








### Leadership Styles



© EWH University, LLC 2017

1

---

---

---

---

---

---

---


---

### Which order would you...

<b>Bold</b> <b>Driving</b> <b>Direct</b> <b>Competitive</b> <b>Determined</b> <b>WIN</b>	<b>Optimistic</b> <b>Inspiring</b> <b>Persuasive</b> <b>Convincing</b> <b>Sociable</b> <b>Trusting</b>	<b>Consistent</b> <b>Steady</b> <b>Logical</b> <b>Patient</b> <b>Relaxed</b> <b>Unhurried</b>	<b>Precise</b> <b>High Standards</b> <b>Perfectionist</b> <b>Orderly</b> <b>Accurate</b> <b>Meticulous</b>
---	---	--	---

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.



© EWH University, LLC 2017

2

---

---

---

---

---

---


---

---

### Leadership Styles



- Sales, Customer Service, Leadership**
  - Leadership Styles
  - Communication Styles
  - Buying and Selling Styles
  - Conflict Styles
  - Behavioral Styles
  - DISC



© EWH University, LLC 2017

3

---

---

---

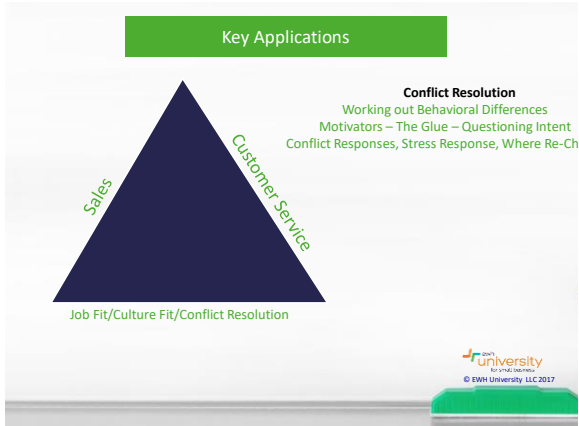
---

---

---

---

---



4

---

---

---

---

---

---

---

---

**Selection, Hiring and Job Benchmarking**

## Potential

- **Ability**
  - Can they do the job?
  - Skills are trainable & learnable
  - Strengths, Limitations, Natural Potential
- **Willingness**
  - Will they do the job long term?
  - Nature: Does the position self reinforce their nature?
  - Job Fit & Goals

© EWH University LLC 2017

5

---

---

---

---

---

---

---

---

**Understanding your Flow**

Style and Motivators:  
 Sometimes no matter what never your thing.  
 No matter how many books, classes, audio books, programs, videos,  
 friends share with you not your thing.

Style, Motivators – Even if Secondary

© EWH University LLC 2017

6

---

---

---

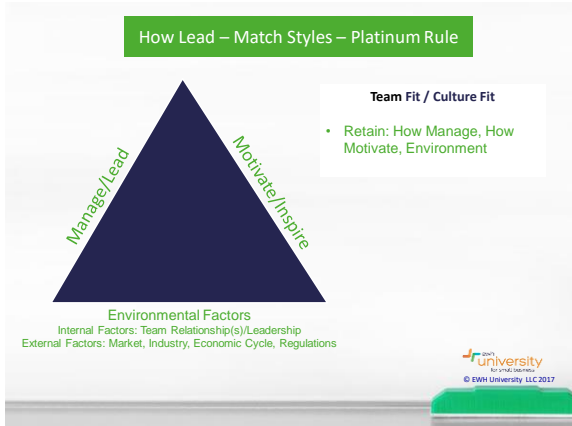
---

---

---

---

---



7

---

---

---

---

---

---

---

---

### Have You Ever Been Mismanaged?

If so?

- What effect did it have on your personal productivity and the quality of your work?
- What effect did it have on your personal energy level (i.e. frustration, family life, etc.)?
- If it continued over an extended period of time, what did you do about it?

I quit!!

EWH University  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved. Reprinted with Permission by Competitive Edge, Inc.

8

---

---

---

---

---

---

---

---



9

---

---

---

---

---

---

---

---

### Successful Leaders



Today we will learn:

- What DISC
- How to identify your style
- How to identify the style of others
  - Understanding and Appreciating Differences, Strengths and Limitations
- How to apply and use it in your communication and interactions with others

  
 © EWH University LLC 2017

10

---

---

---

---

---

---

---

---

### Leadership Styles



To empower you to:

- Platinum, Golden Rule
- Influence others with integrity
- Manipulation, persuasion, influence
- Be more effective, elegant and efficient with your communication
- Develop deeper and richer relationships
- Because it will give you a greater appreciation, understanding, and respect for every human being you have ever meet

  
 © EWH University LLC 2017

11

---

---

---

---


---

---

---


---

### Leadership Styles



“In order to understand our relationships with other people, we must first understand ourselves.”

-Bill J. Bonnstetter

  
 © EWH University LLC 2017

12

---

---

---

---

---

---

---

---

### History of Behavioral Styles

The behavioral model we will be referencing was developed by Dr. William Moulton Marston. In 1928 he published "The Emotions of Normal People" in which he described the theory and the general terms we use today.

**Compliance**



**Dominance**

**Steadiness**

**Influence**

Marston's model is the most universal behavioral instrument in existence. It is simple, easy-to-use and understand, and perhaps most importantly, very accurate.

**university**  
BY THE MATHS  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

13

---

---

---

---

---

---

---

---

**"All people exhibit all four behavioral factors in various degrees of intensity."**

~ William Moulton Marston



**university**  
BY THE MATHS  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

14

---

---

---

---

---

---

---

---

### Key Points

1. There is no good or bad profile.
2. We are what we are.
3. We each have particular strengths and weaknesses.
4. Truly successful people are ones who:
  - Know and understand themselves
  - Know their own strengths and weaknesses
  - Develop the ability to study the situations and adjust their behavior

**university**  
BY THE MATHS  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

15

---

---

---

---

---

---

---

---

### Behavioral Power Points

1. DISC is the doorway to communication. The uniqueness of each person extends far beyond the DISC model. Therefore, behavioral models should NOT be referred to as "personality tests."
2. The use of a behavioral model is to create win/win relationships, not in any way to manipulate, "pigeonhole" or label a person.
3. Every person has the potential to be a winner. We all win in different ways. One behavioral design is NOT a better leader than another.

© 2017 EWH University  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

16

---

---

---

---

---

---

---

---

### Behavioral Power Points

4. Your behavioral design is the combination of the Highs and Lows of all four factors (DISC).
5. Every person has the ability and can adapt to any profile. Adapting does require increased energy. How long a person can adapt is unique and different to each person. The DISC model identifies your natural tendencies and gives you the knowledge to CONSCIOUSLY adapt as the situation requires.

© 2017 EWH University  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

17

---

---

---

---

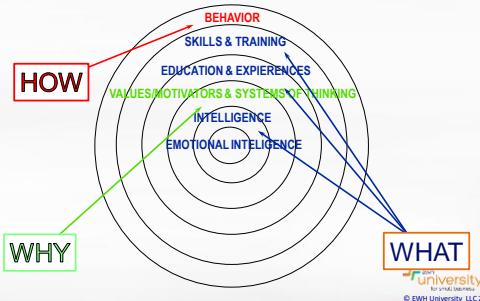
---

---

---

---

### Whole Person Analysis



18

---

---

---

---

---

---

---

---

### Reading the Graphs

**GRAPH I**

**DISC**

**What Others Expect**

- Your mask or put on game face
- Adapted style
- Reaction to present circumstances
- Conscious behavior
- Most changeable
- "Battery pack"
- What you are like most of the time

**GRAPH II**

**DISC**

**Response To Pressure**

- Your gut reaction
- Natural style
- Reaction based on past experiences
- Unconscious behavior
- Least changeable
- "Plugged In"
- What you are like when you can be you OR when you are under stress pressure or fatigue

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved. Reprinted with Permission by Competitive Edge, Inc.

---

---

---

---

---

---

---

---

---

---

19

### Descriptors of DISC

	D	I	S	C
<b>High</b>	<b>Bold</b> Driving Pioneering Direct Competitive Determined	<b>Optimistic</b> Inspiring Persuasive Convincing Sociable Trusting	<b>Adaptable</b> Systematic Logical Patient Relaxed Unhurried	<b>Precise</b> Perfectionist Orderly Diplomatic Accurate Meticulous
<b>Low</b>	<b>Mild</b> Cooperative Humble Cautious Agreeable Peaceful	<b>Objective</b> Critical Cool/Aloof Reflective Skeptical Distrusting	<b>Dynamic</b> Hurried Intense Flexible Progressive Excited	<b>Radical</b> Individualistic Unconventional Independent Fearless Non-structured

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved. Reprinted with Permission by Competitive Edge, Inc.

---

---

---

---

---

---

---

---

---

---

20

**DISC: Is how people behave, how they go about doing something and is observable behavior**

*Task-oriented*  
*Direct Communicators (Telling)*  
*Antagonistic Environment*

*Slower-paced*  
*Intraverted*  
*Passivity*

*Faster-paced*  
*Extraverted*  
*Activity*

*Favorable Environment*  
*In-Direct Communicators (Asking)*  
*People-oriented*

© EWH University LLC 2017

---

---

---

---

---

---

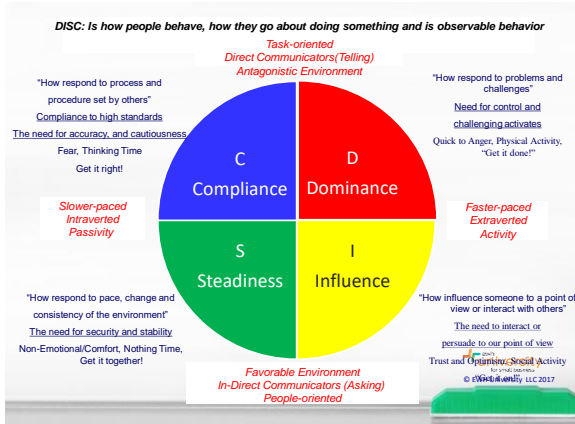
---

---

---

---

21



22

---

---

---

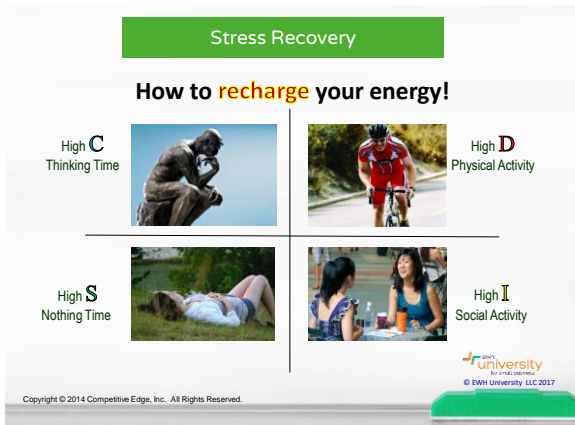
---

---

---

---

---



23

---

---

---

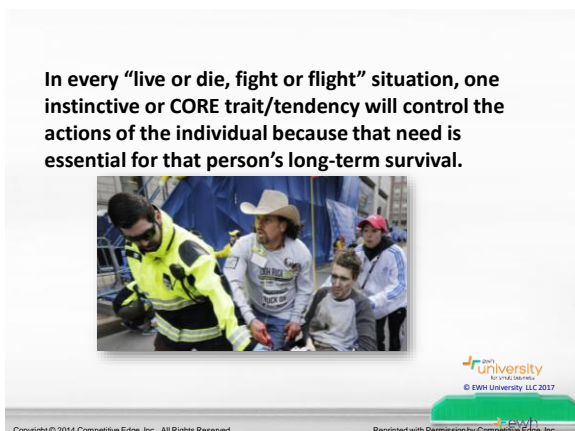
---

---

---

---

---



24

---

---

---

---

---

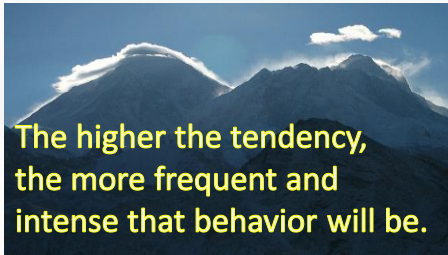
---

---

---



### The High DISC vs Low DISC



© 2017 EWH University  
© EWH University, LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

25

---

---

---

---

---

---

---

---



Whichever tendency is a person's lowest will be the one behavioral style they will have the greatest difficulty understanding, adapting to, and appreciating in others. It is commonly referred to as the person's "Achilles Heel."

© 2017 EWH University  
© EWH University, LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

26

---

---

---

---

---

---

---

---

### People Watching: Reading Others



© 2017 EWH University  
© EWH University, LLC 2017

27

---

---

---

---

---

---

---

---

## Motivators

THEORETICAL	SOCIAL
Proof Truthful	Potential Helpful
UTILITARIAN	INDIVIDUALISTIC
Profit Useful	Power & Position Powerful
AESTHETIC	TRADITIONAL
Pure Beautiful	Purpose/Path Meaningful

runiversity  
NO STRESS. NO BURNOUT.  
© EWH University, LLC 2017

28

---

---

---

---

---

---

---

---

## Understanding Your Flow



Style and Motivators: Sometimes no matter what never your thing.  
No matter how many books, classes, audio books, programs, videos,  
friends share with you not your thing.

Style, Motivators – Even if Secondary

runiversity  
NO STRESS. NO BURNOUT.  
© EWH University, LLC 2017

29

---

---

---

---

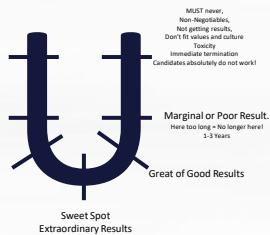
---

---

---

---

## Job Benchmarking: DISC and Motivators



runiversity  
NO STRESS. NO BURNOUT.  
© EWH University, LLC 2017

30

---

---

---

---

---

---

---

---

## Team Fit – Working Fits – Partner Fits



university  
BY THE MATHS™  
© EWH University LLC 2017

31

---

---

---

---

---

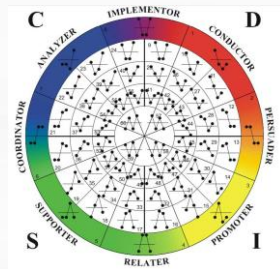
---

---

---

## How to Interpret the Success Insights Wheel

The **Success Insights Wheel** uses the 60 most common graphs. The graphs are plotted on the Wheel according to all points above the energy line. This shows the difference between your adapted & natural style.



university  
BY THE MATHS™  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

32

---

---

---

---

---

---

---

---

## COMPUTERS HAVE MANUALS – WHY NOT PEOPLE?

People are unique and must be managed, coached and supported in a way that capitalizes on their uniqueness.



Success Insights generates personalized reports detailing:

- General Characteristics
- Value to the Organization
- Checklist for Communicating
- Don'ts on Communicating
- Communication Tips
- Ideal Environment
- Perceptions
- Descriptors
- Natural Style
- Adapted Style
- Keys to Motivating
- Areas for Improvement
- Action Plan
- Behavioral Hierarchy
- Graph and Wheel



university  
BY THE MATHS™  
© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

33

---

---

---

---

---

---

---

---

## How do I apply this DISC Model to my communication?



**ehw** university  
FOR YOUR BUSINESS  
© EWH University, LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

34

---

---

---

---

---

---

---

---

### 3 Types of Conflict

1. **Me/Me Conflict (Intrapersonal)**
2. **Me/You Conflict (Interpersonal)**
3. **Me/Job Conflict**

#### **Exercise:**

#### **Interpersonal Communication Reflection**

1. Think of a relationship that's easy for you and comes natural? Caused you the most conflict?
2. Think of a relationship that's caused you the most conflict?

**To increase communication and understanding,  
you must seek to understand and appreciate  
differing styles.**

**ehw** university  
FOR YOUR BUSINESS  
© EWH University, LLC 2017

35

---

---

---

---

---

---

---

---

### 3 Types of Conflict

1. **Me/Me Conflict (Intrapersonal)**
2. **Me/You Conflict (Interpersonal)**
3. **Me/Job Conflict**

#### **Exercise:**

#### **Intrapersonal Communication Reflection**

Do you see any intrapersonal conflicts within yourself? If so, what are they?

**To increase communication and understanding,  
you must seek to understand and appreciate  
differing styles.**

**ehw** university  
FOR YOUR BUSINESS  
© EWH University, LLC 2017

36

---

---

---

---

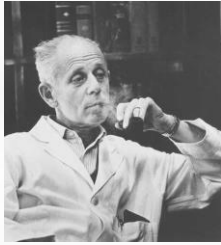
---

---

---

---

***"The only stress-free people are DEAD!!"***



~ Hans Selye  
The father of modern stress theory

Photo credit: iStockphoto

© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

37

---

---

---

---

---

---

---

---

***"People don't get up in the morning thinking about how they can make it a bad day for you."***

~ Judy Suiter



© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

38

---

---

---

---

---

---

---

---

***"Successful people play out of their comfort zone."***

~ Jeff Olson



© EWH University LLC 2017

Copyright © 2014 Competitive Edge, Inc. All Rights Reserved.

Reprinted with Permission by Competitive Edge, Inc.

39

---

---

---

---

---

---

---

---

What are some of your  
"ah-ha" moments?



40

---

---

---

---

---

---

---

---

What you learn today?



41

---

---

---

---

---

---

---

---