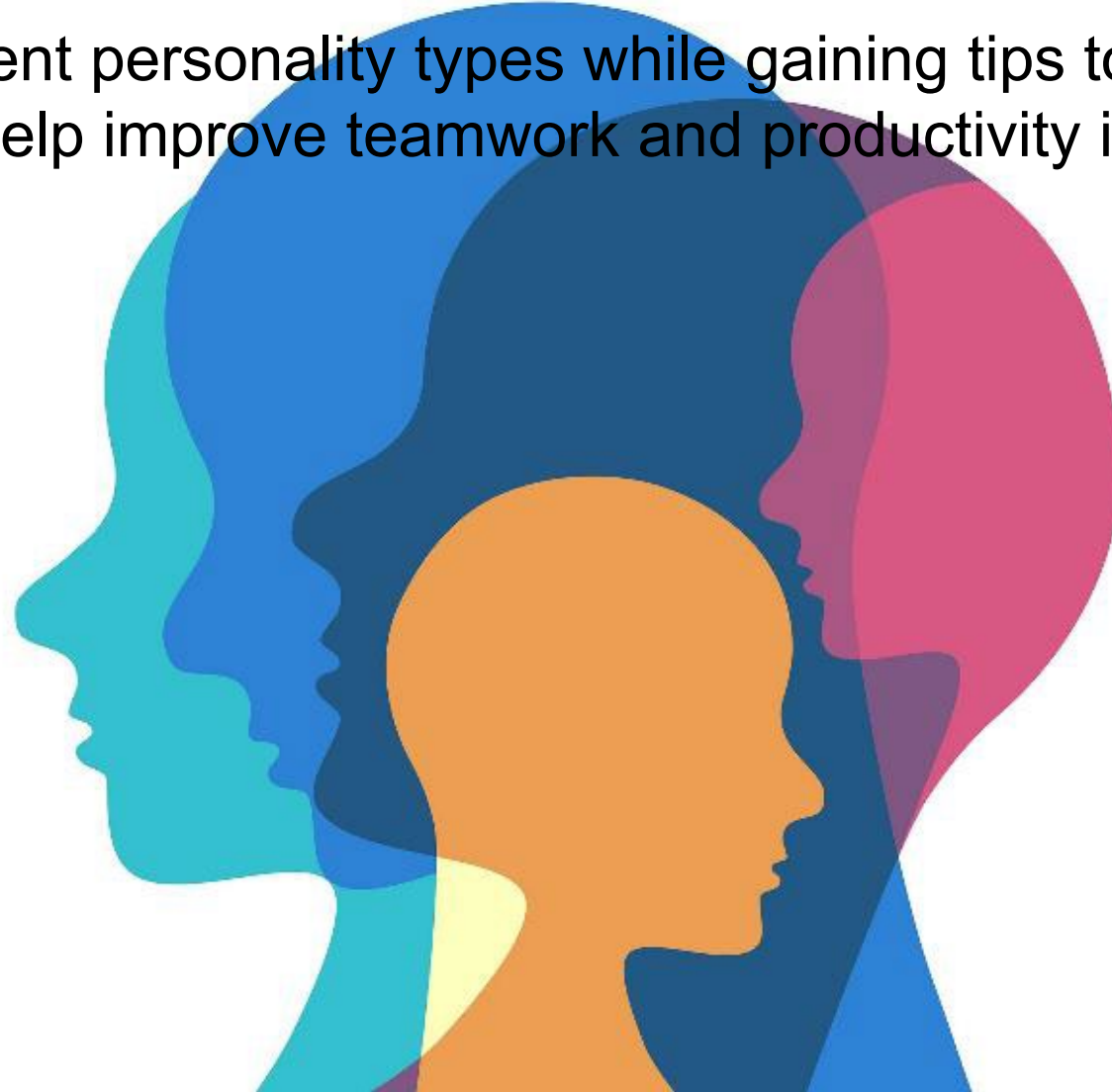


Understanding Your Audience

Discuss different personality types while gaining tips to communicate effectively and help improve teamwork and productivity in the workspace.



Introductions

Name: Dan Oberg (Moderator)
- *Director of Business Services, Community High School District 94*



Name: Lindsey Helton (Speaker)
- *Business Development Manager, Midwest Mechanical Group, INC.*



Name: Joe Jensen (Speaker)
- *Business Development Manager, Skyward*



Name: Cassidy Tarpey (Speaker)
- *National Business Development Representative, F.H. Paschen*



Understanding Your Audience

Agenda

- Take the DiSC Personality Test
- What do these results mean?
- How can you better communicate with others based on results?



Taking the DISC Test

- [Free DISC Personality Test / DISC Assessment \(crystalknows.com\)](https://crystalknows.com)
- Take the next 10 minutes to take the personality test to determine what your personality type is.



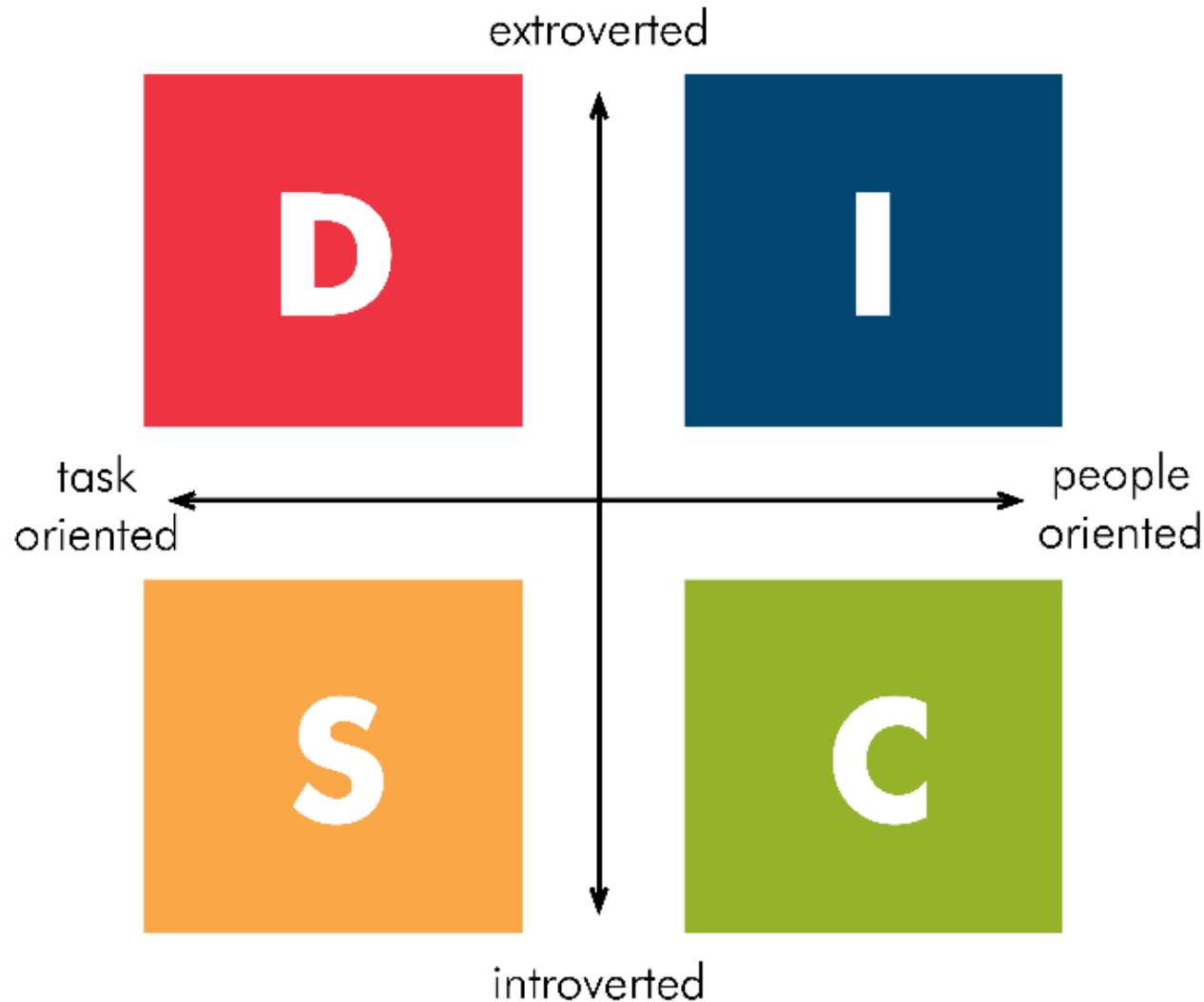
Results

- Cassidy: IS – The Harmonizer
- Lindsey: ID – The Influencer
- Joe: DI – The Initiator
- Dan: S – The Supporter

What did you get? What does this mean?



Types of Behavior That Impact Communication



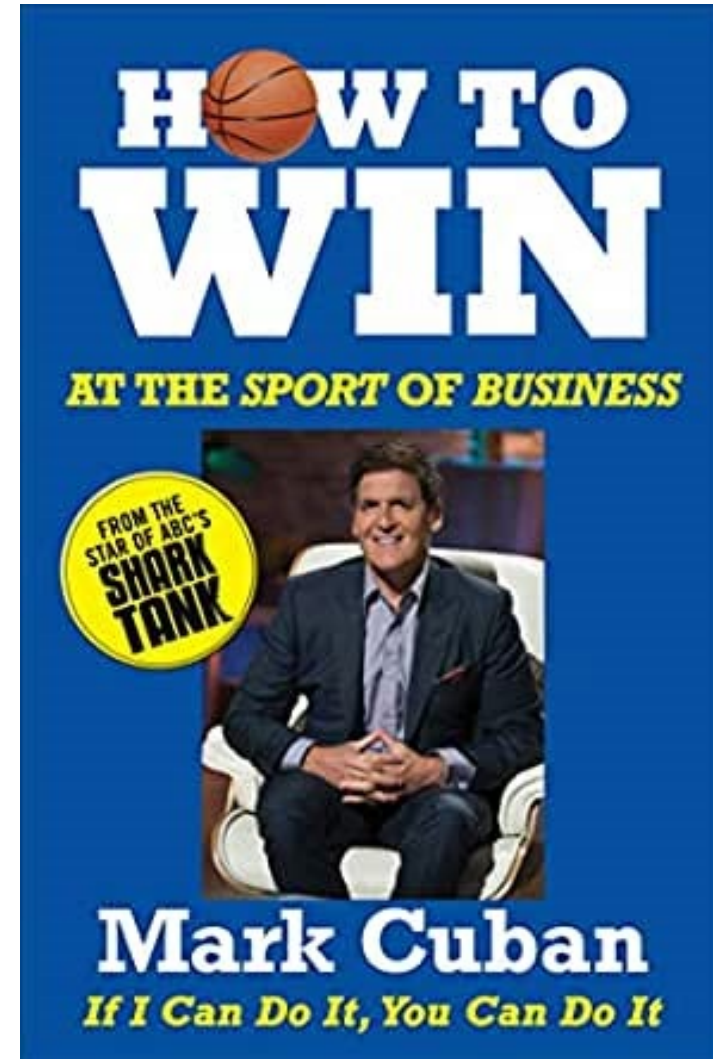
- D: Dominance
- I: Influence
- S: Steadiness
- C: Conscientiousness

Characteristics of the High D (Dominance) Profile

- Results-oriented
- Direct-quick to the point
- Risk taker
- Takes charge – a natural leader
- Comfortable making many quick decisions
- Does not follow the rules – but makes them
- Not analytical
- Has poor listening skills

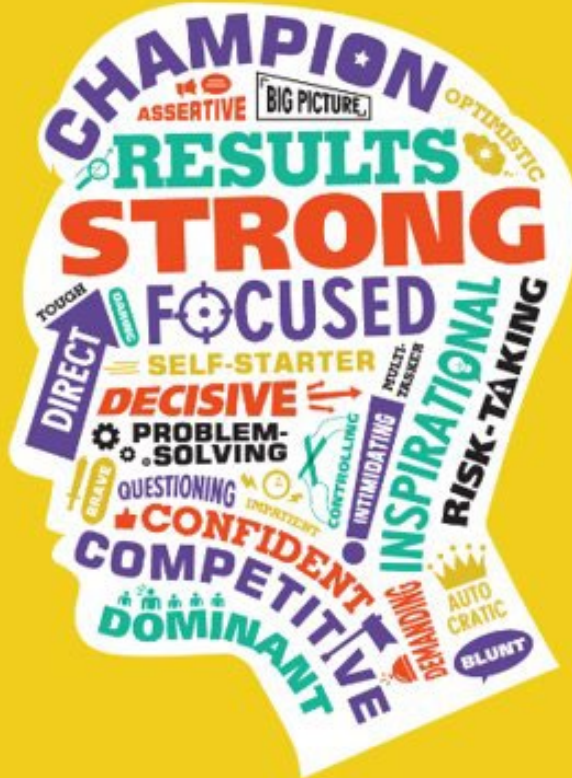


If you're a D Personality, you might be like...



THE WINNER (D)

Strength is crucial for the **Winner**, who needs to achieve results more than anything else. They'll take charge to get the job done and will always project confidence, but they may seem lacking in empathy and patience.



- Strengths
 - Direct communicators
 - Results-oriented
 - Motivates others with competition
 - Operates with sense of urgency
- Blind Spots
 - Doesn't always involve others
 - Omits details for sake of brevity
 - Having urge to criticize others who do not have same sense of urgency / can cause others stress



Characteristics of the High I (Influencer) Profile

- Relationship/team-oriented
- Great small talker
- Meets people well – outgoing
- Makes favorable impressions
- Quick on their feet
- Smiles a lot
- Knows everyone
- Not attention to detail
- Does not follow traditional process



If you're an I Personality, you might be like..



THE ENTHUSIAST (i)

The Enthusiast is a social butterfly, always happiest when gaining popularity and the approval of their peers. They're energetic and expressive, and are especially skilled at building networks – the ones to go to when you need someone who knows someone.



- Strengths
 - Prioritizes relationships
 - Facilitates group brainstorming to find solutions
 - Understanding how to motivate others
 - Brings energy and sense of fun
- Blind Spots
 - Overly optimistic
 - Spends more time interacting with others than completing tasks
 - Distracted by new ideas
 - Avoiding decisions that involve losing approval



Characteristics of the High S (Steady) Profile

- Traditional / Systematic
- Supportive of others thoughts & feelings
- Conservative – risk averse
- Comfortable with routines and standard procedure
- Great team player
- Cool and reserved
- Listens extremely well
- Follows directions
- Resists change

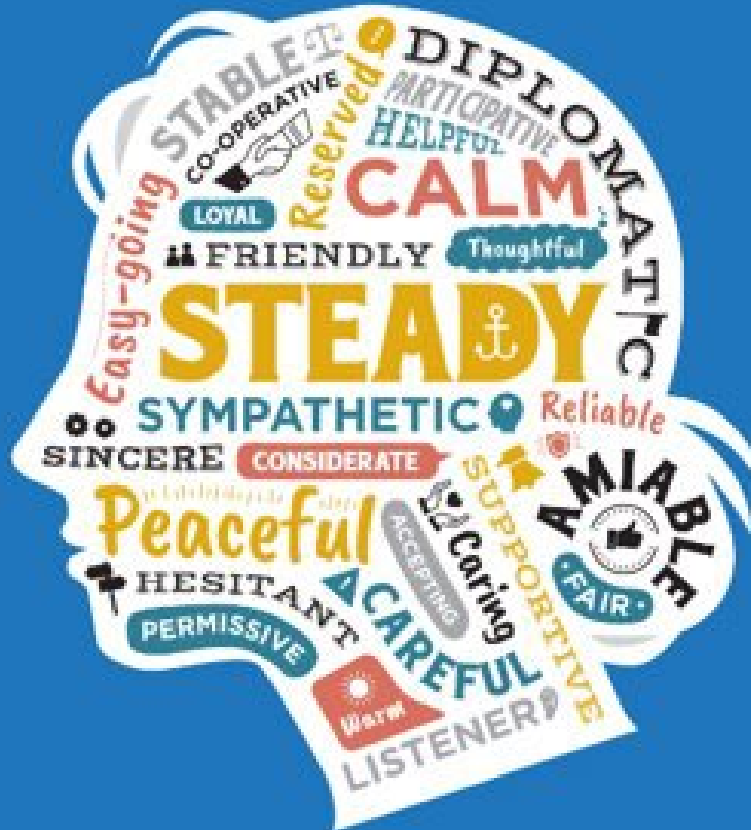


If you're an S Personality, you might be like..



THE PEACEKEEPER (S)

The Peacekeeper values sincerity and dependability and is always there to listen and support others, though they may appear overly cautious at times. Open to all sides of an argument, they can always be relied on to find the win-win solution.



- Strengths
 - Following up, being available to help
 - Responds with patience and understanding
 - Attentive to needs of others
- Blind Spots
 - Not direct when communicating negative information
 - Too passive when assertiveness is needed
 - Avoids confrontation and not giving feedback when necessary

Characteristics of the High C (Conscientious) Profile

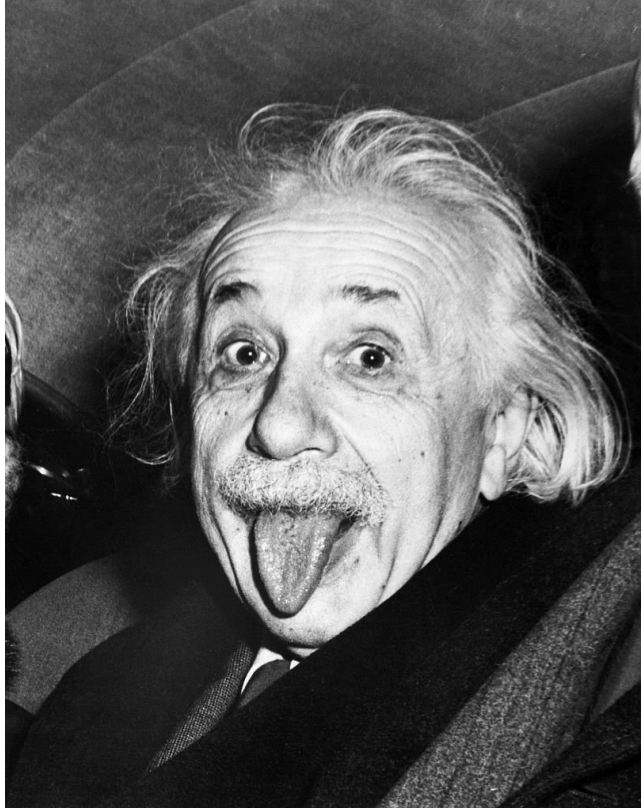
- Detail-oriented
- High attention to quality correctness
- Likes controlled atmosphere
- Critical
- Dislikes sudden change
- Constantly asks why
- Conservative – risk averse
- Has reasons for everything
- Analyzes everything
- Slow to change



The infographic is a vertical stack of six colored boxes, each with an icon and text describing the High C (Conscientious) profile.

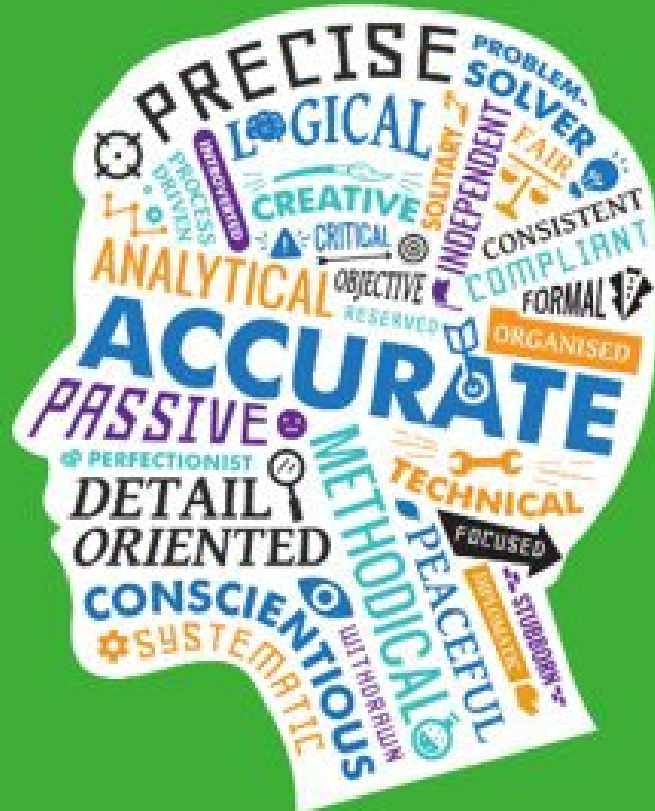
- Top box (light blue):** Icon of a large 'C' inside a square with arrows pointing to the corners. Text: *Compliant, Correct, Conscientious*
- Second box (purple):** Icon of a megaphone. Text: Communication style is: *Precise and conscientious*
- Third box (orange):** Text: Likes to have a plan before starting something new. Icon of a clock.
- Fourth box (blue):** Icon of a target. Text: The C style measures: *A person's desire to follow the rules or regulations*
- Fifth box (red):** Text: What they want is: *To follow the rules and be as close to perfect as possible*. Icon of a trophy.
- Bottom box (teal):** Icon of a magnifying glass over a globe. Text: Dominant Fear: *Criticism or correction by others*

If you're an C Personality, you might be like..



THE ANALYST (C)

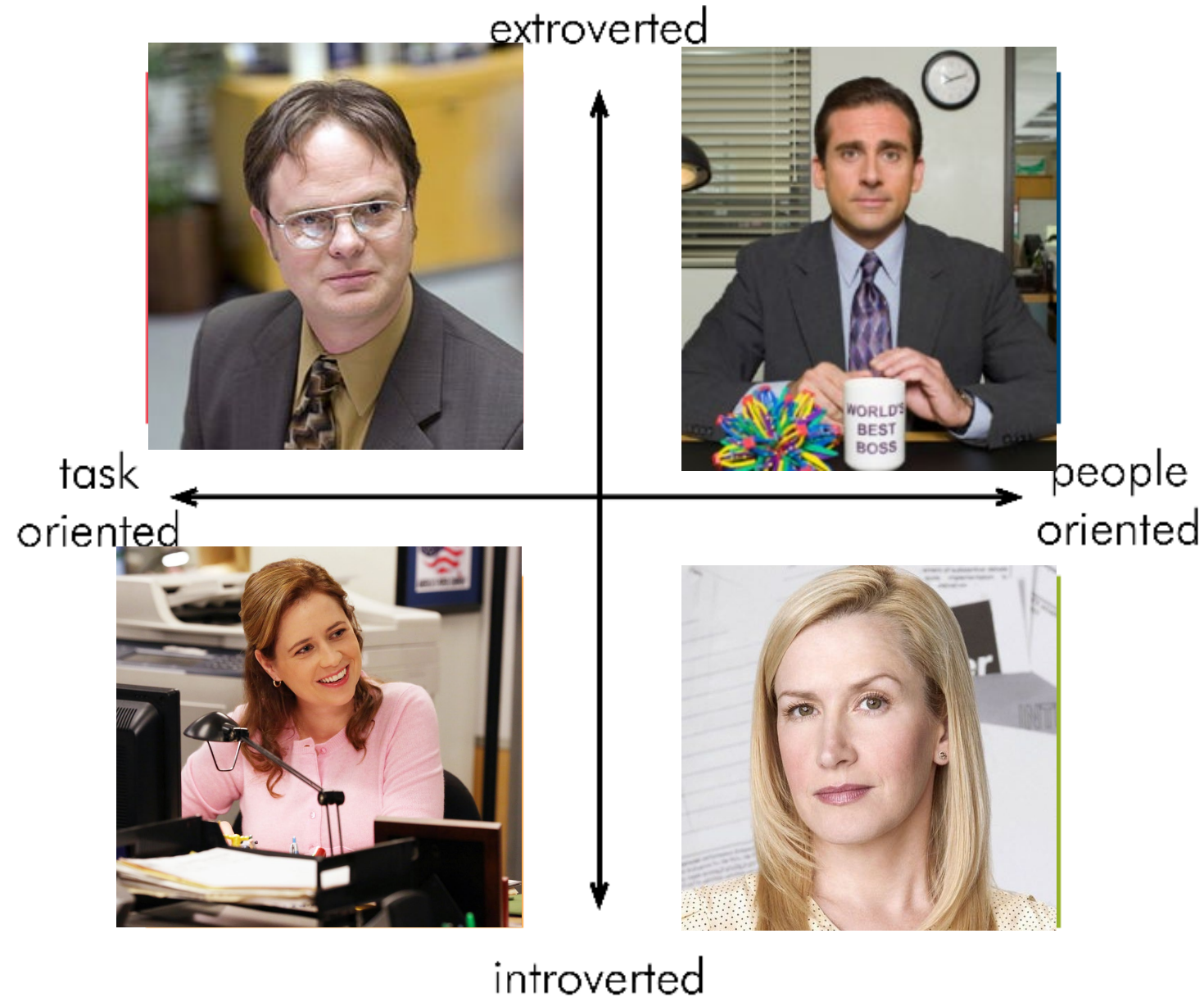
Being accurate is what drives the data-focused Analyst. They won't be swayed by emotion or pressure, and can be difficult to get to know, as they show personal restraint that hides their reactions and feelings.



- Strengths
 - Takes time to think things through
 - Provides clear defined procedures
 - Comfortable analyzing large amounts of information
- Blind Spots
 - Seeking a perfect solution instead of workable solution
 - Analysis paralysis
 - Criticize people who don't meet their standards for quality / accuracy

Character Trait Clues to Profiles





Behavioral Drivers

style	fears	motivators
D	loss of control	challenge authority
I	rejection	involvement
S	change	atta-boys
C	non logical behavior	detailed work

Tips for Working With a High D

- Give them choices
- Plan a short, brisk meeting
- Give brief answers
- Stay on track – get the point
- Outline results expected
- Stick to the facts



Tips for Working With a High I

- Appeal to social needs, be personable
- Allow plenty of time (small talk)
- Expect delays
- Avoid overuse of details
- I's like public recognition
- Show personal approval
- Be optimistic and inclusive



Tips for Working With a High S

- Have a reference
- Stress consistency
- Do not describe features and benefit as new
- Stay on subject
- Have them make periodic decisions
- Do not be aggressive
- Provide plenty of reassurance
- Ask questions to find out where clarification is needed



Tips for Working With a High C

- Prepare detailed & technical materials
- Provide written info for documentation
- Ignore critical comments
- Assure them of quality & service
- Address their questions, even if they seem irrelevant
- De-emphasize change



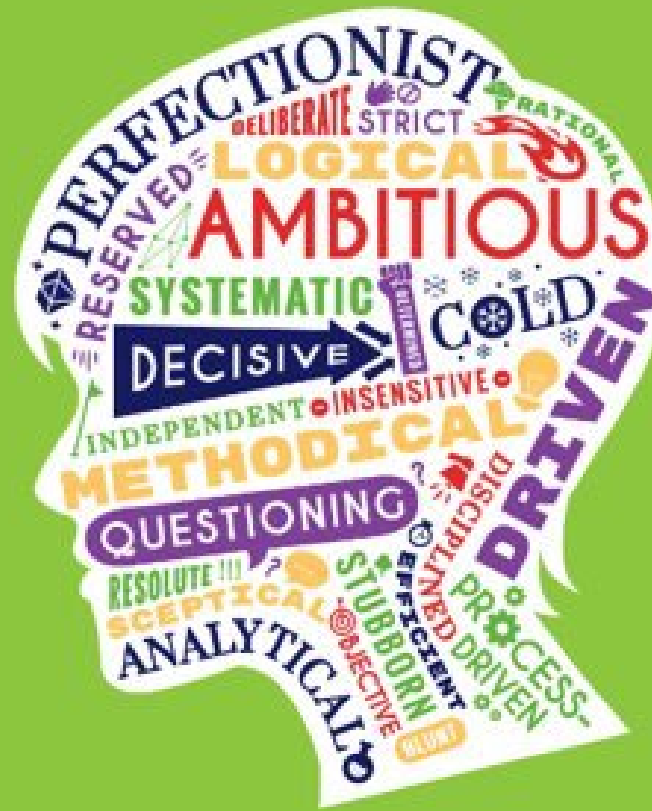
THE CHALLENGER (DC)

The **Challenger** has high expectations of themselves and everyone around them. They'll ask the questions that need asking – even if it makes them unpopular – and their resolute leadership style can sometimes seem overly blunt or condescending.



THE PERFECTIONIST (CD)

The **Perfectionist** has high standards and is always looking for ways to improve processes and methods. They can seem determined, stubborn and blind to the needs of others, and they won't settle for anything less than the best.



THE SEEKER (Di)

The fast-paced **Seeker** is always looking for new opportunities that will result in quick wins. They're charming but easily bored, and always ready to stretch the boundaries of what's normally done to achieve the best results.



THE RISK TAKER (iD)

The **Risk Taker**, as the name suggests, is a natural when it comes to taking bold action to achieve the most exciting victories. They are often passionate leaders and may feel stifled and frustrated by more conservative and cautious environments.



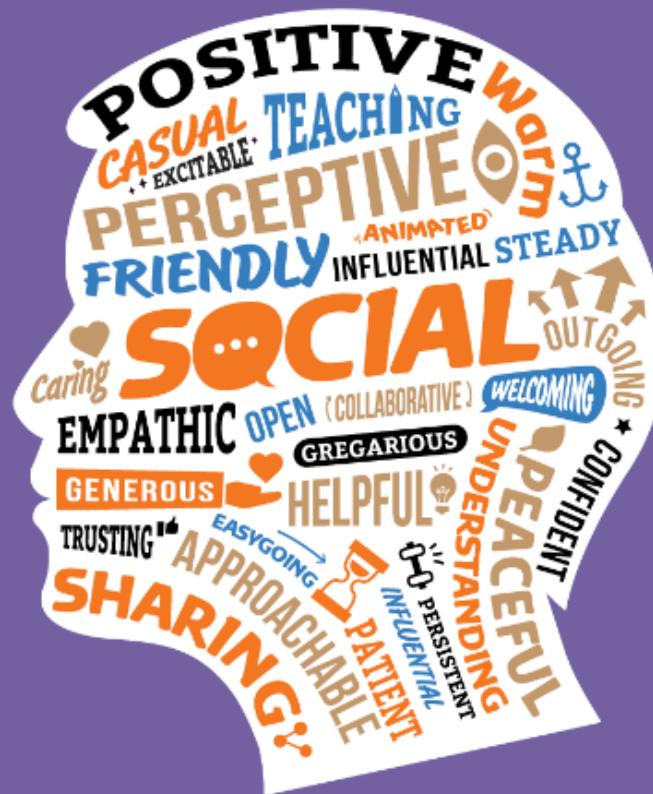
THE COLLABORATOR (Si)

A natural-born team player, the **Collaborator** is always eager to get everyone working together to achieve their goals. Keeping people upbeat and positive is a key skill, and they work hard to avoid upsetting others.



THE BUDDY (iS)

The **Buddy** enjoys peace and harmony and wants to be friends with everyone. Always approachable and generous, they value collaboration and tend to avoid conflict.



THE TECHNICIAN (SC)

Cautious and not one for surprises, the **Technician** is reliable and even-tempered. They won't rock the boat or take unnecessary risks, and want to focus on getting the job done right.



THE BEDROCK (CS)

This personality type thrives in steady situations when they know what's coming next. Modest and fair-minded, the **Bedrock** likes to be well prepared and will never willingly let you down.



Questions and Answers

We thank you for your time!

Presenters:

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