

Do you REALLY communicate with Customers?

We all face situations daily when our typical approach – or style- that often works well, just does not achieve the results we are aiming for. Our approach makes perfect sense to us, but the others do not appear to “get it”. We may try different approaches, but the process is hit or miss. It is frustrating and unproductive. What causes all these problems?

The reality is that as human beings we are all different. We have our own ways of doing things and behaving in different situations. These differences often cause challenges in our professional and personal lives. The important thing is that we need to understand how we are different and how we can more effectively interact with different styles and, therefore, ultimately improve our performance.

Many of the world’s most successful organisations promote and use a personal assessment system known as *Extended DISC* to enable their team to understand how to interact with people and to help them motivate and manage people more effectively. It is a tool designed for observing and analysing behaviour – not analysing an individual’s personality. The model does not classify people as good or bad nor does it measure intelligence, knowledge or skills, because no behavioural style is better or worse than the other. They are just simply different, and the identification of a person’s natural behavioural style is paramount to ensure effective communication.

What is an Personal Assessment System?

There are a raft of systems promoted in Australia and New Zealand and many of these are based on the DISC theory which was developed in the 1920s by Carl Jung. Jung described people based on four characteristics: Dominance (D), Intuition (I), Steadiness (S) and Compliance (C).

The varying degree to which people exhibited these characteristics was plotted on two axes. The further to the left of the axes a profile was, the more this indicated use of all five senses. Such an individual could be classified as more thoughtful, reasoning, thorough and considered, requiring proof and needing to be persuaded. The more to the right the profile was, the more this showed a person who wants to progress quickly, for whom variety and change are important and to who risk taking is more natural.

The work of Jung was further developed by William Moulton-Marston in the 1940s and 1950s. He defined a four dimensional behavioural map and as a result the four quadrant thinking of human behaviour was developed. It is still popular and is used in management, sales and leadership training techniques. A few variations of the theory are still promoted that use, for example, eight or sixteen categories of behavioural styles.

The over-simplification of behaviour and its classifications have proven to be a weakness of these systems.

In the 1990s, a comprehensive “customer driven” tool set was developed in Finland, which is used in all human resource activities and not only on individual, but also at team and organisational levels. This system, known as *Extended DISC*, has been proven internationally, is used in over 40 countries and is available in 50 languages, - an important factor considering the number of people in Australasia who do not have English as their original language.

Do you truly understand yourself?

We have all made ourselves what we are. Carl G Jung said “your personality is earned - you have not received it as a gift”. Already in our childhood our parents, relatives and friends have “done their best” to help us form our personalities. We have, however, psychologically made all the decisions concerning the formation of our personalities by ourselves. Most of these decisions have been made in our subconscious mind without us actually ever realising it. This is the reason why we are not always aware of the whole potential our personality provides us with.

Extended DISC Analyses help people in that long and fascinating journey to your inner self. We all have the ability to make ourselves better human beings by understanding ourselves better and by identifying the strengths and weaknesses in our personalities, by accepting their existence and by finding ways to utilise our personalities better.

The fact is that you need to know your own natural behavioural style and understand other people’s styles to effectively communicate with them.

How do I determine my natural behavioural style?

An *Extended DISC* Personal Analysis Report is based on a questionnaire, which is completed in ten minutes (or less), the answers are analysed and a personal profile report of up to 40 plus pages is produced within ten minutes. There are several methods of obtaining the report but perhaps the most popular method is for the questionnaire to be completed on-line, submitted to the server and the resulting report e-mailed back in PDF format within ten minutes. (This is very useful in recruitment as the report is available to discuss with the candidate at the initial interview).

The report explains in a clear, concise, and easy to read format with graphics the natural behavioural style of the person completing the questionnaire. An important and unique feature of the *Extended DISC* Personal Analysis Report is that it is based on the unconscious and allows the comparison of a person’s conscious behavioural style to a person’s unconscious behavioural style.

This is a very powerful feature as it means that the report does not only tell us what we already know about someone, or what someone knows about himself or herself, but it allows one to assess if a person is comfortable in their work role, whether a person is under some pressure, whether a person feels insecure, is frustrated or feels the need to adjust to a role outside their normal comfort zone.

How does this help me understand others?

The *Extended DISC* Personal Analysis Report explains how to identify different behavioural traits in other individuals and how we should address and respond to them once we know their natural behavioural style.

Because *Extended DISC* identifies the behavioural style that takes the least energy and effort, requires the least concentration, and is the most pleasant to you, it illustrates the mode that you normally use to react and is most frequently exhibited outwardly in your behaviour. Armed with this knowledge, you can modify your behaviour to fit the needs of a particular situation or individual(s).

The report uses key words to describe different behavioural styles and helps you understand why some people are difficult for you to communicate with, knowing your own style.

Summary

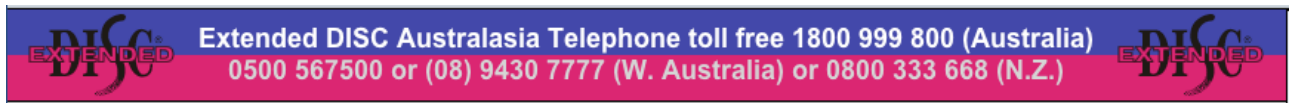
Effective communication is a fundamental requirement in selling, be it a product or yourself. Generally speaking, a person will buy from you because they feel comfortable with you. If you cannot demonstrate that you understand them and adjust to their way of doing things, you have an uphill battle in convincing them that they should deal with you.

Extended DISC has a number of tools that help you through this process and is a complete HR management system. The *Extended DISC* Personal Profile Report however, is the basis of the system and provides an excellent starting point in understanding people.

For more information on Extended DISC products contact Extended DISC Australasia Limited on 1800 999 800 or 0800 333 668 or 08 9430 7777 or visit www.int-a1.com/extendedisc/ or email us at www.int-a1.com/em.htm

Extended-Disc Australasia

... the world's fastest growing human resources assessment system



Developed and marketed by:
Extended Disc International, Inc.

**West Australian Distributor:
Denis Mccarthy & Associates**

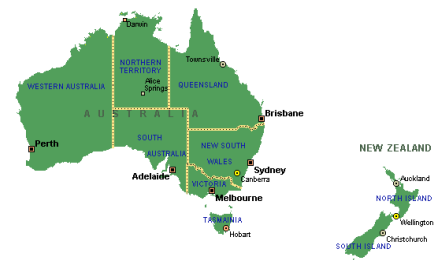
9 Holland Street (P.O. Box 789)
Fremantle 6959, Western Australia
Tel.: +61 (0) 8 9430 7777 or 0500 567 500
Fax: +61 (0) 8 9430 4305 or Mobile: 0404 020242
Toll Free Order Line: 1-800-999-800 (interstate)
E-Mail form: <http://www.int-a1.com/em.htm>



Websites:

<http://www.int-a1.com/extendeddisc/>
<http://www.int-a1.com/synergetics/>
<http://www.int-a1.com/dm/>

(Trade enquiries welcomed ... HR Managers, coaches, etc).



"Finally, assessments that provide results for behavioral change, not just analysis reports. Extended DISC™ assessments are pragmatic, concise and easy-to-use. They provide a practical model that improves individual, team and organizational performance."

Dr. Marshall Goldsmith

Founding Director, Keilty, Goldsmith & Co.
Member, Peter Drucker Foundation
One of the World's Top Consultants, HR Magazine
Rated Top 5 Executive Coaches, Forbes
Co-editor of the best-sellers The Leader of the Future and Leading Beyond the Walls

One of the most credible consultants in the new era of business - The Economist

One of 16 major thought leaders in his field
- The Business Times

One of 50 great thinkers and business leaders who have influenced the field of management over the last 80 years - American Management Association

One of the five most-respected executive coaches – Forbes

America's preeminent executive coach - Fast Company

One of the top ten executive educators
- The Wall Street Journal

" The versatility of the Extended DISC™ tool to create instant reports on team dynamics and work pairs with no need for additional data input or participant surveying is another reason this is our DISC product of choice."

Ashley Miles

Director, Worldwide Learning and Development
Pfizer