

# BUSINESS D.I.S.C.

Take advantage of  
your natural strengths  
in business and life!

## Business Strengths:

Confident  
Active  
Not easily discouraged  
Challenges the status quo  
Responds directly to confrontation

## Weaknesses:

High strung  
Argumentative  
Dislikes routine  
Workaholic  
Tends to work alone

## To Stay Focused You Need:

Challenge  
Control

Motivated by challenge and control. When stalled, jump start your activity by engaging in a competition.

## Correct Your Blind Spot:

Put people before goals  
Allow others some control

If you FEAR you are losing Control or BEING TAKEN ADVANTAGE OF you will try and DOMINATE.

## Key Strengths To Leverage:

Motivating people to action  
Decisiveness

As a D, you aspire for your client to have an immediate result, so they are aligned more closely with you. You tend to provide an opportunity for a 'small win' so the client feels content and looks to you for further leadership. Just be sure to inspire and not intimidate and you will move into your key business strength.

## D's become better at making others feel comfortable

This will give you a much needed boost in recognition, energizing you to take the next step.

## Correct Your Blind Spot:

Listen More  
Focus on deadlines/milestones

If you FEAR you are not APPRECIATED you will do even more.

## Key Strengths To Leverage:

Your ability to connect quickly with others  
Your ability to inspire others to action

With your natural ability to relate you are great at making the initial contact with people, and breaking open a relationship. This is a key business strength. But be sure to have systems or support in place to ensure timely and effective follow through to position you for true success.

## I's find ways to become organized

assurance you need to continue. Don't put off showing them the whole project, do it in small sections so you receive multiple assurances while methodically moving through your action item without pressure to complete it in one sitting.

## Correct Your Blind Spot:

Learn to accept change  
Balance the needs of others with your own needs

If you FEAR you are not APPRECIATED you will do even more.

## Key Strengths To Leverage:

Helping people feel comfortable  
Finding middle ground

As an S, making sure a group is relaxed and comfortable and mediating problems are two key strengths. Your ability to be transparent and authentic with people resonates best with them.

## S's become more open to change

Remember you can always improve upon it later on, but nothing launched is nothing gained.

## Correct Your Blind Spot:

Learn to allow a degree of imperfection on occasion  
Limit analysis to increase action

If you FEAR you are being CRITICIZED you will ANALYZE MORE and take LESS ACTION.

## Key Strengths To Leverage:

Ability to create logical order  
Creativity

As a C wired individual, your ability to create order is a key strength that many individuals and companies want and need. Lean into this key strength as you execute, remembering you can always go back and make it better. The key is creating and executing the plan while tweaking along the way.

## C's move from analyzing to action

## Business Strengths:

Appealing  
Talkative  
Changeable  
Agreeable  
Optimistic  
Encouraging

## Weaknesses:

Difficulty with follow through  
Inattentive to details  
Forgetful  
More concerned with popularity than results

## To Stay Focused You Need:

Recognition  
Opportunity To Speak

I's are usually motivated by recognition, popularity and approval, if you are stalled, consider moving an item forward by breaking it down into smaller steps and engage with people after each step to present some of the information.

## Business Strengths:

Well balanced person  
High level of trust  
Good listener  
Mediator  
Reliable  
Loyal

## Weaknesses:

At times lacks self motivation  
Takes a long time to adjust to change  
Sensitive  
Difficulty Establishing Priorities  
Avoids Confrontation

## To Stay Focused You Need:

Security  
To Feel Appreciated

As an S you are motivated by security and feeling appreciated. When you are stalled, consider a mentor to review what you've completed to provide you with the appreciation and

## Business Strengths:

Analytical  
Organized  
Creative  
Scheduled  
Deep thinker  
Accurate

## Weaknesses:

Gets bogged down in too many details  
Bound by procedures or methods  
Too much analysis with not enough action at times

## To Stay Focused You Need:

Accuracy  
Value

C's are typically motivated by excellence and value but that can stall some action on your part as well. If you find yourself stalled, seek the advice of a D and C wired mentor who can help you find a balance between poor execution vs. no execution.