ewh university
for small business

Understanding and Developing Your Potential and Strengths

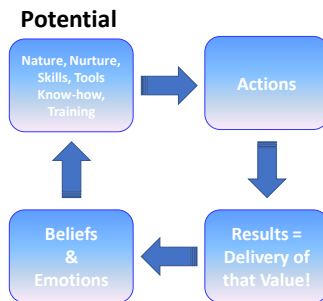*A Workshop Exclusively for Small Business Owners and Their Team*

Bottom Line – We Love Small Business™

1

Roles & Environment That Allow Them To
Be & Do

D	I	S	C
• BP Focused • Problem solve, have a challenge • Take ownership • Access based on results • Free from details • Autonomy • Variety, fast-paced • Can make decisions • Initiate, Complete • Tasks • Outside, outdoor, extroverted • Physical movement • Creative, innovate • Try new things	• BP Focused • Fast Paced • Variety • People, People, People • Be influential • Socialize, FUN! • People, not necessarily customer… • Welcome committee • Start relationship • Initiate • Optimistic • Lead team toward • Creative solution to challenges	• Service focused • People focused • Fill needs • Quality time • Logistics, plan, take care of… • Counting, enough for everyone? • Time to adjust, consider • Walk though • Comfort, stability • Pace, quiet environment • Warmth, favorable environment • Take their time • Can follow process • Time to learn, notified of pre-empted of changes coming • Sharing, caring	• Detail focused • Information based decisions • Gather, sort, put together information, access, give options • High Standards • Cautious, accurate • Think through • Double check work • Checklist, quality control • Know what is expected • Work within, established system, proven system • Private, alone, quiet

2

Potential

Nature, Nurture, Skills, Tools Know-how, Training → Actions → Results = Delivery of that Value! → Beliefs & Emotions →

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Bottom Line - We Love Accounting.

3

DISC, Hiring & Job Benchmarking
Hiring the Right Fit

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4

Aligning Potential with the Job
Make Smarter Hiring Decisions

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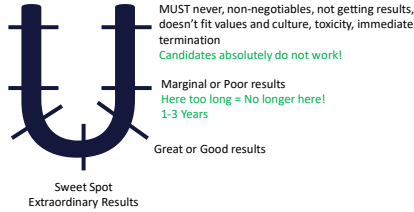
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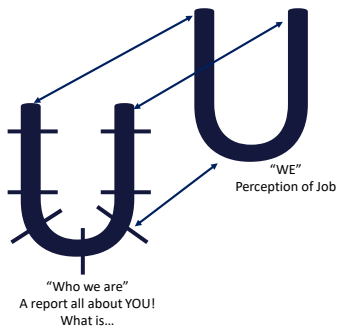
5

Benchmarking for Success: Win, Win

Top & Those w/Most to Improve	Entire Team	Work Environment	No Established Guidelines for Role
• For larger team, more economical option • Top performers and low performers • Find out what truly is working and not working, through DISC/Motivator Lens • Identify **A** players • Create benchmark	• Top, bottom, and everything in between • Know where entire team is at • Great for team training – Teambuilding, Sales, Customer Service • What's working, not working and kind of working • Establish benchmark	• Complements all options to left • Have someone currently in role take • DISC assessment through lens of "What they perceive the job is." • Receive the DISC results back of what that perception looks like – What best fits role, what is the team's expectations with role, consistent with what management expected?	• Drafting a job description • Review activities and communications • Mastermind – 12 behaviors, 4 styles and motivators best fit for role • Select top 4-6 behaviors • Create first benchmark • If support role person?
Different version of report to fill different needs			

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"The Sweet Spot"

MUST never, non-negotiables, not getting results, doesn't fit values and culture, toxicity, immediate termination
Candidates absolutely do not work!

Marginal or Poor results
Here too long = No longer here!
1-3 Years

Great or Good results

Sweet Spot
Extraordinary Results

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"WE"
Perception of Job

"Who we are"
A report all about YOU!
What is…

8

Behaviors

☐ **People Orientated -** Build rapport with a wide range of individuals   D **I** <u>S</u> C
☐ **Service Orientated -** Identify and fulfill customer expectations   D **I** <u>S</u> C
☐ **Interaction -** Frequently engage and communicate with others   D **I** <u>S</u> C
☐ **Consistency -** Perform predictably in repetitive tasks   D **I** <u>S</u> C
☐ **Following Policy -** Adhere to rules, regulations, or existing methods   D **I** S <u>C</u>
☐ **Persistence/Follow Through -** Finish tasks despite challenges or resistance   D **I** S C
☐ **Versatility -** Adapt to various situations with ease.   D **I** S C
☐ **Frequent Change -** Rapidly shift between tasks.   <u>D</u> **I** S C
☐ **Analysis -** Compile, confirm and organize information   D **I** S <u>C</u>
☐ **Organized Workplace -** Establish and maintain specific order in daily activities.   D **I** S <u>C</u>
☐ **Competitive -** Want to win or gain an advantage   <u>D</u> **I** S C
☐ **Urgency -** Take immediate action   <u>D</u> **I** S C

Review your job descriptions. For each item on each description what style best fits it. What behaviors above match that role the most?
What would the top 4 be? What 4 would be situation, and what 4 more remote, less utilized in that role?
Where are there gaps in our team, where could they add value, increase FLOW?
(ex: Bill Belicheck, Medical Staffing client, etc.)

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