

ewh Small Business Accounting Presents

Understanding and Developing Your Potential and Strengths

A Workshop Exclusively for Small Business Owners and Their Team



Bottom Line – We Love Small Business™



Understanding and Developing Your Potential and Strengths

- **Turn Potential into Results**
- **Identifying Your Potential with DISC: Your Nature, Behavioral Style**
- **What other areas DISC Styles Impact Your Potential, What Gets in the Way of Realizing Your Potential? How else can use this...**

Potential and Strengths

Potential in any role...

- Talent, Technician, Artist, Producer
- Manager/Leader
- Entrepreneur

True, False, Edit:

Anything you believe is not true

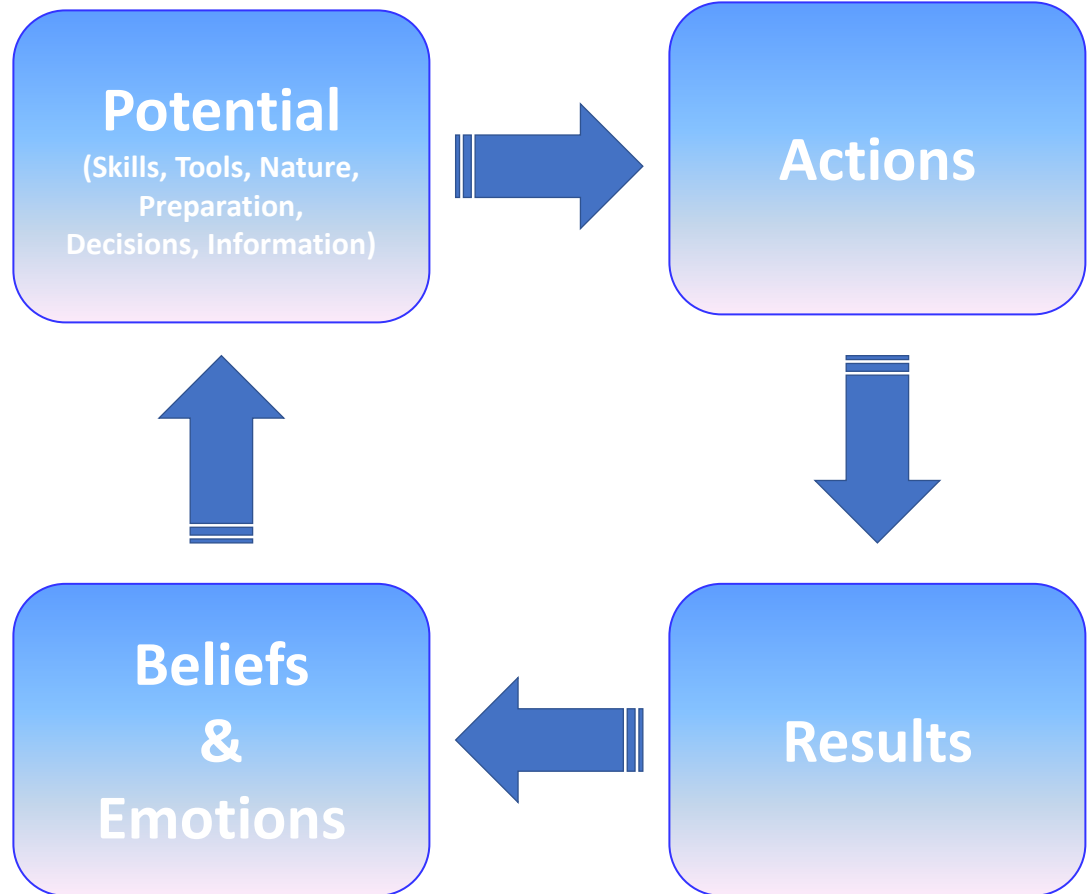
“She is quick to pick up on group dynamics and skilled in fitting in with a group. She brings both speaking and listening skills to the group.”

- Builds good relationships
- Dependable team player
- Turns confrontation into positives.
- Service-oriented
- People-oriented
- Adaptable

Nature - Invest time energy in those areas

How to fill gaps in other areas

How to coach

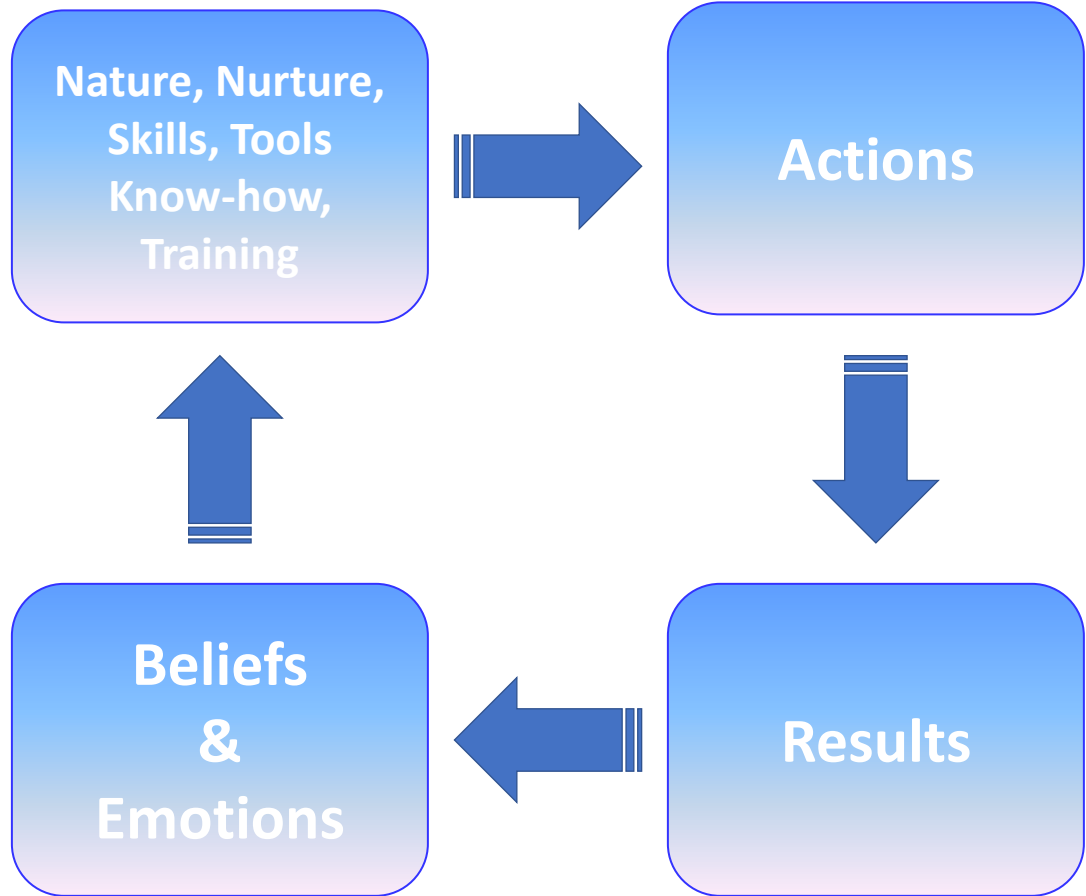


She didn't believe

Was not aware of

First step is recognizing where your gifts are

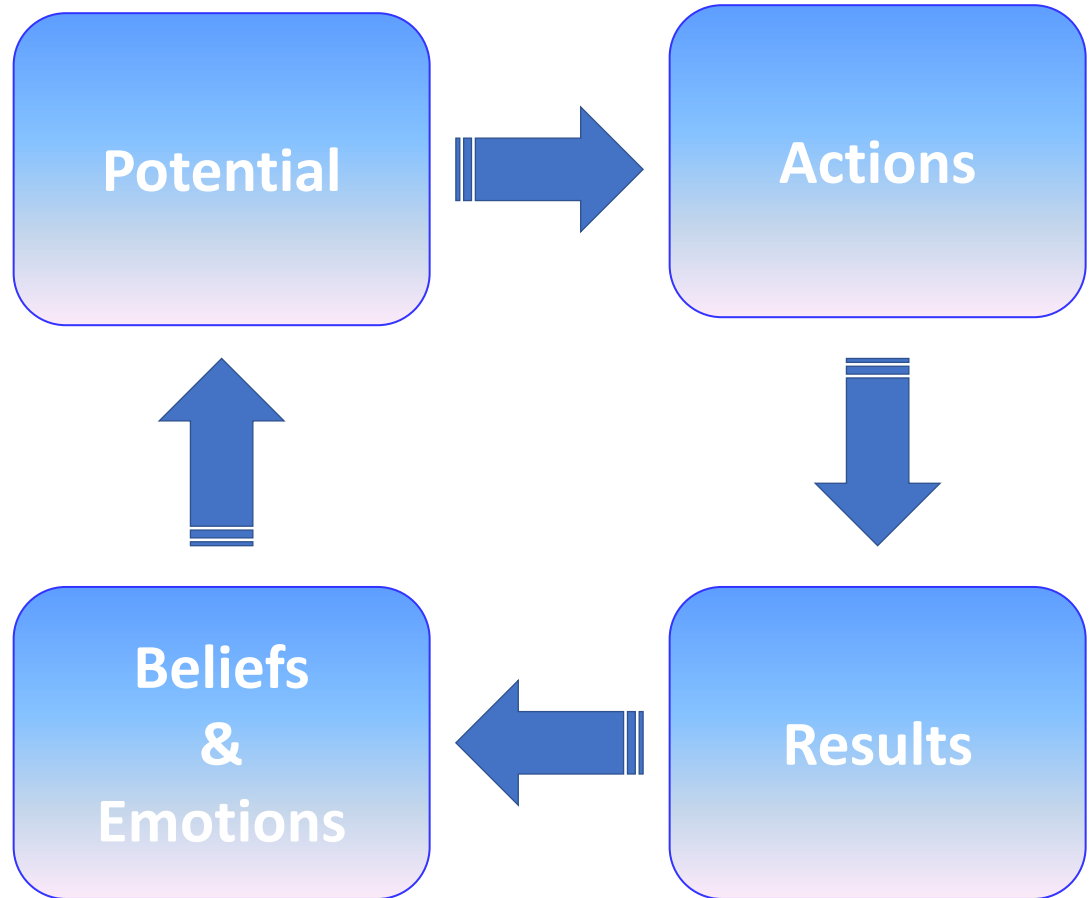
Potential



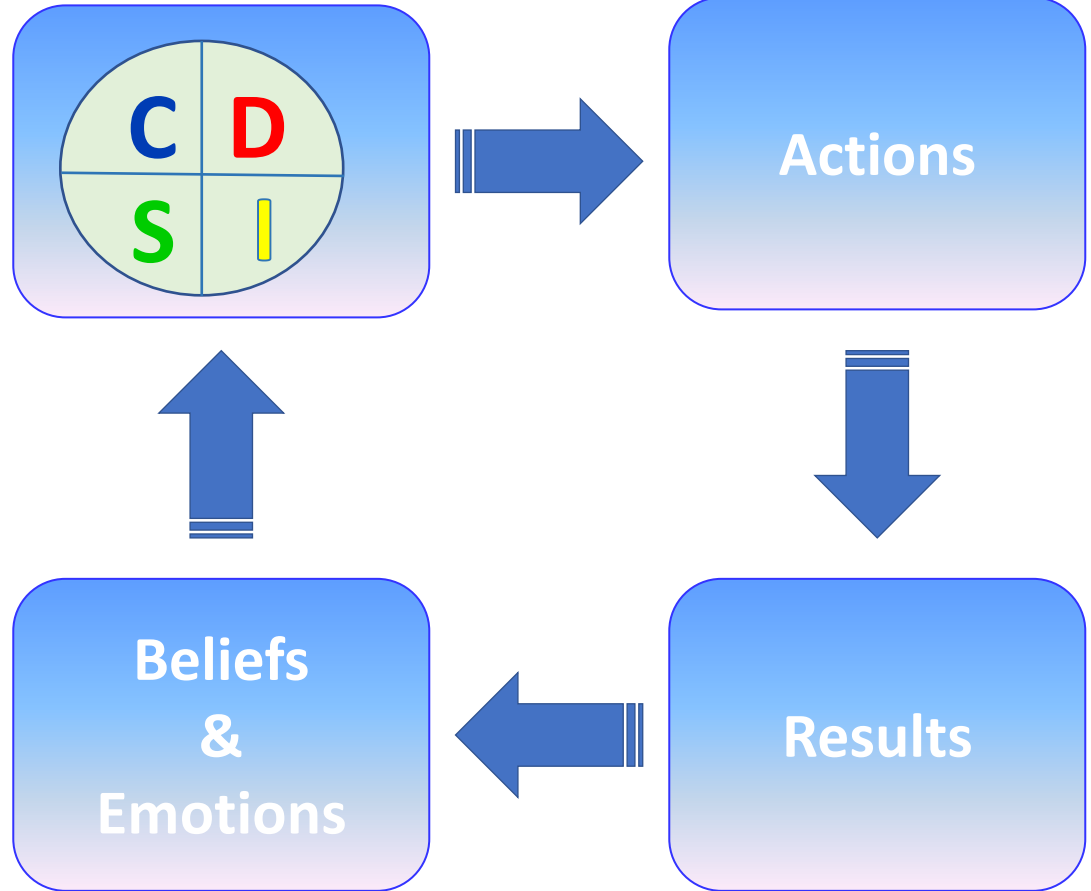
Let's understand the Potential

Gifts of each style

**What's great about each style
and approach**



Potential



Discover your own

Appreciate and understand others – develop, cultivate theirs

The minute you judge you lose ability to

Fear what you don't understand, feel the effect of, can't do anything to control

“How respond to process and procedure set by others”

**Task Focused - Direct communicators (Tells)
Antagonistic environment**

“How respond to problems and challenges”

Compliance to high standards

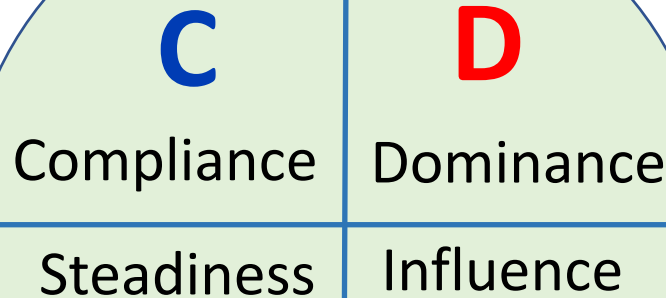
Need for control and challenging activities

The need for accuracy, and cautiousness

Feeling of safety, Protected, Covered...

Determined, Driven, Laser Focus

**Slower-paced
Intraverted
Passivity**



**Faster-paced
Extraverted
Activity**

“How respond to pace, change and consistency of the environment”

“How to influence someone to a point of view or interact with others”

The need for security and stability

**Favorable environment
People Focus, In-direct communicators (Ask)**

The need to interact or persuade to our point of view

Non-emotional/Comfort

Trust and Optimism



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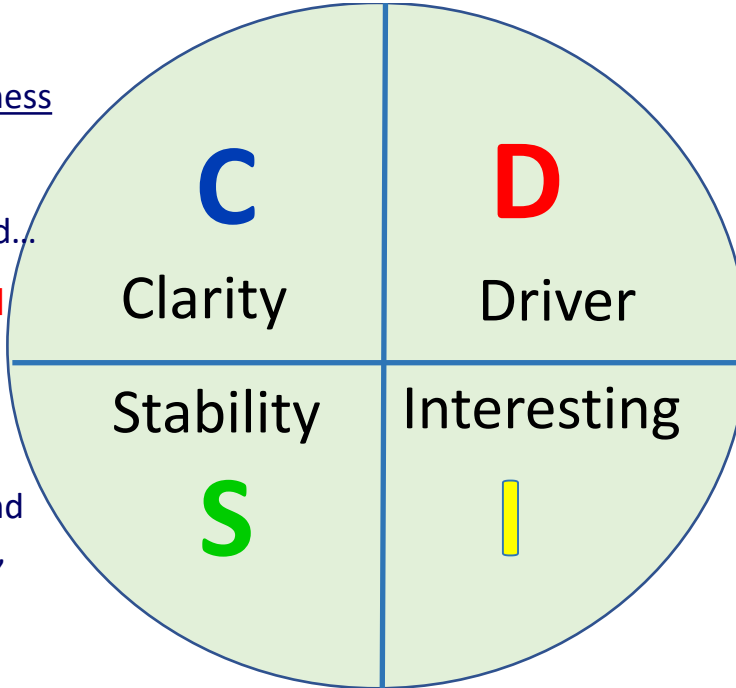
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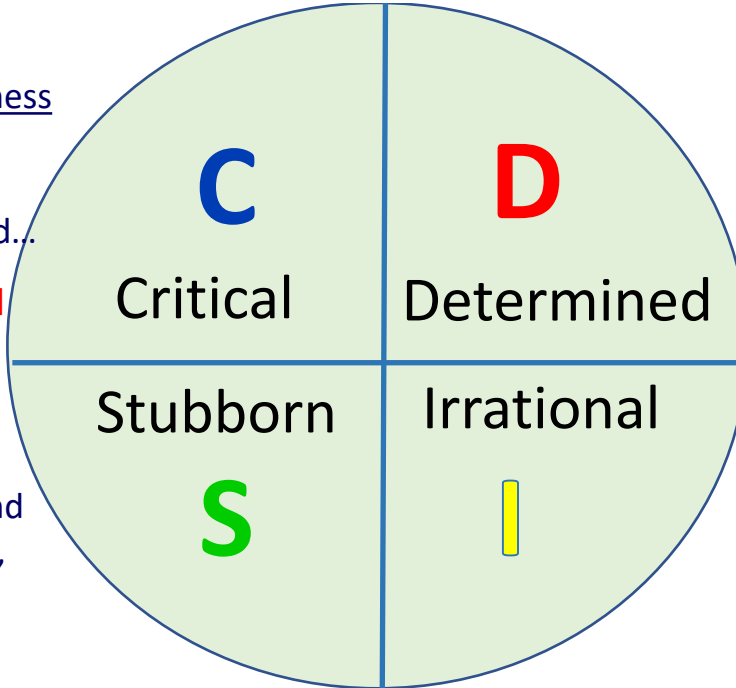
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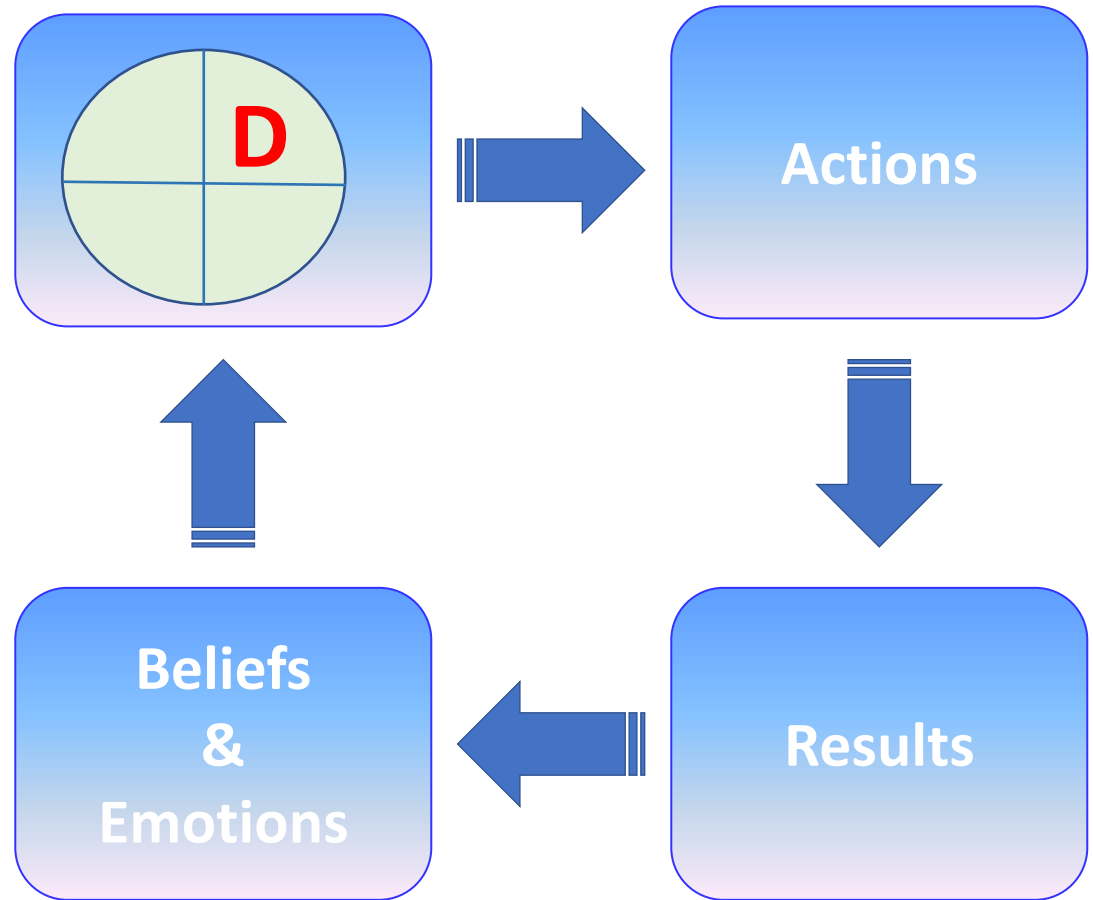
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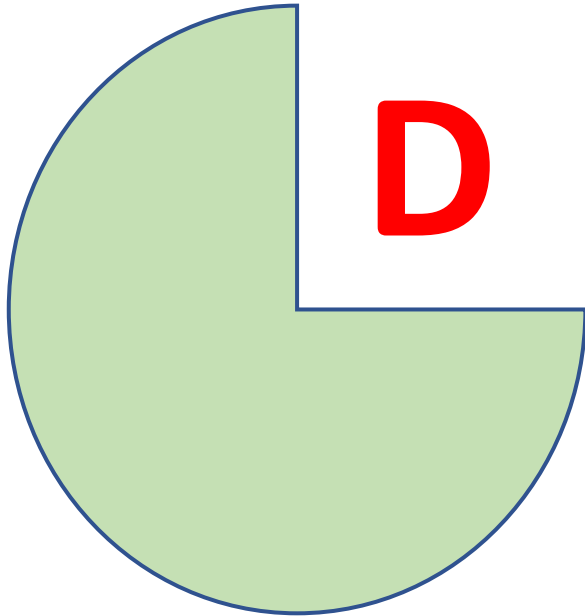


Dominance



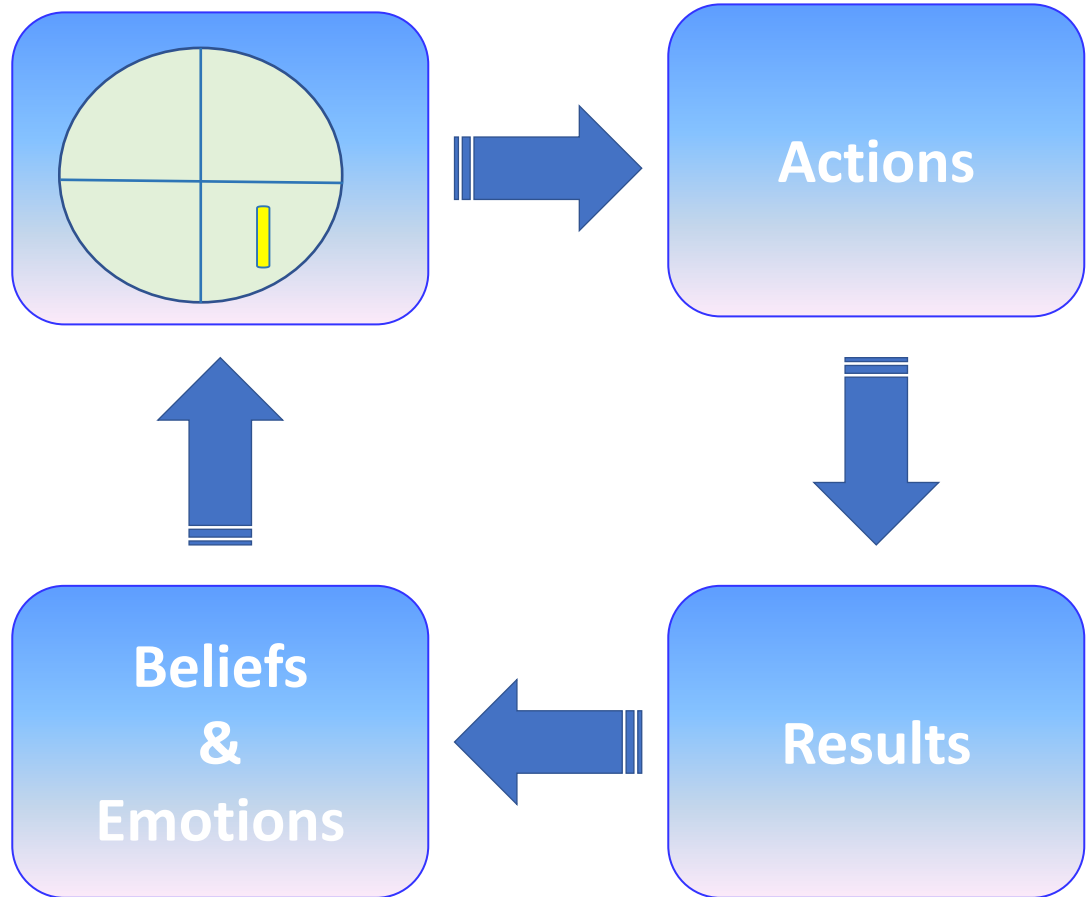
Potential to:

Dominance



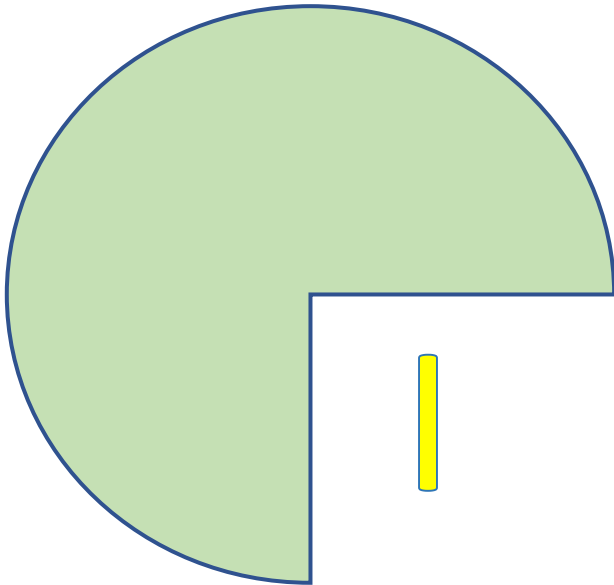
- Determination to solve problems
- Find creative and efficient ways to solve problems
- To need and want control, challenge to drive, resolve and be responsible for.
- Have confidence and believe I can
- Get it done - wrap it up
- Ability to look forward
- Move fast – “MOVE!”
- Create activity – gets people moving!
- Create a sense of urgency
- Be direct
- State unpopular positions
- Be up to the challenge, be more motivated, when down, doubted or defeated
- See the big picture, set lofty goals, visions – inspires team
- Gets to the point, to tell you instead of sell you, is blunt, raw
- Is very intense – Frustration leads to break through
- “Failure is not an Option”

Influence



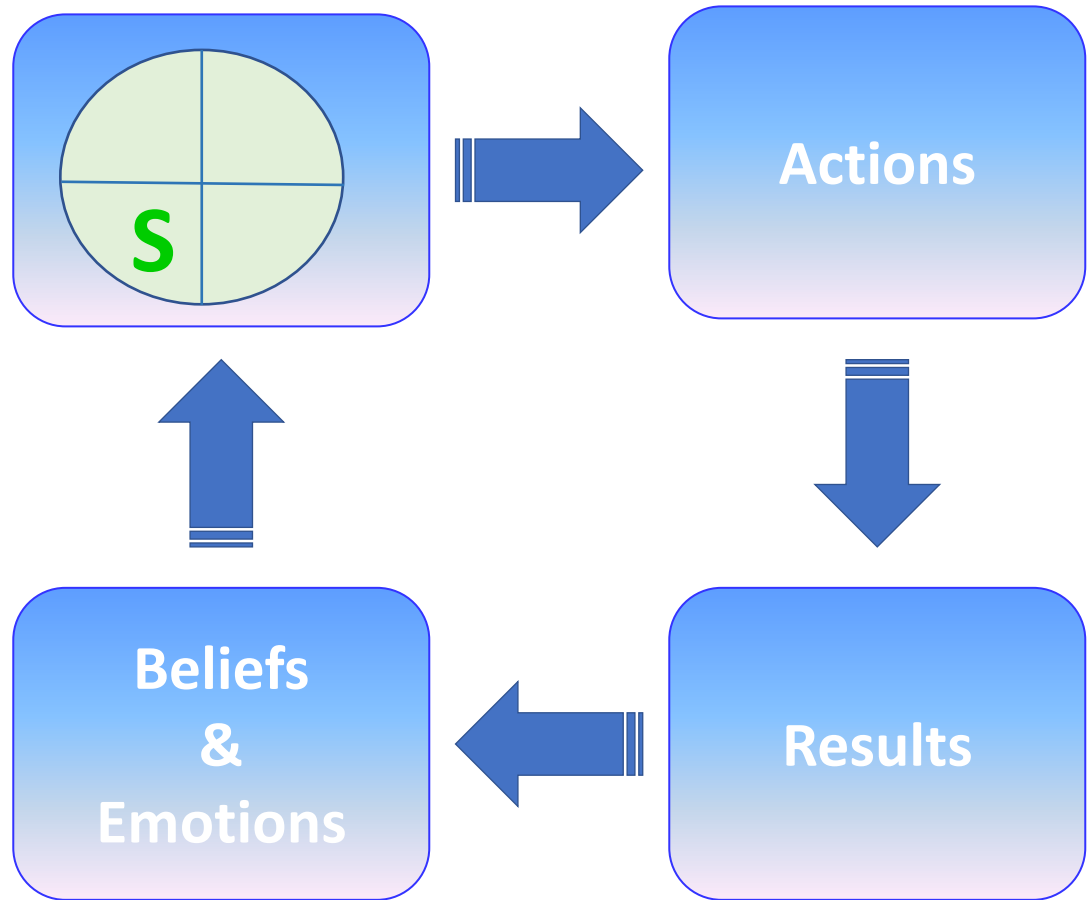
Potential to:

Influence



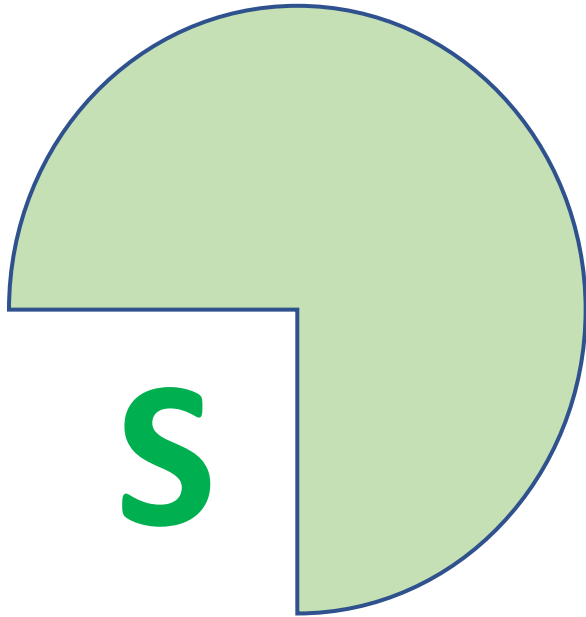
- Be very influential, ability to influence other
- To build trust and openness
- To be very optimistic about the future, people's abilities, themselves – Brett Favre, “I always thought I could...”
- NEED to interact with other people, and find people to interact with
- Be very opinionated, why can't everyone see
- To talk it through, express and share with you how they feel
- Gets the party started, get the conversation going
- Initiates conversation, approaches others – even strangers
- Bring people together, people-orientated
- Be very articulate
- Get results through people, inspire others
- Dream!
- Need to just connect...if doing all the time...
- Understands people, big-picture, feelings, details, too many tasks, behind desk, introverted, spreadsheets all day – Cease to...
- Shine the light on...

Steadiness



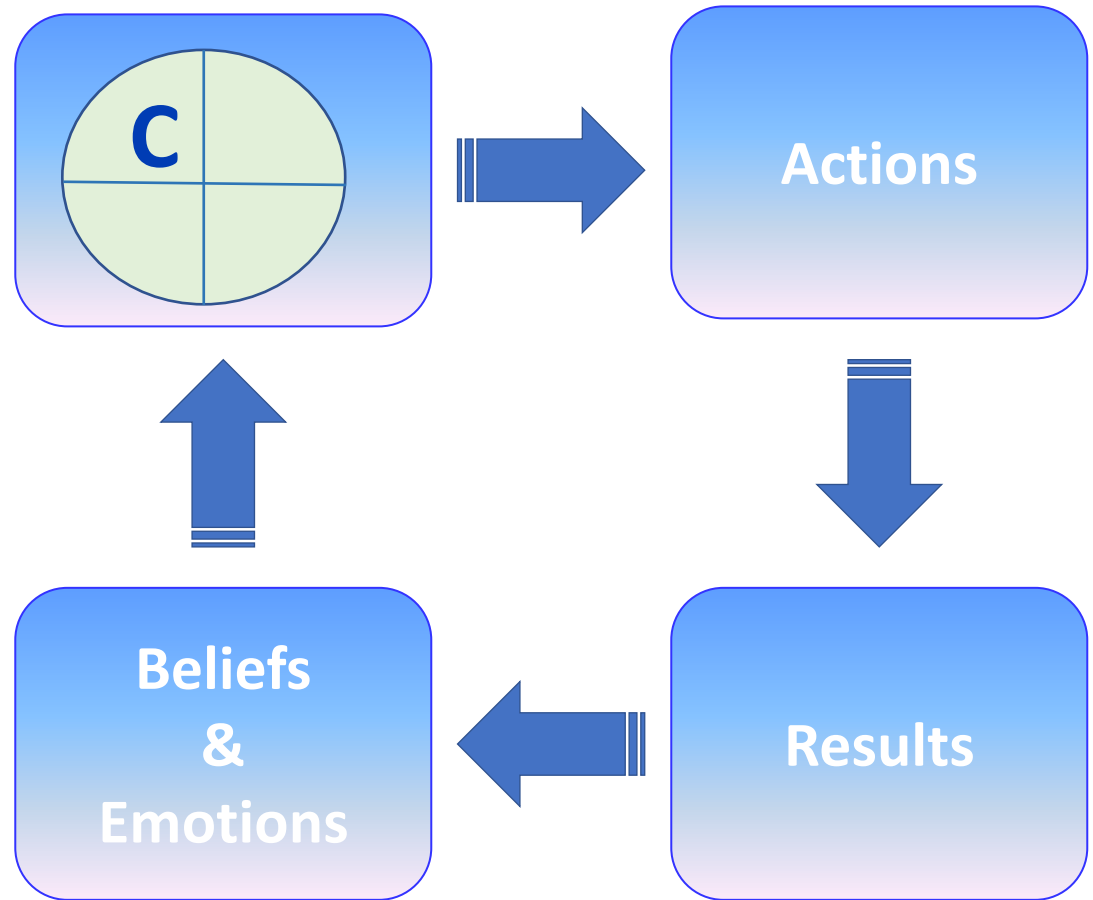
Potential to:

Steadiness



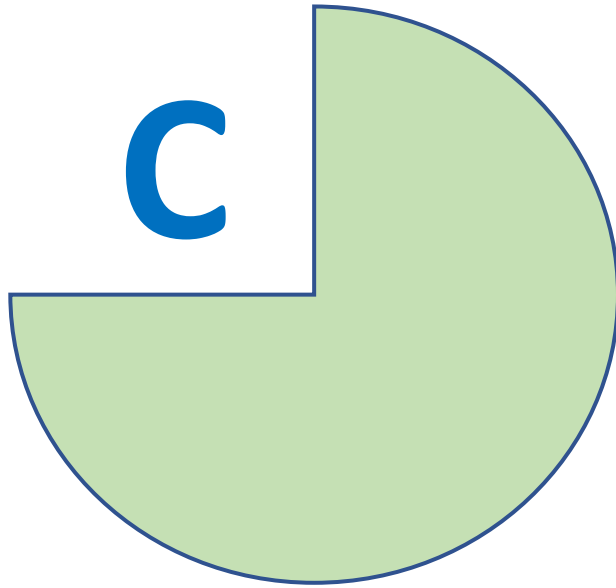
- Bring consistency to a group
- Be great with logistics, planning, coordinating
- Making sure need is fulfilled, service orientated & people
- Make sure there is a pace, take care of it
- See how changes, innovation impact workflow, others, service, care. How will I take care of...?
- 1, 2, 3 take ordinary steps more consistently than anyone else
- Have a plan and work the plan
- The need to make things comfortable, stable
- The need to slow things down, create less of a reaction
- A need to make sure there is consensus we are all on the bus
- A need to make sure no one is left behind
- To slow down, pace things out, not so fast
- Need time to do nothing, to recharge, time to be bored
- Cool as a cucumber
- Bring a steady hand, never look rattled on outside
- Bring the “Care”

Compliance



Potential to:

Compliance



- To have incredibly high standards and adhere to them
- To be cautious and ensure accuracy
- To make sure things are right – Material, immaterial, Perfection
- How respond to rules and procedures in a way - will follow, mine are better, I follow my own
- Be very detailed orientated
- See the trees in the forest, the spelling and grammar jump out at them
- Think things through
- See where things can go wrong – Matt Jones, “Risk Management at Camp”
- Be cautious, fearful of what happens if wrong/high standards not met – I will be, we will be, company will be, criticized
- If they think you’re good to go, you are - Quality control
- Seeing effects of change
- Double checking their work, the work – produce less reaction, not so fast
- Being direct when need to – black and white, right and wrong
- Compartmentalizing – this is that, that is this. Separate feelings from...

Potential and Strengths

Turn Potential into Results (Best You): Nature – Natural Behavioral Style

Identifying Your Potential with DISC

- ✓ **Identify natural potential, recognize, have self-awareness**
- ✓ **Where to invest your time and energy**
- ✓ **All skills are learnable – closing gaps where they're lacking, no excuses for...**
- ✓ **Does the role self-reinforce our nature; if so = FLOW!**

What other areas DISC Styles Impact Your Potential?

Once Discovered, Finding Your Niche

Where do we best fit?

- Growth > Passion
- Vehicle/Person - Personally impacted you
- Where you fit – understanding self
- Where to fit within role, and team
- Long Term, and Short Term Goals
- Behaviors self reinforce nature, Arena of Communication (Long Term Goals)

Learn, grow, expand, try, experiment!

What else impacts our Potential?

Nurturing Potential

- Opportunities – From others, or create yourself. Lead and follow leadership. Take risk, experiment
- Learn – Find solutions, mentors, teachers, resources
- How to develop, train, lead (not manage) and coach each style
- How to inspire (not motivate)
- How to lead your team needs primary styles – ex: S pre-empting
- Who to surround yourself with as leader?

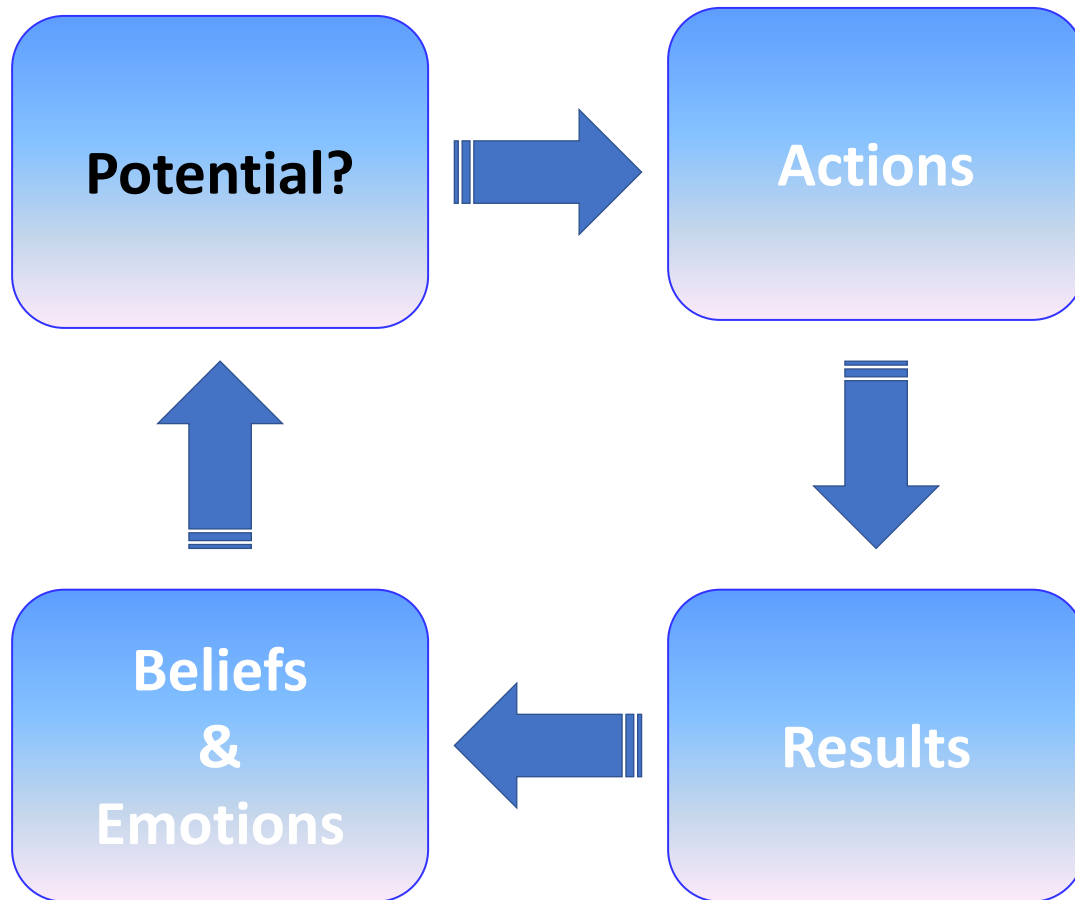
What gets in the way of Potential?

Potential?

- Internal Conflict
 - Challenges with each style
 - Department might failing to see needs from each level, to organization (global vs. details)
 - Perception of each style – lack of understanding, relationship stressors, triggers
 - Storming: Questioning intent, taking personally, stacking, dumping, extremes, questioning intent, don't know where to start so bad.
- 5 Dysfunctions Conflict

What prevents our Potential

“There is so much Potential there!”



- Beliefs about our self, Our emotions
- Not doing the things you need to do
- Not doing the things you need to do, HOW you need to do them
- Not able to get the results for the action we are taking

Roles That Allow Them To:

“She is quick to pick up on group dynamics and skilled in fitting in with a group. She brings both speaking and listening skills to the group.”

- Builds good relationships
- Dependable team player
- Turns confrontation into positives.
- Service-oriented
- People-oriented
- Adaptable

Roles That Allow Them To Be & Do

D

- BP Focused
- Problem solve, have a challenge
- Take ownership
- Access based on results
- Free from details
- Autonomy
- Variety, fast- paced
- Make decisions
- Initiate, Complete
- Tasks
- Outside, outdoor, extroverted
- Physical movement
- Creative, innovate
- Try new things

I

- BP Focused
- Fast Paced
- Variety
- People, People, People
- Be influential
- Socialize
- People, not necessarily customer...
- Welcome committee
- Start relationship
- Initiate
- Optimistic
- Lead team toward
- Creative solution to challenges

S

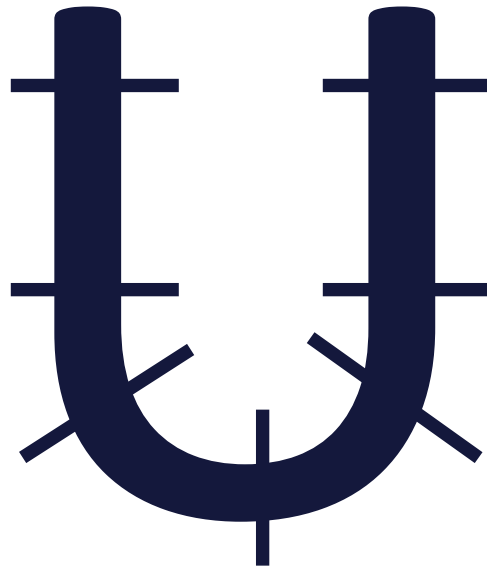
- Service focused
- People focused
- Fill needs
- Quality time
- Logistics, plan, take care of...
- Counting, enough for everyone?
- Time to adjust, consider
- Walk though
- Comfort, stability
- Pace, quiet environment
- Warmth, favorable environment
- Take their time
- Can follow process
- Time to learn, notified of pre-empted of changes coming
- Sharing, caring

C

- Detail focused
- Information based decisions
- Gather, sort, put together information, access, give options
- High Standards
- Cautious, accurate
- Think though
- Double check work
- Checklist, quality control
- Know what is expected
- Work within, established system, proven system
- Private, along, quiet

Preview to Benchmarking, and Hiring

Potential For Fit To Excel, Be a Better You Realize Your Greatness



MUST never, Non-negotiables, Not getting results,
Don'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

Behaviors

- People Orientated** - Build rapport with a wide range of individuals D | S | C
- Service Orientated** - Identify and fulfill customer expectations D | S | C
- Interaction** - Frequently engage and communicate with others D | S | C
- Consistency** - Frequently engage and communicate with others D | S | C
- Following Policy** - Adhere to rules, regulations, or existing methods D | S | C
- Persistence/Follow Through** - Finish tasks despite challenges or resistance D | S | C
- Versatility** - Adapt to various situations with ease. D | S | C
- Frequent Change** - Rapidly shift between tasks. D | S | C
- Analysis** - Compile, confirm and organize information D | S | C
- Organized Workplace** - Establish and maintain specific order in daily activities. D | S | C
- Competitive** - Want to win or gain an advantage D | S | C
- Urgency** - Take immediate action D | 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 their gaps in our team, where could they add value, increase FLOW?^{ewh}

(ex: Bill Belichick, Medical Staffing client, etc.)

