

# BEHAVIOR

## THE DOOR TO COMMUNICATION



A grey curved line with an orange dot at the end, arching over the word 'hireMAX'.

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# FOUR TYPES

“DISC”

**DOMINANT - (Lion Type)**

**INFLUENCER - (Otter Type)**

**STEADY - (Golden Retriever Type)**

**CAUTIOUS - (Beaver Type)**

# What does DISC measure?

<b>D</b>	<b>I</b>	<b>S</b>	<b>C</b>
Tends to be very active in solving problems	Tends to seek out people, verbally persuasive	Prefers a more stable, predictable environment	Prefers to follow rules and procedures
How you respond to problems and challenges	How you interact with and influence people	How you deal with pace and consistency	How you deal with rules set by others
Prefers a more calculated, well thought out approach	Prefers a reserved, careful approach to dealing with people	Prefers a fast pace, unstructured environment	Tends to set own rules, do it "my way"

# The **D**ominant

## LION



### COMMUNICATION STYLE

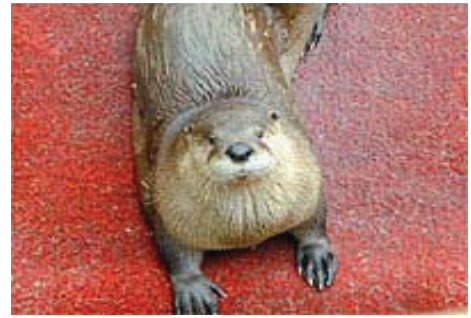
- **STRENGTHS:** Assertive, Self Starter, Adventurousome, Risk Taker, Decisive
- **WEAKNESS':** Over-Controlling, Impatient, Blunt, Insensitive, Easily Angered
- **MAIN FOCUS:** The Task Results, Productivity
- **IRRITATED BY:** Inefficiency, Indecision
- **FEARS:** Being taken advantage of **WANTS:** Control, Decision Making
- **UNDER STRESS:** Dictatorial, Critical
- **BUYING STYLE:** Quick Decisions, New Products

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### RELATIONSHIP TIPS

- Be clear, specific and to the point. Don't ramble on or waste their time.
- Stick to business. Limit chitchat.
- Come prepared and organized.
- Present the facts logically and efficiently.
- Ask specific (preferably "what") questions. Don't ask rhetorical or useless ones.
- Provide alternatives & choices for making their own decisions.
- Provide facts and figures about the probability of success of options.
- If you disagree, take issue with the facts, not them.
- Provide a win/win situation.

# The Influencing OTTER



## COMMUNICATION STYLE

- **STRENGTHS:** Persuasive, Optimistic, Influential, Confident, Sociable, Inspiring
  - **WEAKNESS':** Inattentive to detail, Short attention span, Poor follow-through
  - **MAIN FOCUS:** The Relationship, Interaction
  - **IRRITATED BY:** Routine, Perfectionism
  - **FEARS:** Not being liked, Loss of prestige **WANTS:** Other's Approval, Recognition
  - **UNDER STRESS:** Sarcastic, Superficial
  - **BUYING STYLE:** Impulsive Decisions, Showy Products
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## RELATIONSHIP TIPS

- Plan interactions that supports their dreams and intentions.
- Allow time for relating and socializing. Don't be curt or tight-lipped.
- Talk about people and goals. Don't drive to facts, figures and alternatives.
- Put details in writing. Don't leave decisions in the air.
- Ask for their opinion. Don't be impersonal or overly task focused.
- Provide ideas for implementing action. Don't waste time in dreaming.
- Plan enough time to be stimulating, fun and fast moving, not too businesslike.
- Provide testimonials from people they see as important.
- Offer incentives for their willingness to take risks.

# The **Steady** Retriever



## COMMUNICATION STYLE

- **STRENGTHS:** Amiable, Patient, Stable, Good Listener, Systematic, Team Player
- **WEAKNESS':** Too Passive, Possessive, Complacent, Slow acting, Oversensitive
- **MAIN FOCUS:** The Relationship, Communication
- **IRRITATED BY:** Insensitivity, Impatience
- **FEARS:** Sudden Changes **WANTS:** Acceptance, Cooperation
- **UNDER STRESS:** Submissive, Indecisive
- **BUYING STYLE:** Slow Decisions, Traditional Products

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## RELATIONSHIP TIPS

- Don't rush headlong into business. Break the ice with personal comments.
- Show sincere interest in them as people. Don't stick coldly to business. Relax.
- Patiently draw out their personal goals and ideas. Listen and be responsive.
- Present your case logically, softly and non-threateningly. Don't be demanding.
- Ask specific (preferably "How") questions. Don't interrupt their speaking.
- Move casually, informally. Don't be abrupt or rapid.
- Don't mistake their willingness to go along for satisfaction. Confirm.
- Provide personal assurance, assistance and support.
- Don't force a quick decision. Provide information and allow them time to think.

# The Compliant Beaver



## COMMUNICATION STYLE

- **STRENGTHS:** Rule-Follower, Precise, Diplomatic, Fact-Finder, Quality-Oriented
- **WEAKNESS':** Unresponsive, Critical, Too high of standards, Questions too much
- **MAIN FOCUS:** The Task Quality, The Process
- **IRRITATED BY:** Disorganization, Unpredictability
- **FEARS:** Criticism of their work **WANTS:** Accuracy, A system
- **UNDER STRESS:** Withdrawn, Headstrong
- **BUYING STYLE:** Slow Decisions, Proven Products

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## RELATIONSHIP TIPS

- Prepare your case in advance. Don't be disorganized or messy.
- Approach in a straightforward, direct way. Get down to business.
- Build credibility by looking at all sides of the issue. Don't force a quick decision.
- Present specifics and do what you say you can do and when you say you will do it.
- Draw up an "Action Plan" with scheduled dates and milestones. Be conservative.
- Take your time, but be persistent. Don't be abrupt and rapid.
- Don't appeal to feelings or opinions as evidence – prove it with facts and data.
- Provide them with the information and time that they need to make a decision.
- Allow them their space. Don't touch them

# STYLE ANALYSIS™ GRAPHS

## **GRAPH I (MOST) = Response to Environment (Adapted Style)**

This graph reveals what the person filling out the questionnaire believes is the required behavior for the environment. If any of the **DISC** plotted points on **Graph I** are 35-40% different from the plotted points on **Graph II** the individual may be adapting their behavior to “fit” the situation in this particular area. This can be good or bad, depending on the situation. It is good if they are being challenged to adapt a behavior that does not normally come easy for them, and thus are better for it. It can be bad if the adaptation is causing them to be overly stressed in trying to be what they are not. The best way to know if it is good or bad is to ask the individual.

## **GRAPH II (LEAST) = Basic Style (Natural Style)**

This graph reveals the person's core behavior, what comes natural to them. Most people have developed this behavior over a lifetime. Some of a person's behavior was developed by habits they have repeated throughout their lives (“You can't teach an old dog new tricks”). Some of a person's behavior is due to behavior a person has observed in others and they mimic it (You walk just like your dad!). And still some of a person's behaviors are believed to be genetically designed (I was born that way).

This instrument only measures a person's normal behavior and is not intended to be a psychological measurement. A particular behavior is not deemed right or wrong simply based on the behavior. It generally is deemed right or wrong based on the needs of the environment or situation.



# THE SUCCESS INSIGHTS® WHEEL

## Definitions and Descriptions

**IMPLEMENTOR:** Task-focused individual who is precise about use of their time. Has a tendency to be temperamental and creative while at the same time making logical decisions. Can be cool and distant.

**CONDUCTOR:** Results-oriented individual who can be competitive and direct with others. Has a tendency to be confrontational and may exhibit a sense of urgency as well as anger in certain situations.

**PERSUADER:** Process-oriented individual who can be optimistic and independent. They have a tendency to be extroverted and direct while not being afraid to take risks. Additionally, they may be quick to change/fast acting.

**PROMOTER:** Individuals who have a tendency to have a high trust level and are not fearful of change. They prefer to talk rather than listen and project strength with verbal skills as well as self-confidence.

**RELATER:** People-oriented individual who has a tendency to be a team player, persistent as well as cooperative. They can be a good supporter and are sensitive to others' feelings. Can be imprecise about use of time.

**SUPPORTER:** Accommodating and persistent individual who is adaptable to their surrounding environment. They dislike confrontation and are able control their emotions. These individuals can be extremely steady and reliable and are good listeners.

**COORDINATOR:** Product-oriented individuals who are slow to change and logical. These individuals are self-disciplined and pessimistic as well as being introverted. They can be slow acting and only want to pursue low risk endeavors.

**ANALYZER:** These individuals have a tendency to be precise, accurate and be concerned about quality. They prefer to communicate non-verbally and are critical listeners. They also are extremely detail-oriented.

# Success Insights Wheel

