chapters and 6 appendices. The chapters are recapped below.

WHAT IS DISC?

Chapter 1 defines and establishes the parameters of the DISC language, explains maximum use, and prevents abuse or over-extension of the model.
Chapter Contents:
- DISC Defined
- What DISC is NOT
- What DISC IS
- DISC Language Rules

WHY SHOULD I LEARN THE DISC LANGUAGE?

Chapter 2 provides solid, logical reasons for the necessity of learning the language, and assists in the understanding of why behavior may need to be modified.
Chapter Contents:
- What's in it for Me
- Benefits of Learning the Language
- Elements that Impact your Endorsement
- Steps to Greater Endorsement
- Prerequisites to Learning the Language
- Motivation Principles

HISTORY OF THE LANGUAGE

Chapter 3 provides a partial history, establishes validity and lists contributors to the development of the DISC language up to the present.
Chapter Contents:
- History of the Language
- Empodocles - 444 B.C.
- Hippocrates - 400 B.C.
- Galen - 130 A.D. - 200 A.D.
- C.G. Jung - 1921
- William Moulton Marston - 1893-1947
- Walter Clark - 1950's
- Emergence of Target Training International, Ltd. - 1980-1990

DEFINING AND LEARNING THE LANGUAGE

Chapter 4 recognizes the observable characteristics of the four pure behavioral styles, High D, I, S, and C, providing the solid foundation for proper, effective usage of the language.
Chapter Contents:
- Introduction
- Pure Behavioral Styles
- Research Proof
- The High D
- The High I
- The High S
- The High C

READING THE LANGUAGE

Chapter 5 provides you with information and instructions to become proficient in graph reading using the Style Analysis Instrument.
Chapter Contents:
- The Style Analysis Instrument
- The Blank Factor
- Understanding Graph I
- Understanding Graph II
- The Energy Line
- Graph Reading
- 5-Step Plan
- Reference Sheets
- Core Behavioral Tendencies
- Style Combinations
- Emotions of Four Factors (DISC)
- Unusual Graphs
- Examples of Graph Readings

BLENDING THE LANGUAGE: STYLE COMPATIBILITY

Chapter 6 moves you from basic to more advanced knowledge and application of the language by examining compatibility blending of the different styles.

Chapter Contents:

- ❍ Introduction
- ❍ Blending the Language
- ❍ High D "Blending"
- ❍ High I "Blending"
- ❍ High S "Blending"
- ❍ High C "Blending"

READING THE JOB: USING THE WORK ENVIRONMENT ANALYSIS

Chapter 7 uses the Work Environment Analysis to explore the behavioral demands of a job, providing the employee and manager with valuable information used to meet those demands.

Chapter Contents:

- ❍ Introduction
- ❍ Who should use the Work Environment
- ❍ Uses
- ❍ Master Job Graph
- ❍ New Applicants
- ❍ Revitalizing and Redirecting
- ❍ Present Staff
- ❍ Stress Evaluation
- ❍ Performance Evaluation
- ❍ Using the Software Report
- ❍ How to Use Menu Options

SELLING WITH "STYLE"

Chapter 8 teaches you how to "blend" your sales style with your customer's buying style for easier sales.

Chapter Contents:

- ❍ Introduction
- ❍ Recognizing Behavioral Styles
- ❍ Buying Style Characteristics
- ❍ "C" Style
- ❍ "S" Style
- ❍ "I" Style
- ❍ "D" Style
- ❍ Blend Your Sales Style

APPLICATION OF THE LANGUAGE

Chapter 9 provides easy-to-follow flow charts to assist you in the implementation of the language into an organization, resulting in more effective communication and relationships.

Chapter Contents:

- ❍ Introduction
- ❍ Job Selection Process
- ❍ Benchmarking Work Environment
- ❍ Benchmarking Performers for Behavior
- ❍ Benchmarking Performers for Values
- ❍ Team Development Process
- ❍ Strategic Planning Process
- ❍ Sales Force Training Process
- ❍ Family Communication Process

QUESTIONS AND ANSWERS

Chapter 10 provides answers to the most common questions the authors are regularly asked. This chapter clarifies any questions you may be asking yourself at this point.

Chapter Contents:

- ❍ Questions and Answers

About TTI

Chapter 11 acquaints you with the research of TTI .

APPENDIX

- ☐ **Watson Comparison Study**
- ☐ **Style Analysis: Origin-Accuracy-Validity**
- ☐ **Research Report: Dr. David Warburton and Judy Suiter**
- ☐ **William Moulton Marston**
- ☐ **How to Build a Winning Sales Presentation**
- ☐ **Making the Most of Your Behavioral Talents**