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Authorized Partner
EVERYTHING DiSC[®]
A Wiley Brand



CASE STUDY

BUILDING STRONG LEADERSHIP & CULTURE
WITH EVERYTHING DiSC[®]



Executive Summary

Our recent experience of providing a comprehensive and customized solution, using the Everything DiSC Application Suite, was instrumental to our client's improved staff engagement and retention, cultural shift, customer satisfaction, and organizational effectiveness.

Our client's latest survey results recorded historically low customer satisfaction scores. Customers were not happy with the level of service they were receiving. And the overall results of this survey highlighted a need to make positive change quickly.

Additionally, internal employee satisfaction scores displayed a lack of engagement for the past several years. In the last year alone, the company experienced 40% turnover — more than double the industry average. They could see the dysfunction in how departments, leadership, and staff were interacting together. They knew they needed help.

Our goal was to ignite cultural transformation by empowering all people to engage, connect, and thrive in their workplace. We leveraged strategic tools from our Everything DiSC program to rebuild their communication styles. Our focus on people was to create effective communication, improve delivery of services, and enhance leadership and staff effectiveness.

Challenge & Approach

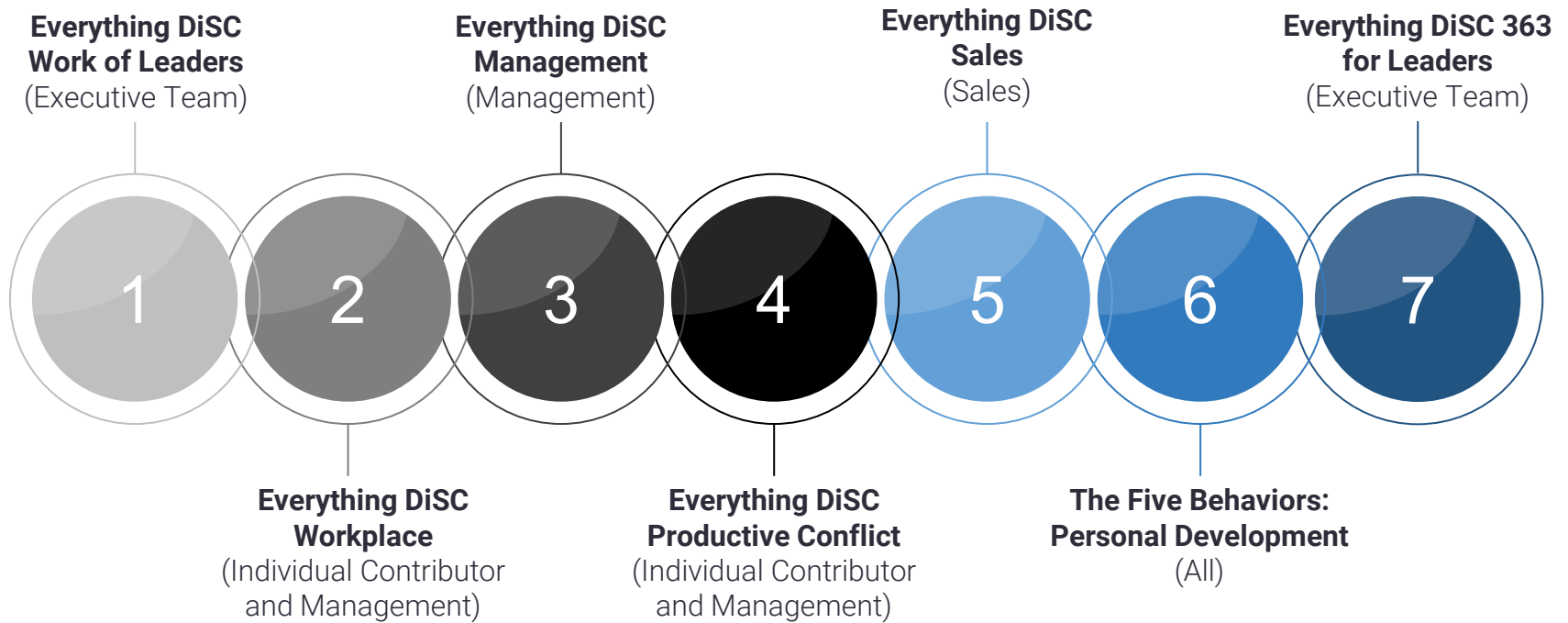


Our client had been struggling internally for several years with lack of communication, collaboration, and trust. Their issues were apparent in leadership and staff at all levels. And customers were not happy the services they received.

After examining our client's current state and understanding their needs as an organization, we recommended several options from the Everything DiSC Application Suite training.



Strategic Tools





Everything DiSC Workplace

Value Proposition: Engage every individual to build more effective relationships at work

- Help employees at every level apply insights about their work styles and preferences to foster more effective interactions
 - Focusing on self-awareness
 - Understand other work styles
 - Build more productive relationships
- Focus on 8 work priorities: Action, Enthusiasm, Collaboration, Support, Stability, Accuracy, Challenge, Results
- Build Trust
- Optimize Collaboration



Call to Action

- Discover how Everything DiSC Workplace can unlock engagement and inspire effective collaboration within the organization
- Build a better workplace



Everything DiSC Sales

Value Proposition: Provide salespeople with the skills to adapt to customers' preferences and expectations

- Essential to shaping customer-centric interactions—win-win solutions for salespeople and their customers
- Discover the strengths and challenges of individual's selling styles
- Read customers' styles
- Adapt selling styles to meet customers' preferences and expectations



Call to Action

- Drive results with customer-centric relationships
- Discover how Everything DiSC Sales arms your salespeople with the tools they need to improve their effectiveness and deliver bottom line results



Everything DiSC Work of Leaders

Value Proposition: Uncover and adapt your unique DiSC leadership style to provide a clear, actionable path

- Focus on leadership best practices distilled from an expansive body of behavioral leadership research
 - Vision
 - Alignment
 - Execution
- Fine-tune leadership
- Sustain the company's legacy
- Highlight of leaders' priorities: Pioneering, Energizing, Affirming, Inclusive, Humble, Deliberate, Resolute, Commanding



Call to Action

- Develop great leaders
- See how Everything DiSC Work of Leaders can empower your team toward organizational vision, alignment, and execution



Everything DiSC Management

Value Proposition: Teach managers to successfully engage, motivate, and develop their people

- Manage unique priorities: Action, Encouragement, Collaboration, Support, Reliability, Objectivity, Challenge, Drive
- Dramatically strengthen relationships with direct reports up and down the organization chart
- Transform the organizational culture
- Develops key management skills
 - Directing and delegating
 - Motivating
 - Developing
 - Managing up



Call to Action

- Inspire great managers
- See how Everything DiSC Management can empower your managers to bring out the best in each person



Everything DiSC Personal Conflict

Value Proposition: Harness the power of conflict by transforming destructive behavior into productive responses

- Increase self-awareness around conflict behaviors and helps participants effectively respond to uncomfortable and unavoidable challenges of workplace conflict
- Offers a personalized techniques to curb destructive behaviors so that conflict can become more productive; ultimately, improving workplace relationships and results



Call to Action

- Harness the Power of Workplace Conflict
- Discover how Everything DiSC Productive Conflict transforms uncomfortable encounters into stronger relationships and results

Focus on the Five Behaviors Model



1. Trust, Conflict, Commitment, Accountability, and Results
2. Build Trust
3. Transform Culture
4. Achieve Results
5. Build Productive, High-Functioning Teams



Challenges & Resolutions

Challenge & Resolution



Hurdle #1: Four individuals had not taken their assessment on the first day of training.



Working together, we worked with the 4 individuals that had not completed their assessment. In about 30 minutes, we had their tests resent, completed, and available for them to use during the training.

If this option was not available, they could have used some of the sample reports our team had prepared. We could have also discussed if they had ever taken the assessment before. If so, we could have used their styles and a sample report to complete the first part of training until they were able to complete their assessment.



Challenge & Resolution



Hurdle #1: A participant broke into tears after getting her assessment results.



One of our facilitators pulled the participant aside and talked with her about the results. The results are meant to be a guide and by no means are 100% accurate reflections of each of us.

We shared the exercise that we were going to be engaging in to mark items that resonate with us, those that do not, and any we might have questioned. Our team also shared a personal example of the style assessment that did not fully resonate with us. Showing empathy and compassion for how this individual felt helped guide the conversation.





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