



EFFECTIVE COMMUNICATION

Requires Collaboration



DISC Executive Briefing

Speaker Notes



Purpose of Document

This document was created to help you, a Value Added Associates at TTI Success Insights, provide an executive briefing within your network with regard to behaviors.

The presentation and speaker notes are designed to increase interest in, see relevance of, and provide social proof of the benefits of using DISC with your clients and prospects.

Our goal is to support you in providing a high-quality presentations to your clients.

Notes to speaker:

- Words that appear on slides are highlighted in **yellow**
- Sources are found within the speaker notes
- Questions? Contact candice.frazer@ttisi.com



Slide 1

- Hello and introduction
- State your purpose in presenting today
 - I.e. To educate others about effective communications in today's workplace
- In particular, today I'd like to cover how **effective communication requires collaboration**. But also, highlight the dangers of too much of a good thing.
- Let me explain a bit more...

Slide 2

- Rewind 50 years ago. What did the world look like?
 - You didn't have a Starbucks on every corner
 - You weren't hyper connected to your peers
 - You were maybe in a group of colleagues, but more than likely had individual responsibilities that were directed by your manager.
 - There was little need for interaction with your peers.
 - The undeniable shift occurring in the world is the **movement toward collaboration which requires people to understand themselves, others and the organization that they are in better than they ever have before**
 - But the biggest disruption to your business is collaboration overextended

Slide 3

- **Collaboration is king** in our workplace.
- Deloitte's 2017 Future of Work research find 65% of the C-Level executives surveyed have a strategic objective to transform their organization's culture with a focus on connectivity, communication, and collaboration
- There is a specific reason why collaboration is inescapable
 - There are more **collaborative tools** than ever before
 - **Slack**, gchat, skype, zoom, etc.
 - There are many collaborative leaders who are glorified in the workplace
 - For example, **Tony Hsieh** of Zappo's is one of the world's best known leaders
 - There are new and surprising **collaborative models** making their way to the workplace
 - **Halocracy**, self directed teams and other alternative management systems are springing up everywhere
 - There are well known **collaborative teams** in the workplace
 - For example, **Southwest's** people first mantra and distributed decision making have become very well known in the market



- Old power models in the workplace greatly impact an organization's ability to collaborate or its more extreme cousin...collaboration overload

Slide 4

- Collaboration overload is the villain of collaboration
- Too much of a good thing actually becomes bad
- Collaboration overload occurs when people misinterpret what it means to work together and are unaware of a better way.
- What does too much of a good thing look like?
 - Always on work cultures
 - Encroaching technology
 - Rising customer expectations across all industries
 - Challenging clients who miss the boundaries of a healthy working relationships
 - Inefficient coworkers who are unaware of another person's concept of productive working time
 - Increased disposable time that gets sucked by time-killers like social media surfing or multi-tasking
 - Overall, there is "Less time for focused individual work, careful reflection, and sound decision making" (HBR Jul-Aug 2018 p134)
- It's no wonder where these sources of over-collaboration come from. To explore it, let's rewind a bit.

Slide 5

- Collaboration is a swinging pendulum. In the past, the pendulum was in a different position, one of little to no collaboration
- Here's what it looked like
 - Command and control models
 - Functional relationships between team members
 - Compartmentalization where individuals were encouraged to keep home at home and work at work
 - Homogeneous thought process where groupthink, yes-men, and consensus were valued above all else
 - Massive masking of behavior where people were encouraged to be someone different at work than they were in their spare time
- This is the working model of the past where the pendulum was in extreme position
- This is the past, but now let's look to the future and what it requires of people working together

Slide 6

- In the future, people who work together will



- Need to organize in **self directed teams**, where the people structure interpersonal dynamics so that individuals can take the lead on a particular aspect of a project.
- Find **interpersonal efficiencies** to work well on their terms, not on the terms of the business
- **Blending work-life balance**. Arguably, there will be no work-life balance and only complete integration and a balanced person
- **Diversified understanding of others**, where people understand, respect, and adapt to each others' styles
- Team members will **discover each others' preferences** and style and adjust their own styles and preferences to work coherently together
- In the future, collaboration will be more effective as defined by these categories
- But effective collaboration doesn't just happen. It must be worked on diligently each day.

Slide 7

- Here is what effective collaboration requires of the leaders and people within an organization
 - Paint a **strong vision** of the future
 - This requires organizations to level up, to change the way they think about collaboration and the talent in their organizations
 - **Strong teams** that have moved move rapidly from forming, storming, norming and into performing
 - Requires a shift in structural beliefs, simplified prioritization methodology, and proper habits, ensuring that necessary collaborative work is as productive as possible.
 - **Strong tools** that enable leaders and business decision makers to help people to work with the processes and technologies in powerful ways

Slide 8

- So imagine that you had a strong vision, strong teams, and strong tools
- This is what your business would look like
 - Institutional **beliefs that are congruent with the marketplace**
 - **Simplified prioritization methodology** that enables people to make higher quality decisions at a faster rate
 - Proper **habits**, ensuring that necessary collaborative work is as **positive and productive** as possible.
- Ultimately, your organization will have optimized collaboration enabling you to address the needs of your customers, while developing the talent of the future and accomplishing your business goals
- Want to know how to get there?
- I may have just the tool to help you get you to your future state



Slide 9

- The tool that delivers you into the future is a tool known as DISC, which measures behavioral preferences based on the theory of psychologist William Moulton Marston
- It is based on four personality traits
 - Dominance
 - Influence
 - Steadiness
 - Compliance
- But the theory and the assessment or reports are not enough.
- What you need is a construct...

Slide 10

- This construct must be built in a way for your people to collaborate together without overleveraging
- Here is what DISC assessments and reports do for your staff
 - A tool that **creates a common language** among your staff that they can use in their daily interactions
 - A way to **open up discussion**, discover preferences, and communicate effectively
 - Increases awareness of themselves and the people around them (including customers!) that helps them to **uncover preferences** and connect with others in a valuable way
- DISC assessments have helped people all over the world
- Let me share a few examples

Slide 11

- **“The assessment myself and my Executive Team took was critical in further advancing our mission. We plan to build on each other’s strengths that we discovered during the process. This will make our organization more successful overall.”**
 - **Tara Roussett, CEO of SJRC Texas**

Slide 12

- **“Our Executive and Supervisory Teams found the DISC Training and Leadership programming [...] to be very rewarding and a great value. The material was thought provoking and stimulating [...]. The Iowa Lakes Team was actively engaged in every aspect of the training and we expect the results of the training to only grow from here. I encourage any organization that is seeking to improve results through enhanced communications and leadership to consider the DISC Training & Leadership programming as a way to take your Team to the next level.”**
 - **Carmen Schwab, CEO of Iowa Lakes**



Slide 13

- “The report presents a very accurate profile of my personality and behavioral characteristics. I found the information to be extremely helpful in relation to identifying a work environment and employment position that fits my personality.”
 - Collin N. McCormick

Slide 14

- Let’s bring it back to the beginning
- Collaboration is inescapable
 - It is the most critical time in history to collaborate effectively at work
 - Be wary of an overextension of the virtue of collaboration and discover the best resources to help your staff take your business to the next level