

DiSC Personality Profiles Attraction and Retention Tool

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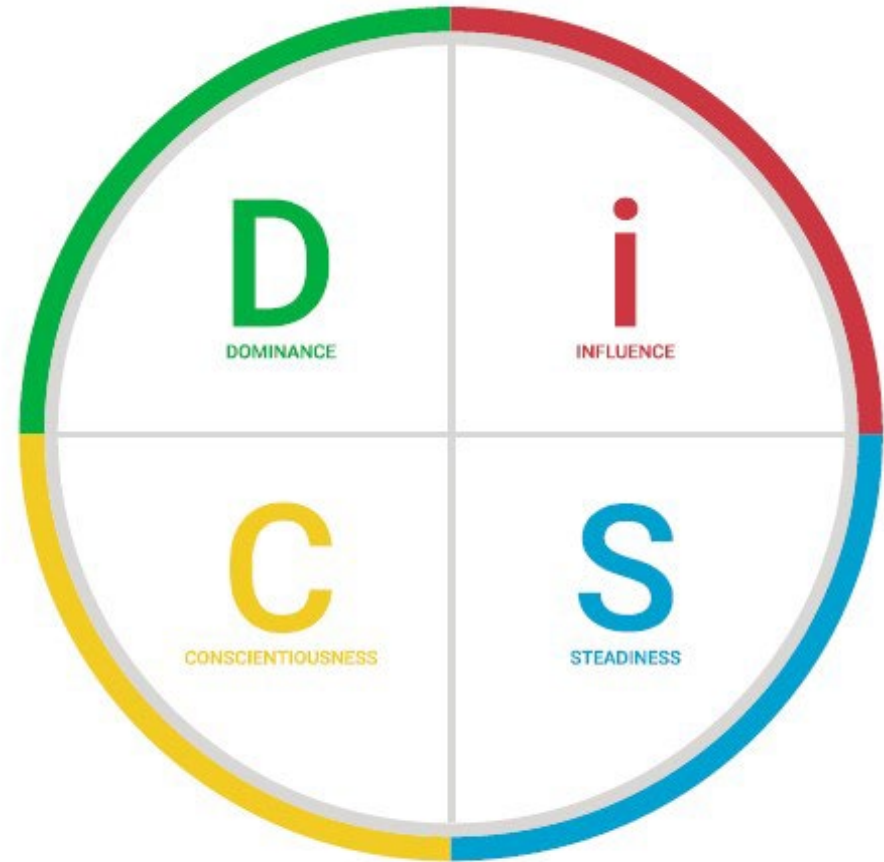


AGENDA:

- ✓ **WHAT IS THE DiSC?**
- ✓ **PERSONALITIES OF DIFFERENT ROLES**
- ✓ **HOW TO USE THIS TO RETAIN AND ATTRACT AGENTS**

What is it?

- The DiSC is an assessment that focuses on your personality and behavioral style, describing your behavior in various situations—for example, how you respond to challenges, how you influence others, what is your preferred pace, and how you respond to rules and procedures.



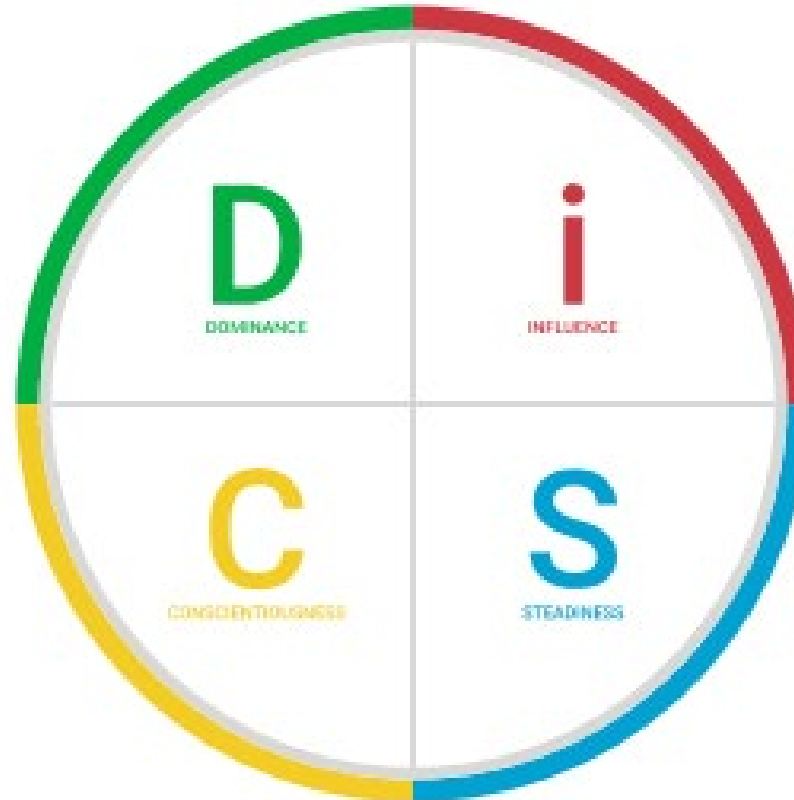
OVERVIEW OF THE DISC MODEL

Dominance

- Direct
- Firm
- Strong-willed
- Forceful
- Results-oriented

Conscientiousness

- Analytical
- Reserved
- Precise
- Private
- Systematic



Influence

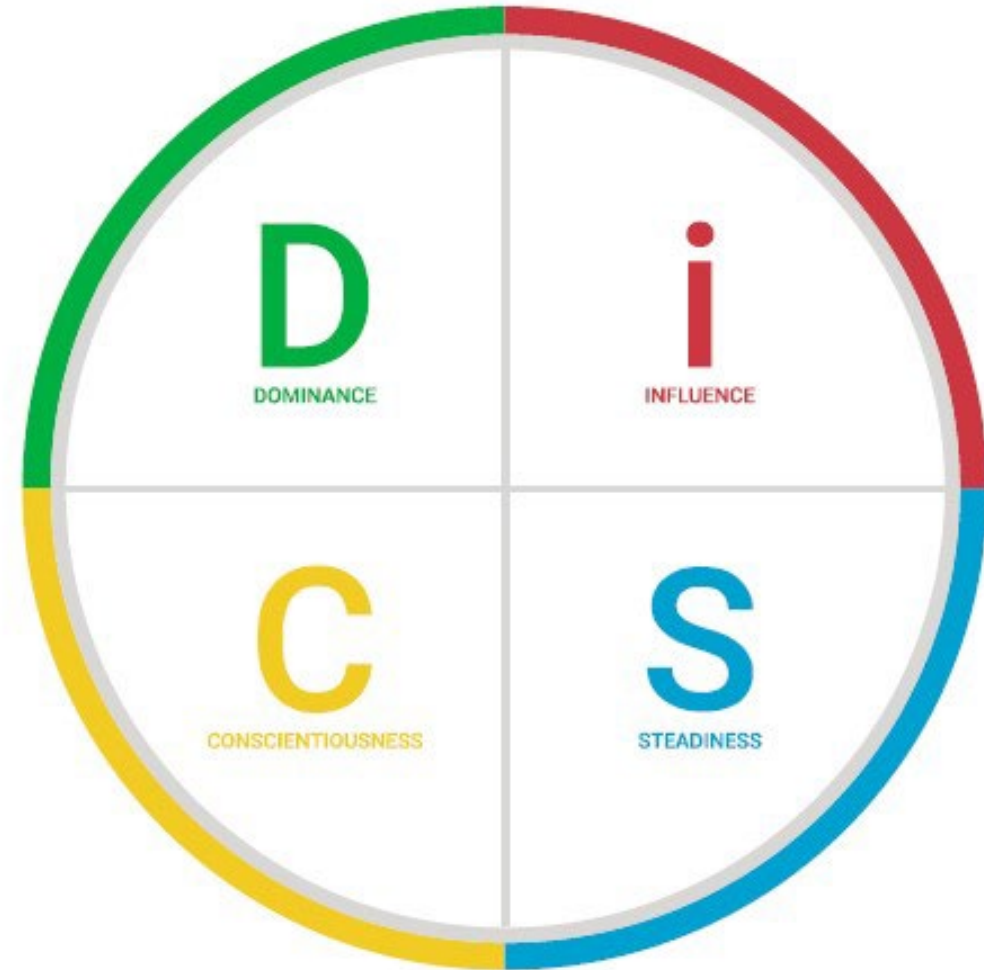
- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

Steadiness

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

Why use it?

- Workplace Culture
- Team Building
- Personal Development
- Conflict Management
- Hiring
- Coaching



Cornerstone Principles of DiSC

CORNERSTONE PRINCIPLES

- All DiSC styles and priorities are **equally valuable** and everyone is a blend of all four styles.
- Your work style is also influenced by **other factors** such as life experiences, education, and maturity.
- **Understanding yourself** better is the first step to becoming more effective when working with others.
- Learning about **other people's DiSC styles** can help you understand their priorities and how they may differ from your own.
- You can improve the quality of your workplace by using DiSC to build more **effective relationships**.

Why are we talking about DiSC?

- ➔ Real Estate is a Relationship business
- ➔ Communications causes and solves all problems
- ➔ It's not the words it's the way

Know thyself

Know thyself

Persuading Others

Expressing oneself

Inspiring others

Bring the center of attention

Meeting new people

Spreading optimism

Creating team spirit

Being encouraging

Including everyone

Providing empathy

Complementing others

Bring a peacemaker

Bring there to support

Listening patiently

Staying receptive

Accommodating others

Bring diplomatic

Working behind the scenes

Staying composed

Following through

Showing objectivity

Analyzing in-depth

Working alone

Ensuring accuracy

Spotting problems

Problem solving with logic

Insisting on high standards

Taking a firm stance

Challenging inefficiencies

Speaking up about problems

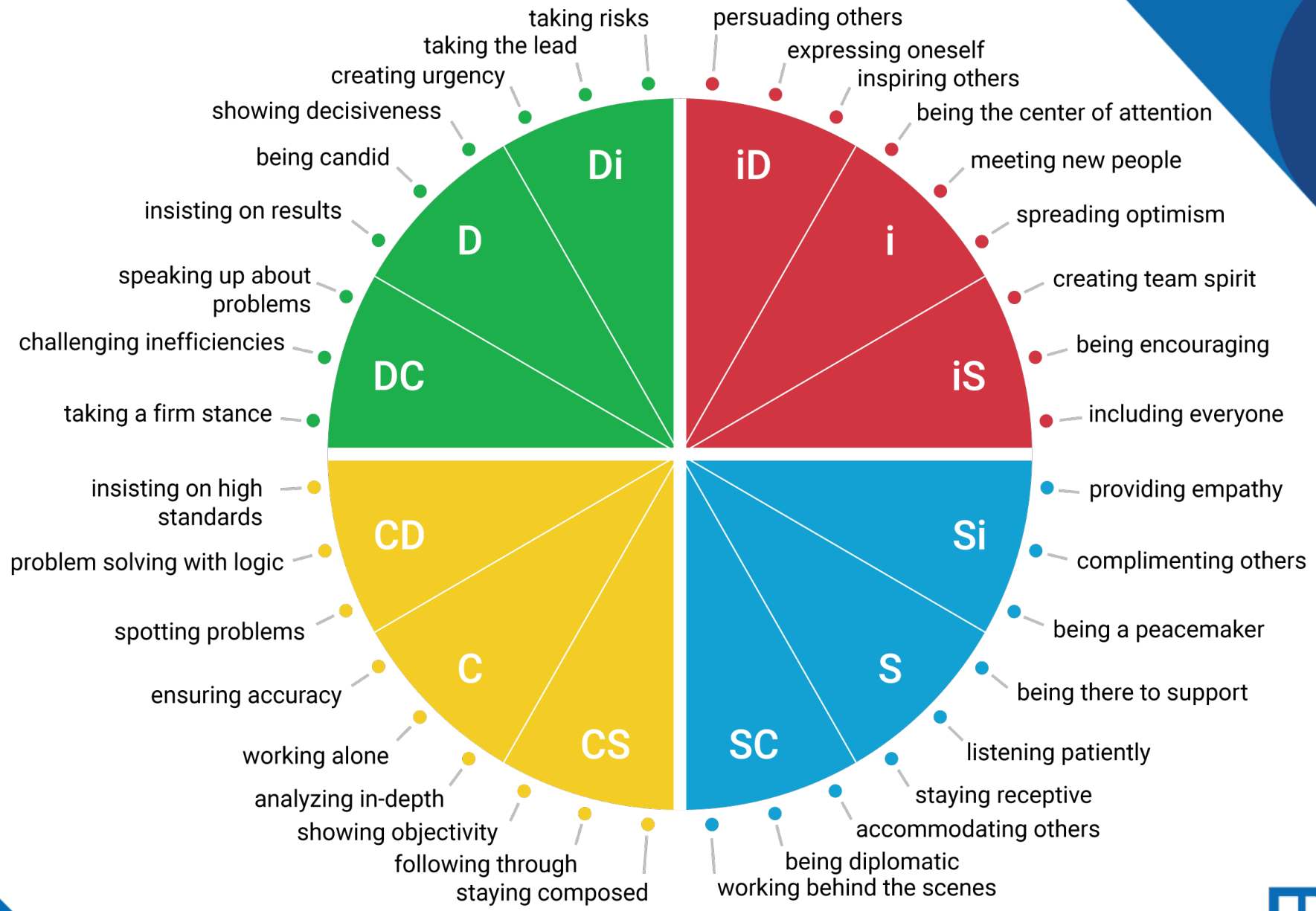
Insisting on results

Being candid

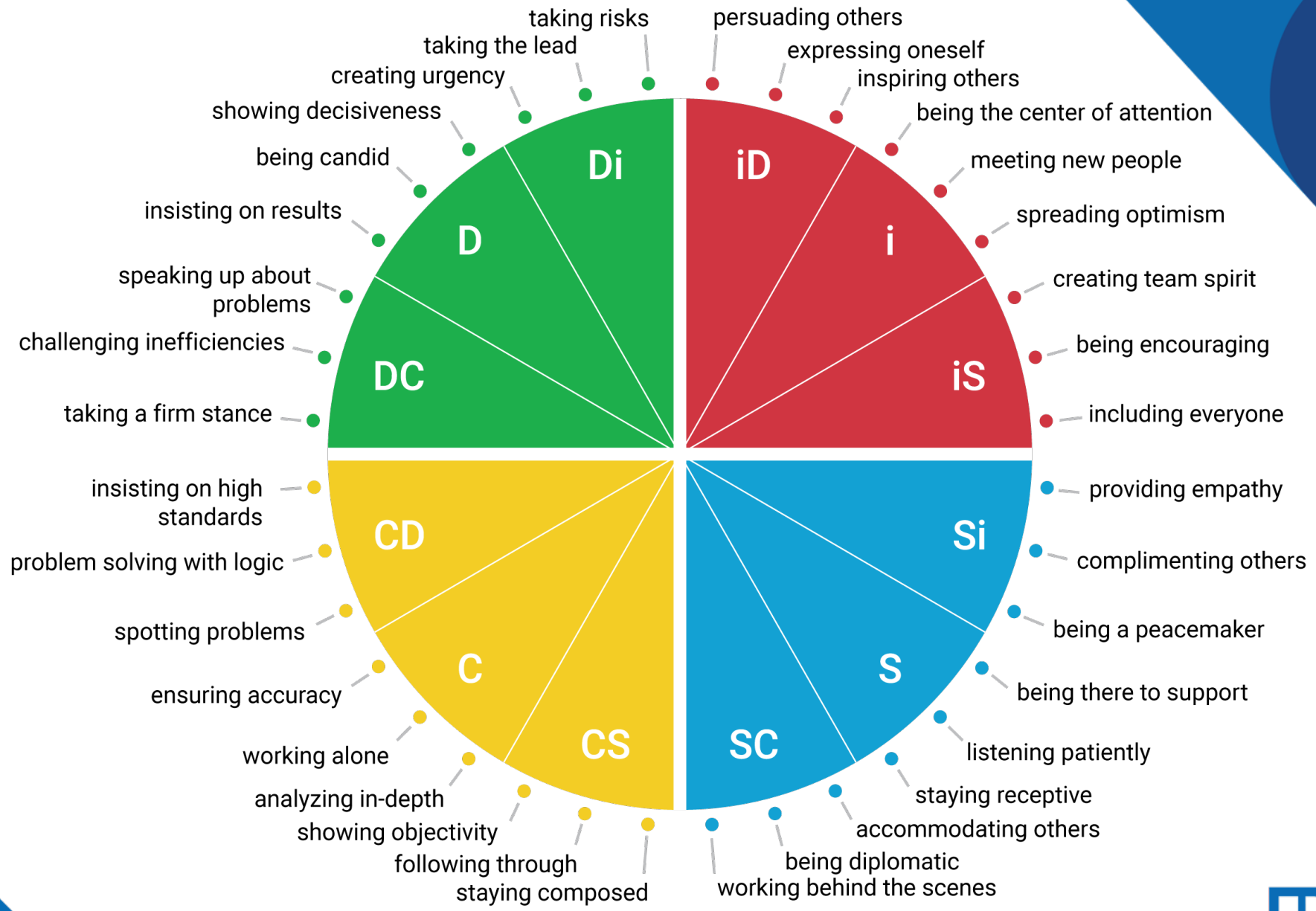
Showing decisiveness

Creating urgency

Taking the lead



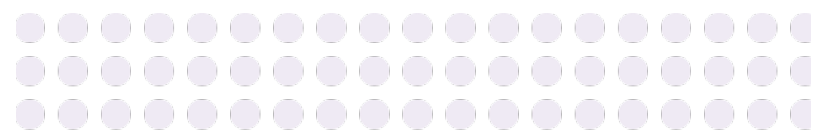
Know thy audience





Common sayings quiz

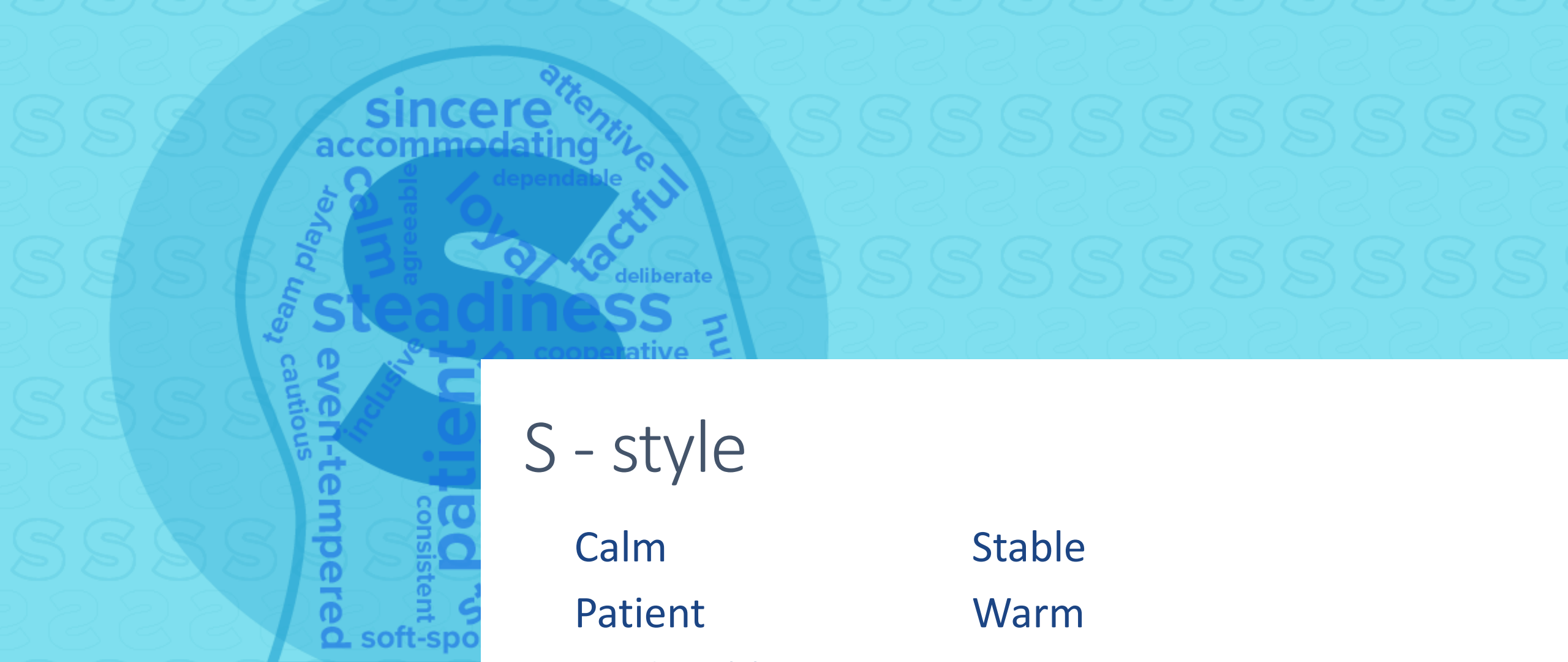
Which DiSC style is represented by these statements?



Which DiSC style?

- Better safe than sorry.
- Good things come to those who wait.
- Two heads are better than one.
- Honesty is the best policy.
- There's no place like home.
- A friend in need is a friend indeed.





S - style

Calm

Patient

Predictable

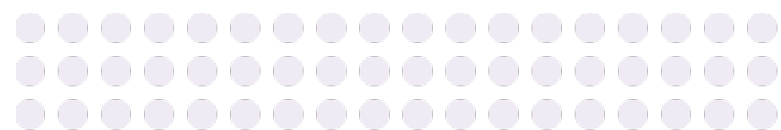
Deliberate

Stable

Warm

Passive

Loyal



Which DiSC style?

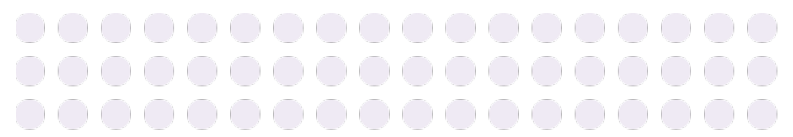
- Hope for the best, but prepare for the worst.
- Practice makes perfect.
- If you want something done right, do it yourself.
- A penny saved is a penny earned.
- Necessity is the mother of invention.
- Knowledge is power.





C - style

- Cautious
- Systematic
- Private
- Objective
- Analytical
- Diplomatic
- Accurate
- Reserved



Which DiSC style?

- Easy come, easy go.
- All work and no play makes Jack a dull boy.
- Every cloud has a silver lining.
- There's no time like the present.
- Let a smile be your umbrella.
- Variety is the spice of life.





i - style

Charming

Collaborative

Energizing

Trusting

Enthusiastic

Impulsive

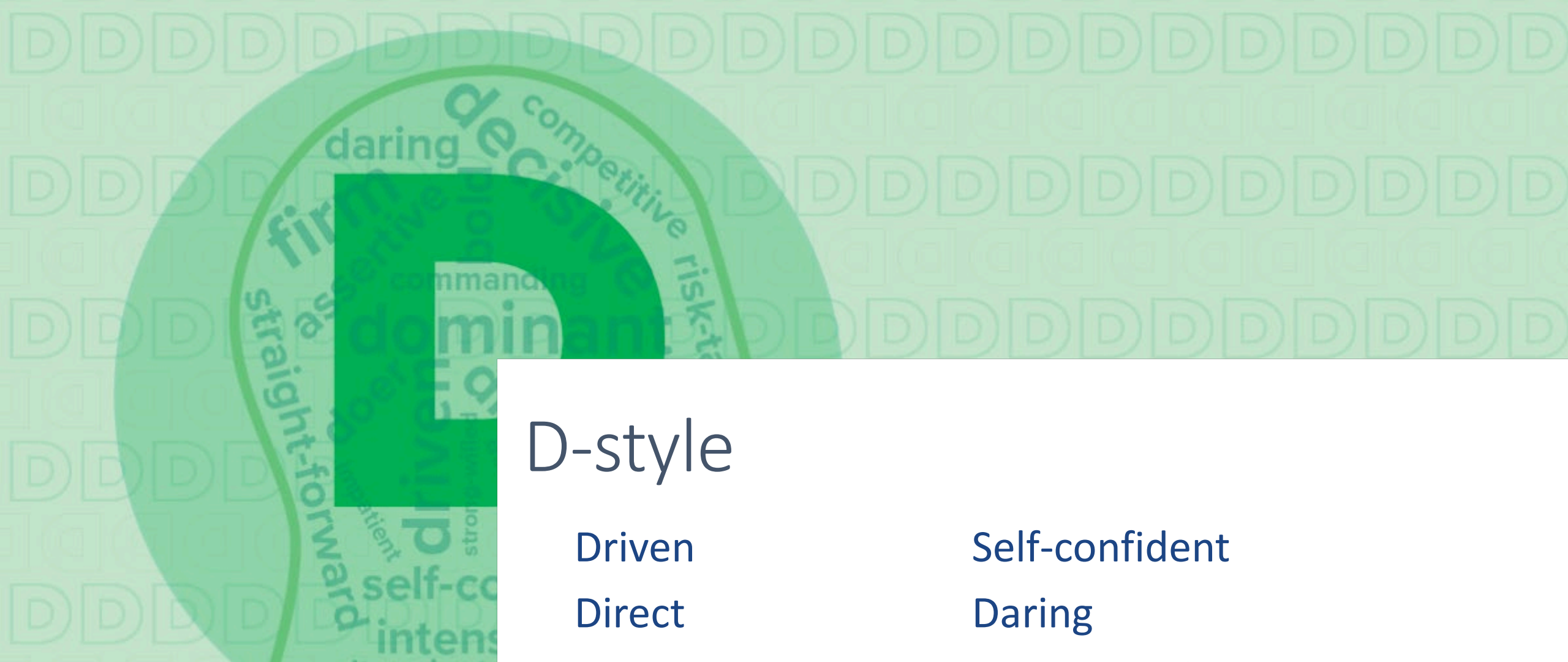
Optimistic

Persuasive

Which DiSC style?

- Fortune favors the bold.
- You can't make an omelet without breaking a few eggs.
- When the going gets tough, the tough get going.
- The end justifies the means.
- Actions speak louder than words.
- Never say never.





D-style

Driven

Direct

Decisive

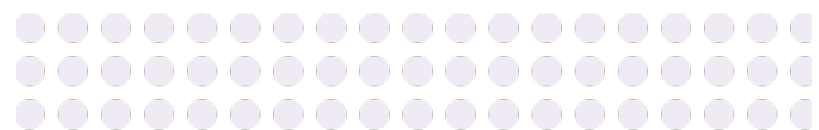
Strong Willed

Self-confident

Daring

Determined

Fast-paced



Culture in DiSC



The D Culture

THE D CULTURE REWARDS

- Independence
- Decisiveness
- Directness
- Victory
- Results

THE D CULTURE CRITICIZES

- Oversensitivity
- Hesitation
- Over-analysis
- Foot-dragging
- Weakness

Under stress a D Personality will talk less, work harder, do whatever it takes

Focus on the Future and Present

The i Culture

THE i CULTURE REWARDS

- Creativity
- Enthusiasm
- Optimism
- Collaboration
- Passion

THE i CULTURE CRITICIZES

- Rulemaking
- Caution
- Overanalysis
- Introversion
- Insensitivity

Under Stress an i Personality will escape, avoid the hard task
Focus on the Future. Sometimes the Present

The S Culture

THE S CULTURE REWARDS

- Cooperation
- Loyalty
- Humility
- Thoughtfulness
- Team focus

THE S CULTURE CRITICIZES

- Aggressiveness
- Pushiness
- Disruptiveness
- Nonconformity
- Sudden change

Under Stress a S Personality will freeze, become overwhelmed, may lash out

Focus on the Past and Present

The C Culture

THE C CULTURE REWARDS

- Accuracy
- Completeness
- Attention to detail
- On-time performance
- Dependability

THE C CULTURE CRITICIZES

- Mistakes
- Illogical behavior
- Lateness
- Spotty research
- Exaggerated enthusiasm

Under Stress a C Personality will become more controlling and picky

Focus on the Past and Present and worries about the future

Roles and Traits

Listing Agent

- Goal Oriented
- Decisive
- Results Driven
- Skilled Negotiator

D
Di/iD

Buyer Agent

- Patience
- Adaptable
- Good Listener
- Perceptive
- Social

i
iS/iD

Administrative Support

- Reliable
- Detailed
- Rule Follower
- Perceptive

S or C
CS/SC

Broker/ Team Leader

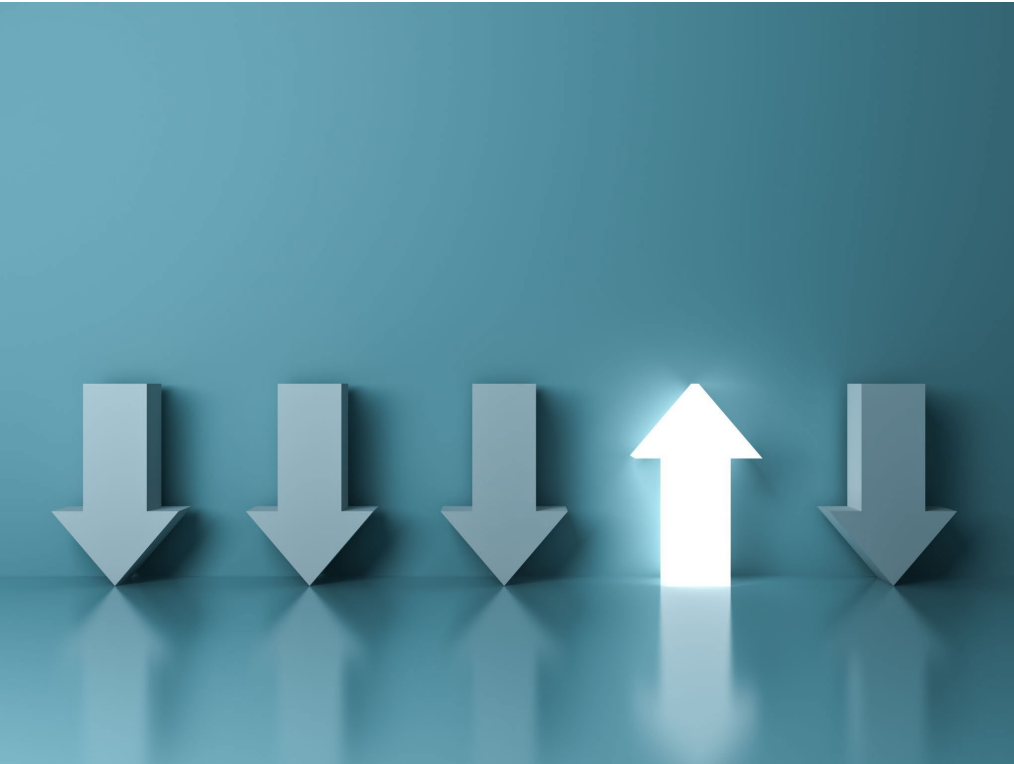
- Goal Oriented
- Decisive
- Results Driven
- Perceptive
- Good Listener
- Inspiring

D or i
Di/iD



HOW you coach is as important
as WHO you coach!


Scenarios



- Agent wants to start a team
- Your front desk staff member is unhappy
- Agent says their reason for looking to a new broker is slow year 1st year
- Agent comes to you and says their client is frustrated and they don't know what to do

Things to think about



- 
- Is this the right person, just wrong seat on the bus?
 - Adaptive vs Natural styles
 - Do you have too many in one profile and not enough in another?

Sampling of Resources

- Everything DiSC, a Wiley Brand
Everythingdisc.com
- TEAMAZING
teamazing.com
- Professional Leadership Institute
Professionalleadershipinstitute.com
- Ramsey Solutions
store.ramseysolutions.com
- Personality Profile Solutions
discprofile.com



Take Action



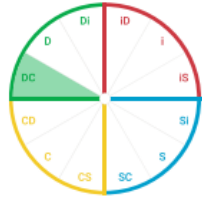
We all have smart bookshelves-

Let's commit to taking action!

- ✓ **Start with the handout**
- ✓ **Review with a leader in your office**
- ✓ **Look into resources for your agents**
- ✓ **Put a process in place to use**

Personalized Index: D Styles

DC STYLE



**Challenge
Results
Accuracy**

Goals: Independence, personal accomplishment

Judges others by: Competence, common sense

Influences others by: High standards, determination

Overuses: Bluntness; sarcastic or condescending attitude

Under pressure: Becomes overly critical

Fears: Failure to achieve their standards

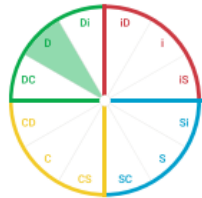
Would increase effectiveness through: Warmth, tactful communication

People with the DC style prioritize Challenge, so they want to explore all options and make sure that the best possible methods are used. As a result, they may be very questioning and skeptical of other people's ideas. You aren't as questioning as they are, so you may have trouble relating to their challenging approach.

In addition, they also prioritize Results, so they're often very direct and straightforward. When they're focused on the bottom line, they may overlook the feelings of others. You may have trouble relating to what you see as an excessive drive for results.

Finally, those with the DC style also prioritize Accuracy. Because they want to control the quality of their work, they prefer to work independently, and they may focus on separating emotions from facts. You may have trouble relating to their analytical approach.

D STYLE



**Results
Action
Challenge**

Goals: Bottom-line results, victory

Judges others by: Ability to achieve results

Influences others by: Assertiveness, insistence, competition

Overuses: The need to win, resulting in win/lose situations

Under pressure: Becomes impatient and demanding

Fears: Being taken advantage of, appearing weak

Would increase effectiveness through: Patience, empathy

People with the D style are strong-willed individuals who prioritize Results. Because they want to make their mark, they constantly look for new challenges and opportunities. Since you focus more on relationships and teamwork, you may not understand their competitiveness.

In addition, they also prioritize Action, so they often focus on achieving their goals quickly and forcefully. Since they tend to be very fast-paced, they like it when people cut to the chase. Since you don't place as high of a priority on bold action, you may not always relate to their rapid pace.

Furthermore, those with the D style also prioritize Challenge. Because they want to control outcomes, they're often questioning and independent-minded. Since you prefer to be less critical, you may find it hard to relate to their challenging approach.

Di STYLE



Goals: Quick action, new opportunities

Judges others by: Confidence, influence

People with the Di style prioritize Action, and they probably come across as adventurous and bold. Because they grow bored easily, these individuals often seek out unique assignments and leadership positions. You prefer to keep a steadier pace, so you may not relate

DISC Personality Assessment

teamazing.com

Instructions

This assessment will help you understand your DISC personality type. For each group of four adjectives, rank them from 1 to 4 based on how much they describe you:

- 1 = That's me!
- 2 = Pretty much me
- 3 = A bit like me
- 4 = Least Like Me

Check the box next to each adjective to rank each group. Values 1-4 can only be used once per group. Don't overthink! At the end, you'll add up the scores for each DISC type to find out your DISC personality.

DISC Assessment

| Group # | Adjective | 1 (That's me!) | 2 (Pretty much me) | 3 (A bit like me) | 4 (Least Like Me) |
|---------|--------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Charismatic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | Assertive | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | Patient | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | Analytical | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Enthusiastic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Decisive | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Methodical | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Supportive | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others”

-Tony Robbins

THANK YOU.



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