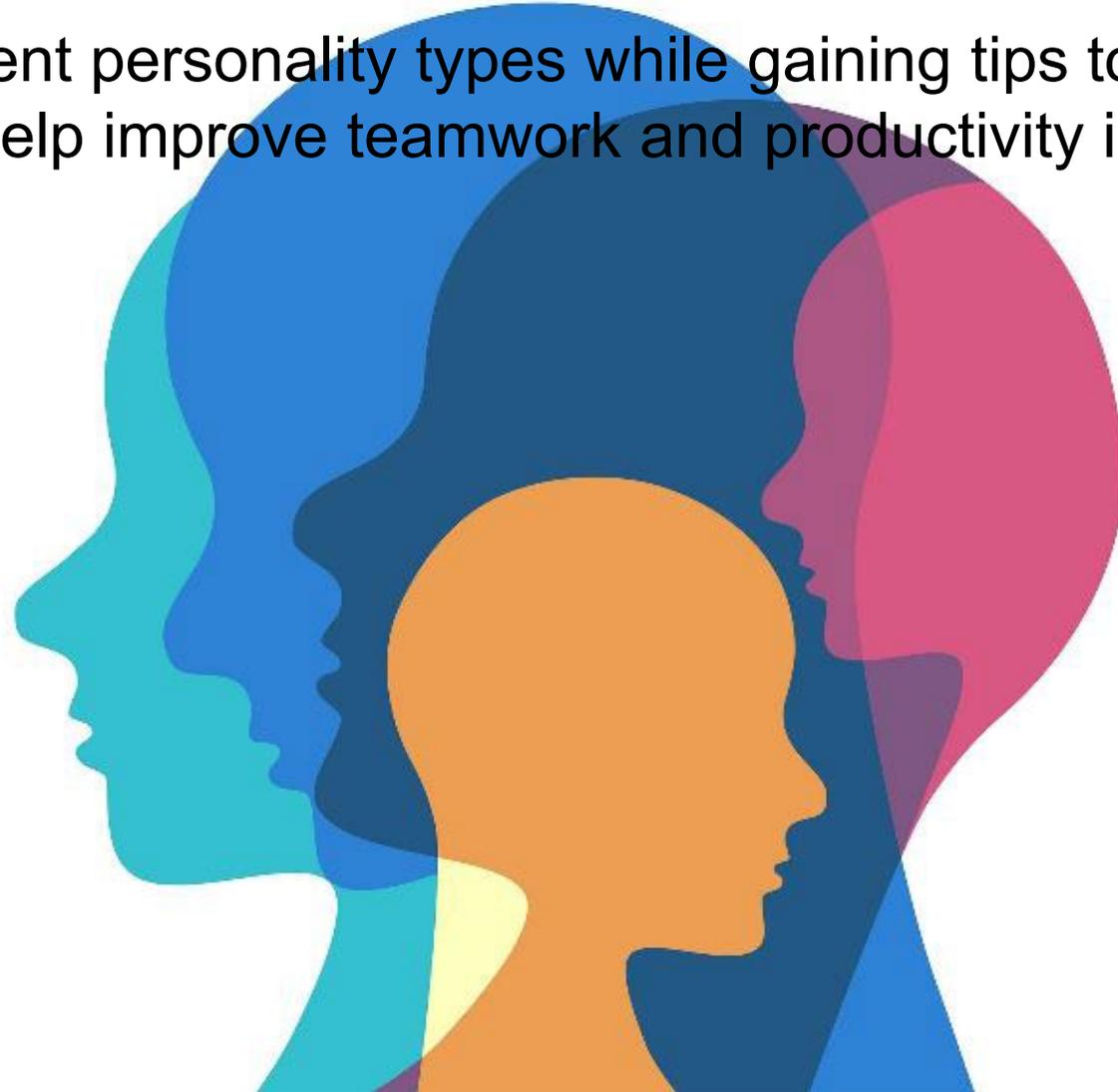


Understanding Your Audience

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



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STRONGER TOGETHER. SMARTER TOGETHER.

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

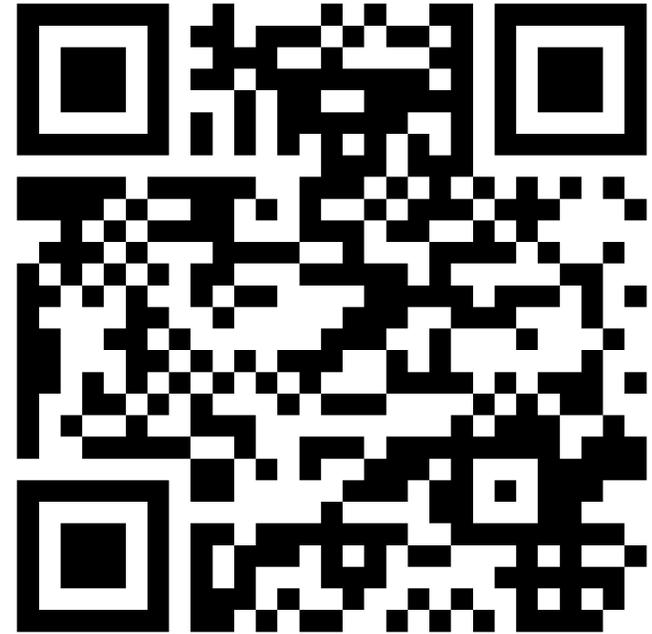
Agenda

- 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.



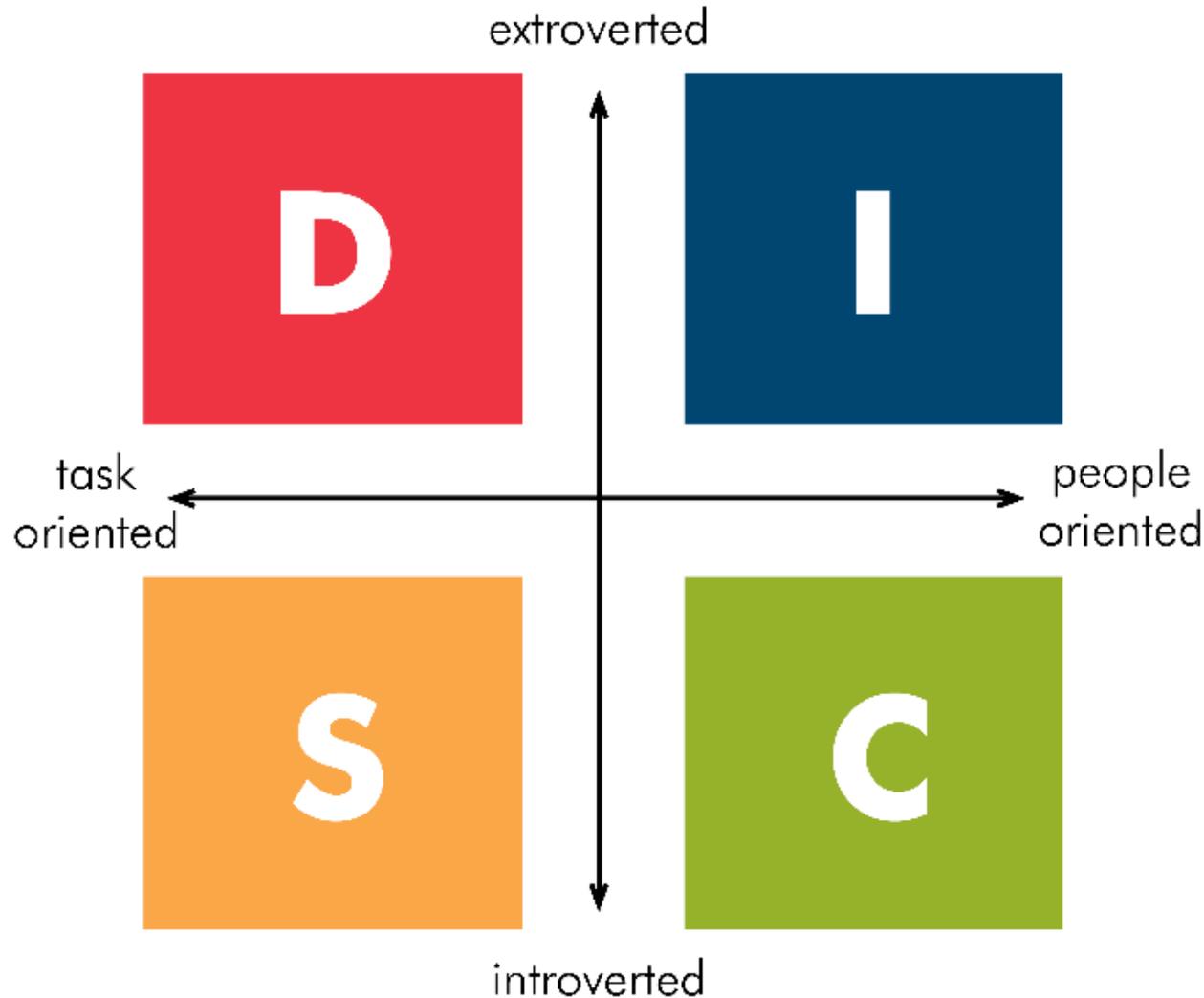
Results

- 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

D *Dominant, Direct, Decisive*

Communication style is:
Straight-forward and direct

Quick to get started and in a hurry to get it done

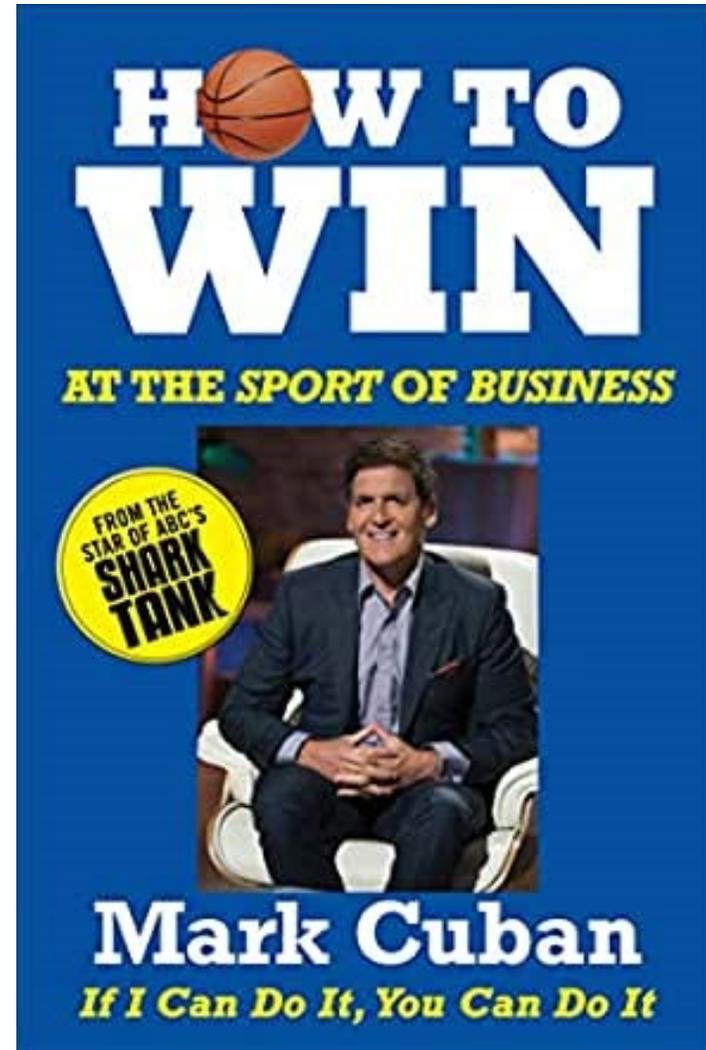
The D style measures:
How aggressively a person responds to challenges

What they want is:
To compete against others and win

Dominant Fear:
Being taken advantage of

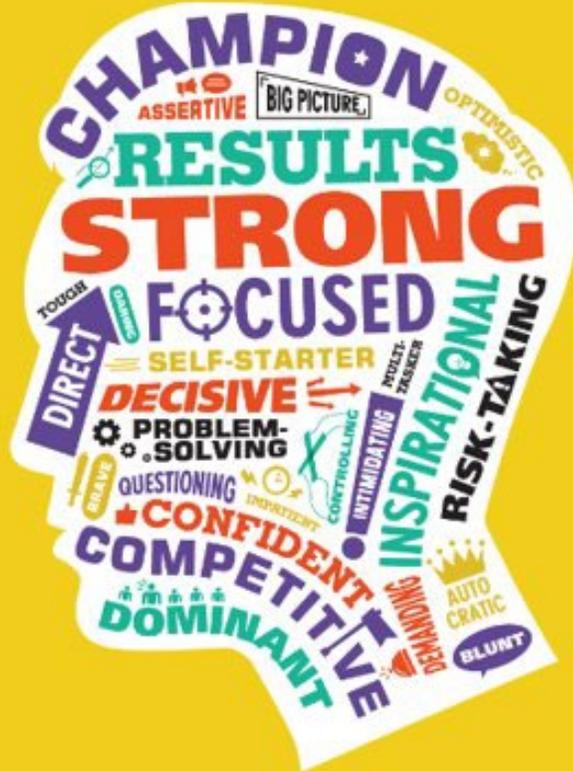
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If you're a D Personality, you might be like...



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

The infographic is a vertical stack of seven colored boxes, each containing an icon and text describing a characteristic of the High I profile.

- Yellow box:** Icon of a compass rose with a vertical line through it. Text: *Influencing, Inspiring, Impulsive*
- Dark blue box:** Icon of a megaphone. Text: Communication style is: Verbal and persuasive
- Orange box:** Text: Likes to start new things but has trouble finishing. Icon of a clock.
- Light blue box:** Icon of a target. Text: The I style measures: A person's desire to influence or persuade others
- Red box:** Text: What they want is: To make new friends and influence other people. Icon of a trophy.
- Teal box:** Icon of a magnifying glass over a globe. Text: Dominant Fear: Social or peer rejection

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



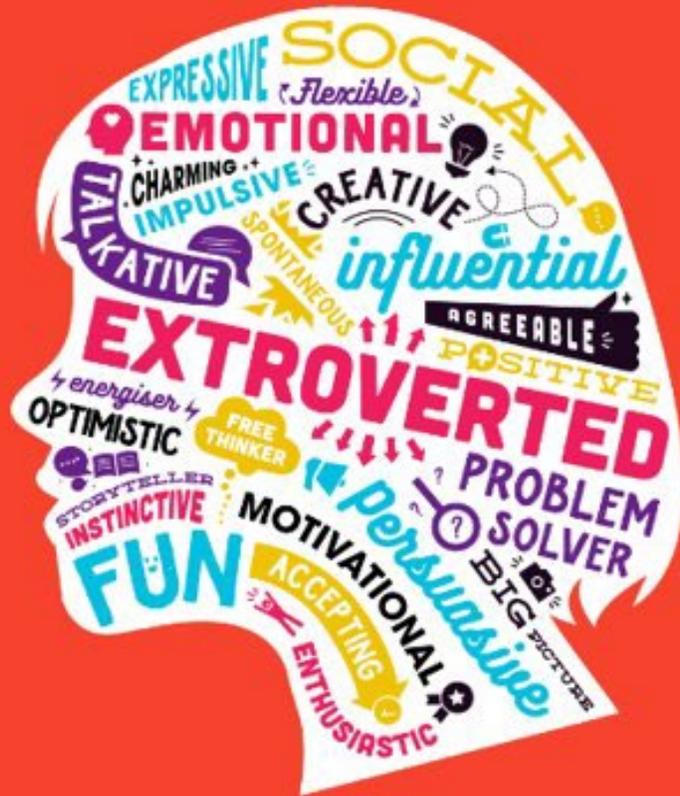
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THE ENTHUSIAST (i)

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

The infographic is a vertical stack of seven colored boxes, each with an icon and text. From top to bottom: 1. Green box with a white dollar sign icon and the text 'Steady, Stable, Sympathetic'. 2. Purple box with a white megaphone icon and the text 'Communication style is: Patient and diplomatic'. 3. Orange box with a white clock icon and the text 'Likes to finish one thing before starting another'. 4. Blue box with a white circular icon and the text 'The S style measures: A person's loyalty, or desire to keep things the same'. 5. Red box with a white trophy icon and the text 'What they want is: To feel secure and have good relationships with others'. 6. Teal box with a white magnifying glass icon and the text 'Dominant Fear: Sudden change or loss of security'.

S *Steady, Stable, Sympathetic*

Communication style is:
Patient and diplomatic

Likes to finish one thing
before starting another

The S style measures:
A person's loyalty, or desire
to keep things the same

What they want is:
To feel secure and have good
relationships with others

Dominant Fear:
Sudden change or loss
of security



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



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

C *Compliant, Correct, Conscientious*

Communication style is:
Precise and conscientious

Likes to have a plan before starting something new

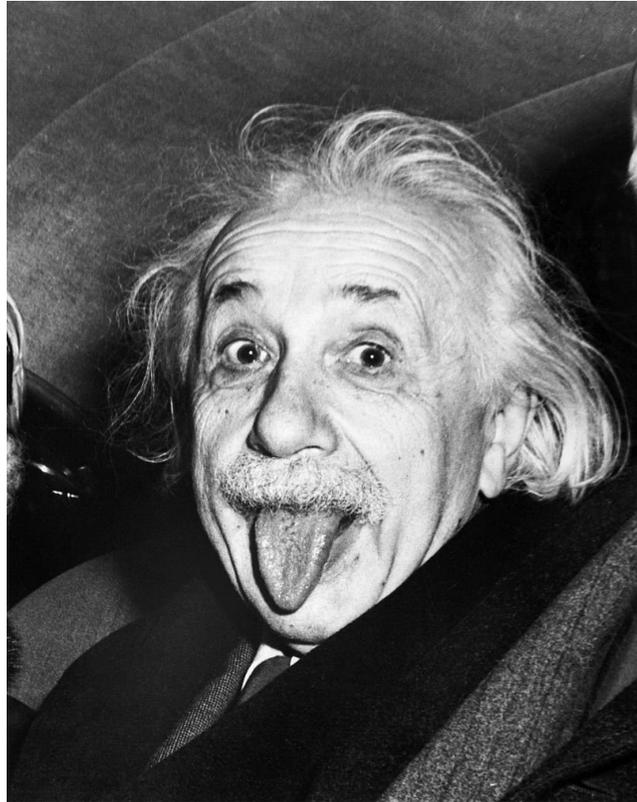
The C style measures:
A person's desire to follow the rules or regulations

What they want is:
To follow the rules and be as close to perfect as possible

Dominant Fear:
Criticism or correction by others

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



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



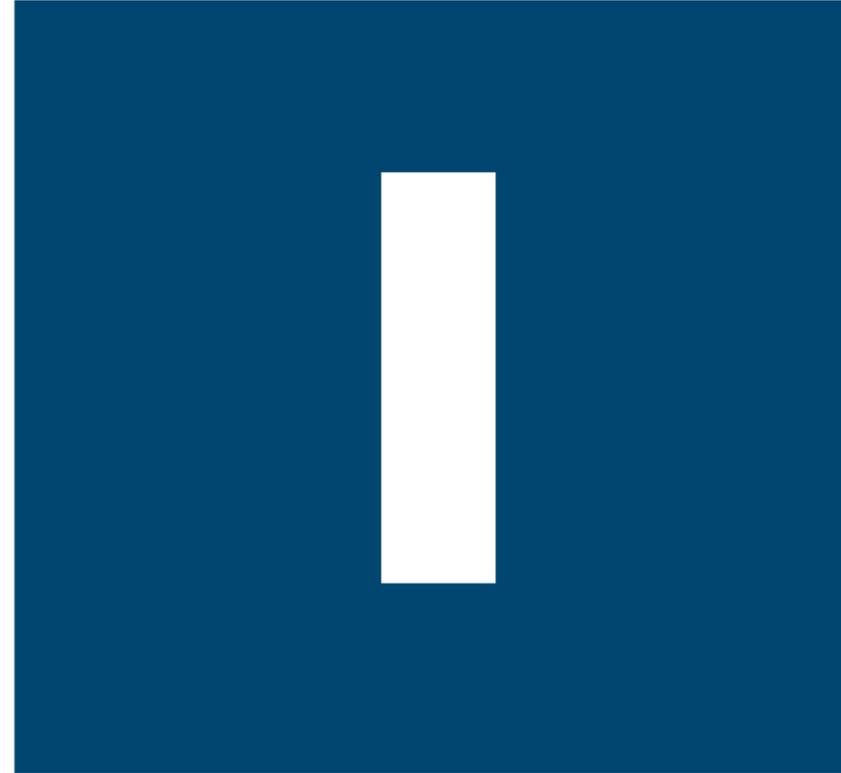
Tips for Working With a High D

- 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
- It'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 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.



Questions and Answers

We thank you for your time!

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