



PROVEN STRATEGIES THAT MOVE YOU INTO HIGH PERFORMANCE

WIRED TO SUCCEED

HOW TO SUCCESSFULLY LEVERAGE YOUR BEST AND THE
BEST OF THOSE AROUND YOU.

Deb Ingino

**HIGH
PERFORMANCE
INDIVIDUALS ARE
OPERATING IN
THEIR NATURAL
STRENGTHS.**

HOW TO SUCCESSFULLY LEVERAGE THE BEST OF YOURSELF AND OTHERS

Understanding each others' DISC Strengths provides an effective way to communicate and connect with the people around us, especially clients. Now while we can't go around with an assessment for someone to complete the minute we meet them, there are some general visual clues that may help us determine someone's natural style.

When we connect to them through the lens of how they are naturally wired, our connection with them is more effective, efficient, and builds toward positive outcomes.

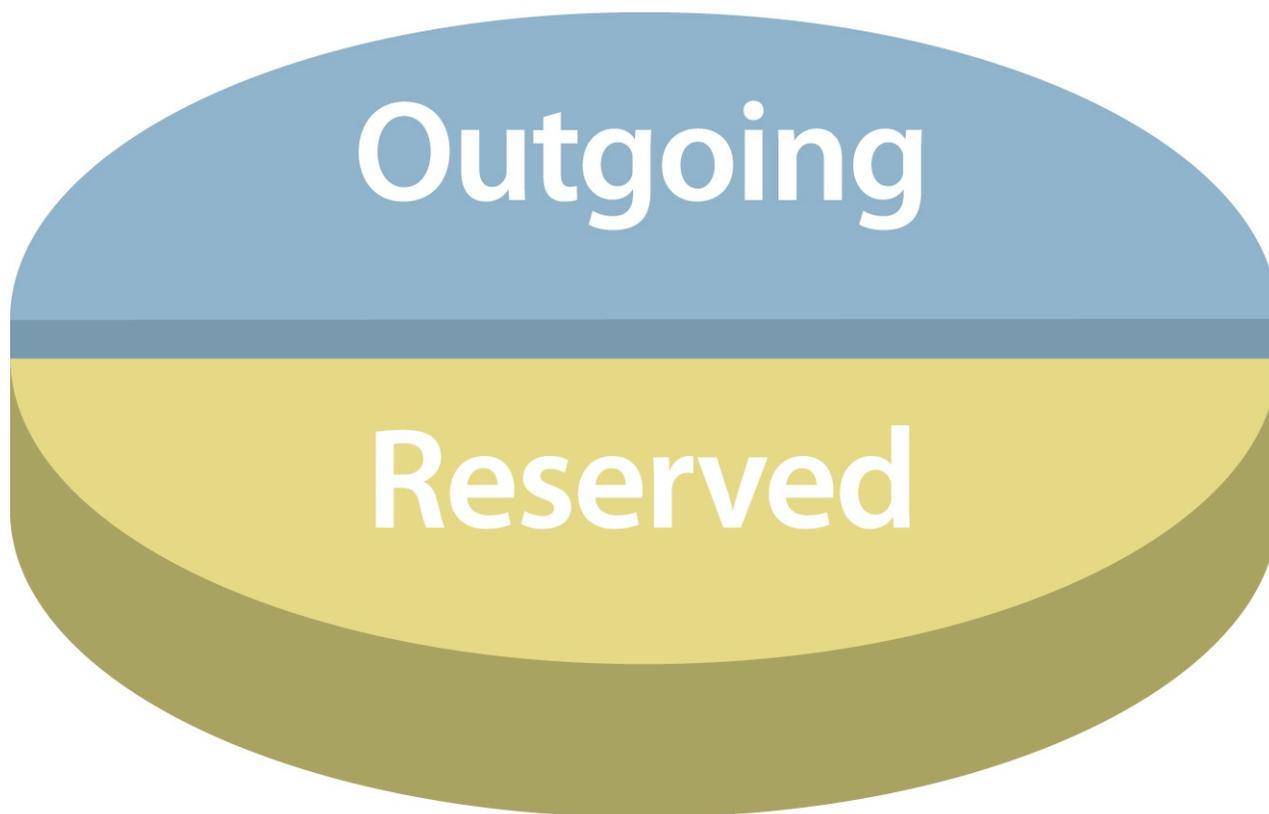
As you read each style, begin identifying people that you have come into contact with that seem to fit that style. Then begin using the communication tips to solidify your existing relationships. For new professional contacts, as you meet them, see if you can connect to their likely style and begin your business relationship by leveraging the keys to their style.

One more important point, you should also know that these same clues and methods work in both personal and professional relationships, so feel free to test drive it at home to practice!

We can enjoy sustained success in our personal and business relationships if we identify and use understanding how we are wired and the same is true for others around us.

In my years of creating teams in more than 14 countries I witnessed first hand that when people discover and leverage their unique strengths. The pinnacle comes when they discover how each other are wired and learn how to successfully connect and collaborate, then success soars! This book will help you to understand more about the 4 primary DISC styles to enable you to maximize your strengths and your ability to collaborate effectively with others.

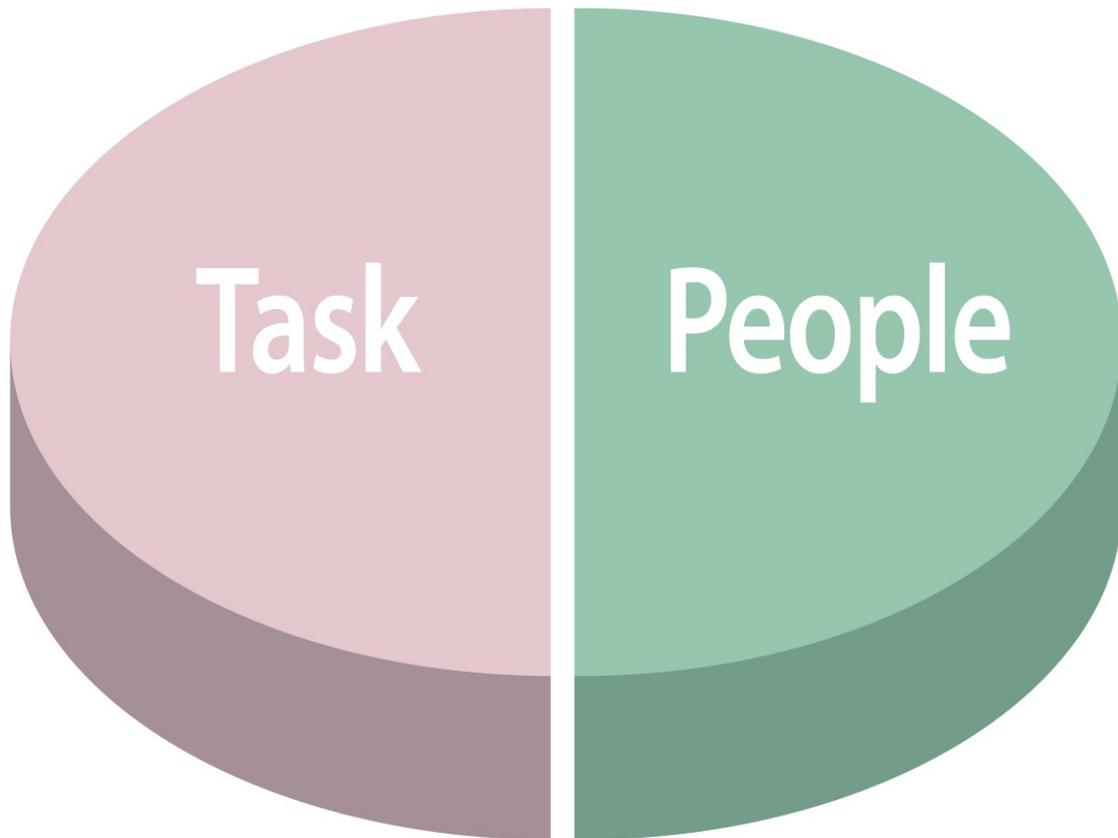
Let's start off with some basic information on DISC. Back in 1928 Dr. William Marston presented in his book "Emotions of Normal People" that our behavior, motivation, method of connecting and strengths could be categorized into four primary quadrants. Dominant, Influencing, Steady and Compliant. While each of us are to a large degree a combination of each style, we have one that is primary and then likely a secondary style. With each style,



there are corresponding strengths, motivators and methods of connection. Let's go through a brief summary of each of these styles. Instead of calling out Dominant, Inspiring, Steady and Compliant, let's simplify to describe how we are wired as D.I.S.C.

Looking at the 4 styles from a high level, D's and I's are Outgoing, while S's and C's are more reserved in nature. Think about when you walk into an elevator. Are you likely to engage with people in the elevator or would you be looking at the floors changing or your shoes. There's no right or wrong, it is simply a matter of some of us being more reserved vs. outgoing.

Another broad way of looking at D.I.S.C. wiring is that some of us focus on Tasks before People while others of us think about People before Tasks. We may focus on both but one pops into our mind first. Let's say you're planning a vacation. Are you the person who is creating lists and schedules of everything you need to bring, your flight itinerary and such or



are you eagerly trying to decide who you'll see, who you will be with and what you'll be doing?

One is focused on getting tasks accomplished first, while the other is first focused on the experience. Again no right or wrong answers here, it is just how we are wired.

Task-oriented:

Are truthful more than they are tactful.

They tend to ignore feelings and rely on facts.

They are guarded with their emotions.

They are brief and to the point when speaking.

They make decisions quickly.

People Oriented:

They are more concerned with diplomacy than honesty.

They tend to disregard facts and are more in tune with feelings.

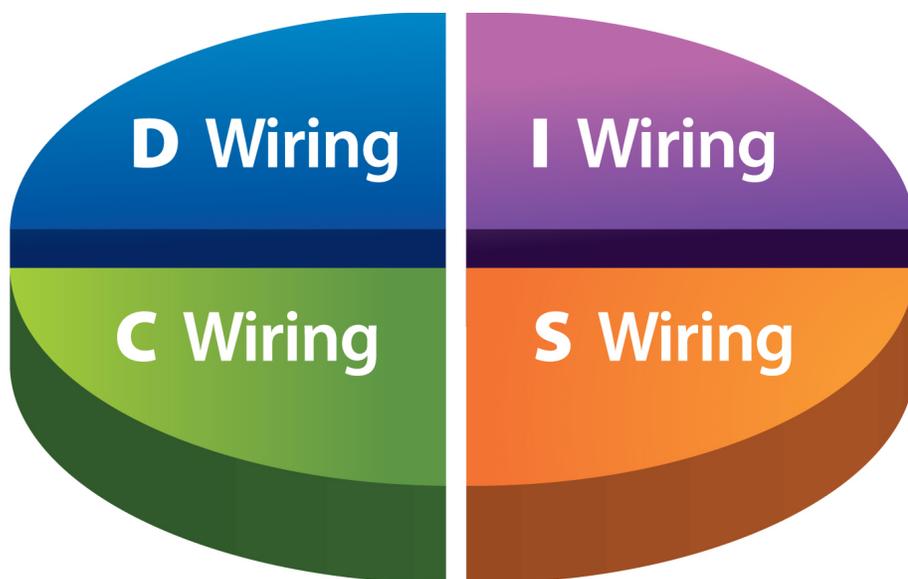
They readily show their emotions.

They need a harmonious atmosphere and are disturbed by conflict.

They like leaving decisions open-ended; in fact, “no decision” is fine with them.

Knowing if someone is more outgoing vs. reserved, task vs. people focused helps us to understand how we can connect with them more effectively. One business leader confided

that he was quite frustrated with one of his team members who did not seem to be as relational as some of his other team members. “Oh it’s not that he offends anyone, he’s nice enough to people it’s just that he’s never the first to start a casual conversation.” Once we completed the Strengths Report it was clear that this team member’s very reserved and contemplative C wiring which served him well in his financial role was not



understood by his team leader. There was a significant shift in understanding and connecting once the leader understood how this team member approached communication.

Whether it’s someone we meet at a grocery store, our spouse, our boss, a prospect or someone on our team, being able to understand and recognize some of the characteristics to how people are wired, and how to best connect with them, paves the way for highly effective communication and collaboration.

Next we’ll share some key characteristics of each of the 4 styles and remember that most of us are find 1 or 2 style characteristic sets that describe our strengths, motivation and communication. This is a broad view, for those eager to have specific information on your own style in great detail, our online Strengths Assessment will provide you with more than 20 pages all about you. Your strengths, what motivates you, your ideal work environment and the best method others should use to connect with you. When you’re ready to dig deeper, our [Online Strengths Assessment](#) provides you with a comprehensive view of your unique strengths and how they can be leveraged.



Here are some key characteristics that you'll recognize in people who are primarily wired as a dominant D.

Key Strengths:

- | | | |
|---------------|------------------------|-----------------------------|
| Born leader | Insists on production | Extremely confident |
| Active | Stimulates change | Thrives on opposition |
| Strong-Willed | Seeks justice | Has little need for friends |
| Takes charge | Unemotional | Excels at making decisions |
| Delegates | Can run anything | Seeks practical solutions |
| Goal-Oriented | Self-Motivated | Visionary |
| Takes action | Not easily discouraged | Excels in emergencies |

Key Weaknesses:

- | | | |
|----------------|----------------------------|--|
| Bossy | Doesn't analyze details | Has Difficulty Saying I'm Sorry |
| Quick Tempered | Demands Loyalty | Energized by Confrontation |
| Inflexible | Too impetuous | Tends to work independently |
| Workaholic | May make rash decisions | Thinks they know everything about everything |
| Impatient | Prone to being too direct | Dominates people |
| Intolerant | Loathes tears and emotions | Makes decisions that are not theirs to make |

In business the Dominant D is often found in a leadership role or in a self-appointed one. Sometimes this is at a cost. If left unchecked a D can leave a wake of victims in their path. D's need to be especially sensitive to the style of others and work hard at being a compassionate leader.

D's are typically motivated by challenge, choice and control. D's like being challenged and find confrontation energizing. D's want control of circumstances, information and people and will often seek out the control even without realizing it.

D's can be great at motivating people into action. Sometimes through intimidation and hopefully through inspiration they can set a vision that people can understand. As a leader, a D wants to see immediate results. Whether it's a client, a colleague or their young child, D's are eager to see even a small win as validation that what they are doing is right.

Setting an incredibly strong pace, D's can be found working at a pace that is downright exhausting and it is important that they don't burn out colleagues, clients and their own family along the way. D's can become easily frustrated when someone is not working at the same pace they are and can have a difficult time accepting a different pace.

Gives quick & clear instructions - With each wired style learning through different methods, all styles need to learn to 'read' the wiring of others so they can adjust their coaching, teaching and presentations accordingly. So while teaching or coaching a fellow D with quick instructions works well, you'll see in later pages that a C wired individual processes through asking questions and D's need to relax and not become exacerbated by the questions.

Tends to be too impulsive & intimidating - As D's we need to tone down our impulsive need to change things. They tend to do things quickly and not necessarily stick around for the results if they become bored or impatient. As D's focus in a business niche, this is particularly dangerous to a positive result within the niche. Since this is a challenge, work to redirect yourself back to your niche and set clear goals when you can consider you 'own' the niche to move into a new one. Also D's can be very intimidating to others without trying and often times without realizing it. Knowing about personality wiring helps D's to customize their approach to each person's wiring to reduce the likelihood of success through fear and intimidation.



Presentation: Authoritative & Convincing - In a presentation, D's posture themselves as "The" authority. That confidence is strong and palpable during the presentation but if the D is challenged at all on their 'authority' or 'credentials' they tend to get confrontational and defensive about it. D's who can rise above this level of challenge really elevate their performance. D's are quite convincing. Using their natural confidence and strong authoritative posture, they can convince anyone of just about anything IF they remain authentic and approach situations with personality wiring in mind.

To connect to another D keep the focus on the bottom line. Only share the key points of information and keep it at a high level since D's don't review details. Remember their need for control so don't look to take over but allow room for them to take the lead in some way.

Warning: May come on too overpowering because of their natural strengths, D's tend to take over situations. They believe they can do it better, faster and with a visible result. D's need to LISTEN carefully to what the other person is saying, sometimes they're not asking for help, they're merely having a verbal thought rant. D's who become skilled at listening and asking questions perform better while not overpowering a situation. Seems to look down on others - Oh boy this is tough. D's are not very compassionate. Florence Nightingale was not a D! When someone is bumping into the same obstacle over and over again, D's tend to say things like "If you had only done what I said". Because of their natural confidence and high ego, D's see that if someone is not seeing a result in their life they want to see, they can change it. They merely need to listen to the D. Very often intimidates less confident people - Due to their strong confidence, without even knowing it, D's can crush those with low confidence. It is critical to the D's long term success that they become excellent encouragers and spend more time building the confidence of those around them.



Here are some key characteristics that you'll recognize in people who are primarily wired as an Inspiring I.

Key Strengths:

| | | |
|--------------|-----------------------|------------------------------------|
| Fun | Dresses for attention | Great at telling stories and jokes |
| Appealing | Life of the party | Their enthusiasm is contagious |
| Animated | Volunteers for jobs | Genuine love of other people |
| Affectionate | Optimistic | Seems to live a very exciting life |
| Inquisitive | Adventurous | Can captivate an audience |
| Spontaneous | Lives for today | Energized by being with others |
| Inspiring | Prevents boredom | Great at story telling |

Key Weaknesses:

| | | |
|-------------------|-------------------------|-------------------------------------|
| Is loud | Disorganized | Compulsive need to talk |
| Undisciplined | Hates to be alone | Can't remember names |
| Naive | Looks for the spotlight | Dominates conversations |
| Forgetful | Lack of follow through | Wears emotions very easily |
| Exaggerates | Has restless energy | Needs to be the center of attention |
| Distracted easily | Angers easily | Seeks popularity |

In Business: Is usually thought to be a creative person. It's through their colorful way of approaching situations, captivate the attention of people through their creativity. It may be through their enthusiastic and memorable presentation, colorful props or multi-media approach.

Motivated by: It's are motivated by recognition, approval and popularity. Consider setting a goal to move your action items forward by creating an opportunity for you to receive recognition and approval from a group. Perhaps see if you are able to complete some material you've not completed yet, you can get a commitment from a client or a peer to



allow you to present the information. Be sure to have a deadline and stay focused on the task so you can bask in the recognition that will come not only from a job well done, but a job that's at least done.

Great At: Making initial contact with people - With their natural ability to relate with people I's are generally great at making the initial contact with people. Great are breaking open a relationship, even in business, their styles easily lends itself to making cold calls and reaching out. The key word here is 'initial' contact. Since I's have a tendency to become distracted, unless they learn new ways of coping with the distractions, they may not be great at nurturing a relationship, family, client, etc. One way to overcome this would be for an I to leverage a customer relationship management (CRM) program to help create a tickler file of who needs to be called and when. Maintaining info on the client, remaining focused on what the client

needs, etc.

Creating enthusiasm and excitement - I's have a contagious enthusiasm! They draw people in with their stories and natural optimism. They are great at sharing their weaknesses, personal stories and more. The initial contact is strong, however I's may need to focus the depth of their contact to include more substantive information especially when working with a primarily C wired individual.

Encouraging & uplifting others - Feeling bad? Call an I! That's right they are excellent at giving the locker room speech that encourages us to do our best, they feel confident for us and about us. When inspired, they show their strong emotion. They 'feel' and verbalize it quite well. I's in business are great at rallying people to a cause and gaining support, Insuring everyone in the group has fun - I's are excellent hosts. They want everyone at their events to be having a wonderful time and will take personal responsibility to make it happen. Clients are lucky to have such incredible attention. Many business owners who are I's have long lasting relationships with their I and S clients because of how they make them "feel". As John Maxwell points out people don't remember as much of what we say to them after a presentation but they remember how we made them feel. I's make them feel good!

Tends to be too easily distracted & forgetful - A challenge in business for those who score high on the I scale is their weakness of distraction. Here's an example: I'm creating a PowerPoint for an upcoming presentation. I get my slides ready and now it's time to drop in

images to convey the message. I need 8 images. It's 11am so I go on the web to buy some pictures to use. Hmm... let's see, I need one of a parent with a child and the parent looks distressed. As I review pages and pages of images, I'm taking a phone call, putting out the trash, (because I just remembered its trash day) and decided to pull out a book on presentation skills. Next thing I remember is WOW... I'm getting hungry, I look at the time and its 3:30 and I have not selected one image. This is not unusual. Here are a few helpful hints:

- 1) Create a list – one list. No more than 3 things on the list.
- 2) Keep the list in front of you while you are working so if you are distracted by a phone call or the sound of the garbage truck, you can glance at your list and see what you are trying to accomplish.
- 3) Set a timer. I use the timer on my phone. I set it for 5 minutes. In 5 minutes whichever image I like best, I purchase. I have to stop looking for the perfect picture (it only exists in my mind anyway) and then I purchase the picture. Once done, I reset the timer and move into my next picture or next item on the list
- 4) Use an automated calendar with reminders – For myself, I use my same smart phone and set an 'appointment for everything' (alright almost everything!)

For example: I'm on medication to regulate my blood pressure and I was having difficulty remembering to take it. So I've set an appointment on my calendar for every night at 8pm to remind me to take it. It buzzes or rings me; I stop, take my BP medication and then go back to my task at hand.

Presentation: I's presentations are not boring bullet points thrown on a screen. They are usually humorous & with a light touch, maybe they use a multi media approach, maybe props, but definitely fun and colorful. They endear the audience through their optimistic, outgoing nature and great story telling. I's just have to be sure to have a great outline that they refer to during the presentation so they cover the important areas of their presentation.

To connect effectively with an I, keep the atmosphere social and light. Since I's enjoy the spotlight, provide them with the ability to talk and to be in the spotlight. Since

WARNING: Because of their naturally enthusiastic style, I's can come on too happy or cute for some and not considered serious or believable. Because I's are not naturally detailed oriented, especially when it comes to finances so their business would be best served by contracting or bartering with someone to handle those details for them.



Now let's look at they key characteristics of those that are S wired.

Key Strengths:

| | | |
|------------------|--------------------------|----------------------------|
| Low-key | Easy going | Peaceful and agreeable |
| Relaxed | Reliable | Natural mediator |
| Patient | Calm, cool and collected | Easy to get along with |
| Pleasant | Well balanced | Finds the easy way |
| Quiet but witty | Good listener | Keeps emotions bottled up |
| Well rounded | Dry sense of humor | Has many friends |
| Avoids conflicts | Enjoys people watching | Has compassion and concern |

Key Weaknesses:

| | | |
|----------------------|---------------------------|-----------------------------|
| Fearful | Quietly stubborn at times | Quiet, shy and reticent |
| Resents being pushed | Stubborn | Focuses heavily on security |
| Indecisive | Judges others | Can seem needy |
| Resists change | Hard to get moving | Sarcastic and teasing |

Prone to be selfish

Is not excitable

Prone to anxiety

Resents being pushed

Slower paced

Has a hard time saying no

In Business: They are often found as a support person. S's are the backbone of many a business. They have a naturally supportive spirit but they naturally slow down their activity if they feel they don't understand what needs to be done because they like sticking with what they know will work. S's are not multi-taskers, they will focus on one project at a time and they respond well to teamwork.

Motivated by: S's motivation comes from security, appreciation and assurance. Perhaps one of your action items can move forward if you have a 'safe' buddy to review it as you create it and to provide you with the appreciation and assurance you need to continue. Don't put off showing them the whole thing, do it in bite size pieces so you receive multiple assurances while methodically moving through your action item without too much pressure to complete it at one sitting.

Great at: Making sure the group is relaxed and comfortable - They want an environment that is stable and secure and provide that for those they work with. As coaches or mentors, S's are great at creating a supportive, nurturing atmosphere for their clients. They are sympathetic and kind and people generally respond well to their kind, supportive, easy going nature. Always finding a middle ground - S's are natural peacemakers. They have excellent diplomatic skills and bring harmony to the most difficult situations. S's mediate problems quite easily and find the easy way to provide mutual solution. Staying calm & functional amidst chaos - With their even tempered nature, S's are able to bring the harmony needed to get the job done. S's have excellent listening skills and have great administrative ability. Not over reacting to a negative situation - S's are relaxed and easy going and tend to not overreact to an overtly negative situation, instead they seek out solutions and quietly implement the solution. They use their dry sense of humor to bring levity to a heavy atmosphere and stay calm while those around them are over reacting.

Tends to be: Undisciplined & indecisive - Since S's tend to like the easy or sure way of doing things, they run the risk of backing away from confrontation and may not stay disciplined to move projects forward quickly. When a decision needs to be made S's can find themselves holding up action wanting to make the right decision and turn it into indecisiveness. S's do



well with a coach or mentor to help them make decisions or to use a decision matrix such as this one below: Top left quadrant represents those items that are critical to business revenue and easy to implement. Top right quadrant are those items that are moderately important to revenue but not critical and easy to implement. Bottom left quadrant are for those items which are critical to revenue but hard to implement. Bottom right quadrant are those items that are moderately important to revenue and difficult to implement. This allows you to place categorize items and then once they are categorized, just focus on the easy, critical items first.

(Don't get hung up on where the item belongs, set a \$ value on the activity and a time period to implementation (easy is within one week, difficult within 1 year). Most comfortable in a predictable routine – Knowing they like a predictable routine, S's are creatures of habit. While S's are quite versatile, they have a routine down that works for them just fine. They are consistent and like a consistent atmosphere. Their clients and those they work with love their authenticity and predictable nature. S's do have to develop coping skills when their routine is disrupted so it does not derail them for too long. It is important for S's to have a consistent workspace that they can make their own by filling with sentimental items to make it home.

Presentation: The authenticity of the S comes through in their presentations. They allow themselves to be vulnerable, and the audience both responds and respects their genuine spirit. S's are very observant and will watch the audience carefully looking for clues to see if they are hitting the mark or not. Since S's are not overly confident naturally, they work hard to pump themselves up to give the presentation and may be best served to have a 'safe person' seated in the audience that they can look at when they need reassurance. This allows the S to perform at their very best.

To connect effectively with an S, be emphatic and low key. Remember they will withdraw during confrontation so be sure to keep the conversation collaborative in nature seeking to understand what will make them feel comfortable.

WARNING: May come across as too low-key, dull or laid back - When out of control, an S's laid back nature can make them seem as though they are uninterested or uninteresting. It's important that S's don't become laid back that they become boring to their clients. That easy going nature is great, but we need to connect with clients and relate to different wired styles. Appears too unenthusiastic & unconvinced – It's important that S's work hard to show enthusiasm and their support of a project so their client does not think they are bored by helping them.

To build their business S's need to show genuine enthusiasm to offer a glimpse into the depths of their emotion so people can easily connect with them. Don't count on them for motivation – Sorry S's but self motivation and motivating others does not come naturally,

therefore they should include in further education through reading and watching material that will inspire them to reconnect with their dream, their reason for their business or career and that will translate into action.



Individuals who are C wired have their own unique set of strengths and characteristics.

Key Strengths:

| | | |
|------------------|--------------------------|---|
| Analytical | Very organized | Likes lists, charts, graphs and numbers |
| Seeks excellence | Economical | Deep thinker |
| Philosophical | Easily sees problems | Appreciative of beauty |
| Detail oriented | Sensitive to others | Mathematical, musical or both |
| High standards | Does not need attention | Faithful |
| Conscientious | Schedule oriented | Thorough |
| Persistent | Makes friends cautiously | Prefers to stay in the background |

Key Weakness:

| | | |
|---------------|----------------|--------------------|
| Perfectionist | Hard to please | Standards too high |
|---------------|----------------|--------------------|

| | | |
|--------------|--------------------------------|--------------------------------|
| Skeptical | Critical of others | Prone to be socially withdrawn |
| Insecure | Can hold a grudge | Not overly affectionate |
| Self-Focused | Hard to please | Overly analytical |
| Suspicious | Persecution complex | Very self critical |
| Moody | Prefers details to socializing | Perfectionist |

In Business: Is usually found as the detail person – C’s have a natural ability to manage details such as financials and are both energized and extremely competent. Exacting in their approach, they are known for their incredible competency in this area.

Motivated By: Quality answers, excellence and value. To move an action item on your project perhaps consider identifying someone who appreciates your knowledge and need for perfection and have them help you to see what is right about your action. C’s will struggle at times with analysis paralysis and not want anything less than perfection out there, but if you have a ‘peer’ whom you respect telling you it is good, then you will have the quality answer you need and be motivated to let it out there. (Remember you can always improve upon it later on, first analyze the result of what you do have out there after you’ve given it sometime).



Great at: Planning – Needs a logical plan laid out then call your C wired friend. They excel at providing a plan that is logical, with amazing detail. In planning their business C's are great at crating revenue plans, properly capturing expenses and analyzing results. C’s are very scheduled oriented, they are on time and expect the same from the rest of the world as well. They plan in advance so they can leave on time and when asked would gladly create a plan to help someone else be more prompt. Explaining the details to qualified individuals – C’s are excellent at explaining the details they’ve created in their plan but if they see they don’t have a receptive audience they’ll quiet down and wait until someone who would appreciate the details comes along. Keeping financial records straight – If you are wired very strong in C competencies, you have impeccable financial records. You manage your financial

resources quite well, so well in fact that you can easily identify where you stand either in net worth, retirement planning or cash flow. It is no wonder that most if not all great financial coaches are C wired! Being sensitive to the needs of others – C's are deep and thoughtful so they naturally are in tuned to the needs of others. With their clients they listen to what they need as they analyze how they can provide them with their need.

Tends to be: Very critical – Say hello to your achilles heel. Since C's are some precise they tend to be overly critical of the rest of us mere humans (ha ha). To strive for perfection is good, but not all the time and we can't demand it in others. Skeptical– Achilles had 2 heels. C's tend to be very skeptical of people, late night commercials, or the latest quick fix. Now ok sometimes this is an incredible strength, but in order to grown, C's need to expand their 'known' logical, fact laden judgment so they don't overlook some really valuable resources that they might have naturally dismissed.

Presentation: In their presentations, C's are accurate & sincere. They check their facts and are not boastful in their presentation but are indeed factual. They fully engage with those in the audience who are also C wired who appreciate the facts, just the facts but they would create an incredible presentation by adding color, life and emotion to the facts so it is sincere, authentic, fun and will resonate with more people in the audience.

To connect effectively with C's spare them any emotional display and stick with the facts. They relate to numbers, percentages, and data so your connection with them should be factual in nature. C's also require quiet time to withdraw and process so be sure to allow them that time and not press for an immediate decision.

Warning: C's can come across as too intellectual and remote. They are so darn smart that other people can be alienated C's do well to join associations where they can hone their speaking in such a way that they are relatable to others. One of my mentors author and leadership expert John C. Maxwell says "People don't remember what we said but they do remember how we made them feel." To really connect to their audience, C's need to give extra focus on whether they are making others feel connected.

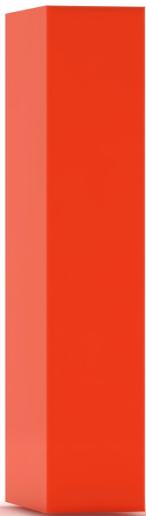
Now let's look at the bottom line for D. I. S. and C.



Prefer to be in charge.

They thrive in an environment where they see themselves as confident and others can recognize their competence.

D's prefer an environment where they have freedom to set their own priorities.



An I's optimal environment is one where people are accepted and receive recognition.

I's need an environment that is upbeat and friendly.

They prefer an environment where they can influence others.

I's work best in an environment without too much detail.



S's prefer an environment where they are part of a group.

They like a secure and consistent environment.

S's enjoy and thrive in with a predictable routine and repetitive tasks.

S's work best in an environment that is not pressured and where they can pace themselves to focus on one or two items where they can finish, then move onto the next task.



The optimal environment for a C is detailed with clear expectations.

They work best in an environment with a clear plan, where they can work independently.

C's need to know what you want from them and they need to know that they can be rewarded for their excellence.

This glimpse into each of the different styles should provide you with a

What about you? Do you know your own DISC Strengths or how each of your team members are wired? Our [**online Strengths assessment**](#) and report provides you with more than 22 pages about your strengths, motivation, ideal environment and how you can connect best with each style.

Our [**Strengths Mapping**](#) helps organizations to identify the strengths of each member of the team and we connect them to ways of leveraging their combined forces to transition to a high performance team.



Meet Deb Ingino

With her extensive experience as Vice President of Global Brand Operations developing teams in more than 14 countries for Marchon Eyewear, Deb Ingino contributed to the growth from \$50M to well over \$500M. She knows first hand how strengths and leadership are the keys to business effectiveness and growth.

Today Deb mentors and mentors business leaders and their teams with advanced strategies to help them move into high performance. With her trademark direct yet relatable style, Deb shares practical steps and helps business leaders to dig deep to find, develop leverage, and lead with their strengths.

Deb is the CEO of [Strength Leader Development](#) and can be found working globally with business leaders and their teams helping them to improve their performance and become a Strength Leader. She is a founding partner with leadership expert John C. Maxwell in his coaching, speaking and training team of more than 3000 coaches in 80 countries.

