

Effective Communication with DISC

Using the **DISC** Profile to Communicate with Impact



Different Styles.



Stronger Connections.



Greater Understanding.



Better Results.



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CHECK-IN POINT

- Point your phone's camera at the QR code
- or*
- Navigate to <https://wacubo.cnf.io>
- Tap session matching this room
- Keep browser window open to check out at session's end

WACUBO 2025

Business Management Institute



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Objectives

- 1● Identify your **interaction preferences**
- 2● Recognize **DISC** validity
- 3● Describe **D.I.S.C.** Style characteristics
- 4● Consider how **DISC Style** impacts behavior

Roadmap



● Photo Viewing Exercise



● DISC History and Research



● Interpret Your DISC Results



● DISC Reading Method



Where are
we going today?



What do you want to
get out of today?

EXERCISE



LOOK

Look at the
following picture



WRITE

Write down the first
3 things you notice



It's all in how
you look at things



Collision Pair Share

1



STAND UP

Please stand up.

2



PICK A PARTNER

Find a partner you don't normally sit with.

3



SHARE

Share a time when you had a communication collision that you wish you could do over / do better.



People are different.

predictably
People are ^ different.

**Different doesn't mean
wrong,
it just means *different*.**



DISC Profile, What it Is

- Scientific, used for over 60 years
 - You were this at 5 years old
 - People can adapt styles to environment
 - People are a blend of styles
 - There are no bad types (we need all of them)
 - At any time, we could use any of these behavior styles (but we generally prefer one style and a back-up)
- 
- A decorative blue wave graphic that starts from the bottom left and curves upwards towards the right, ending at the bottom right corner of the slide.

DISC Profile, What it IS NOT

NOT a measurement of skill/ability

- Different from Clifton Strengths

NOT a personality test

- Your personality is worth a lot more than 28 questions!
 - Not a way to manipulate people, don't use it for evil
 - It's not about you!
- 

History

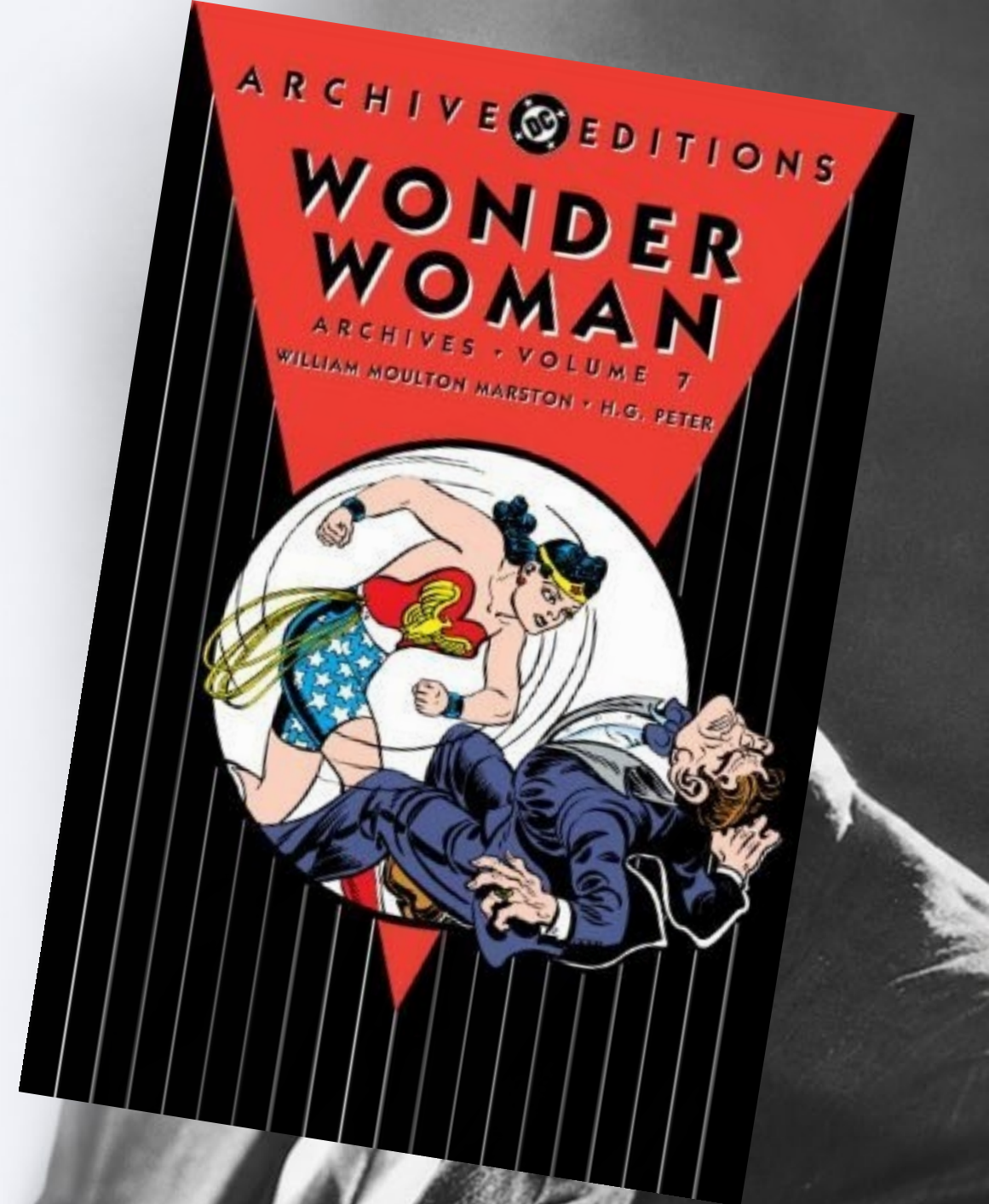
The DISC model is based on the research of **Dr. William Moulton Marston**, a psychologist, inventor, and author who studied human behavior and emotions.



William Moulton Marston

Psychologist | Inventor | Author

1893 – 1947



3 Doors of Learning

01



Learn more
about
yourself

02



Learn how to
read **other**
people

03



Learn how to
flex your style
to match the
style of the
person you are
communicating
with

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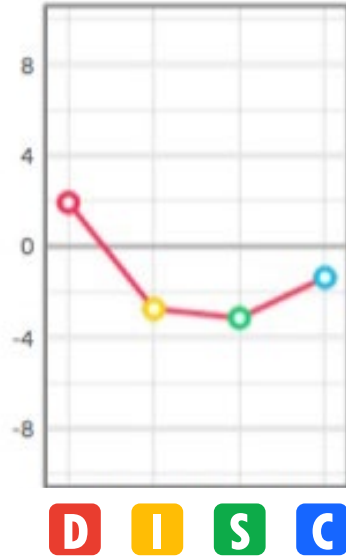


Learn how to
flex your style
to match the
style of the
person you are
communicating
with

How to Read Your Results

Graph I

Adaptive Style



The self-perception of how you believe you should behave within a given situation or relationship; may change with environments, situations or roles.

Influenced by current circumstances

Graph II

Natural Style

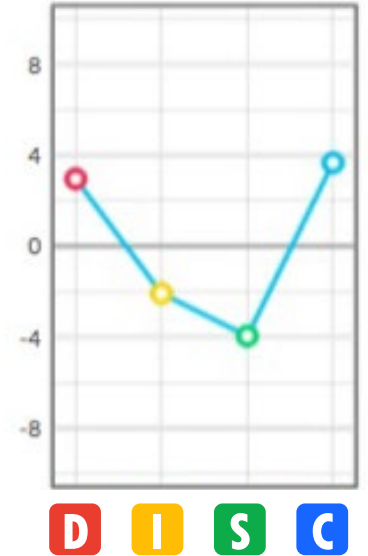


The self-perception of the “real you,” instinct, or how you would choose to behave without the influence of anyone or anything; also, the typical response in stress.

Mostly consistent throughout life but can change over long periods of time.

Graph III

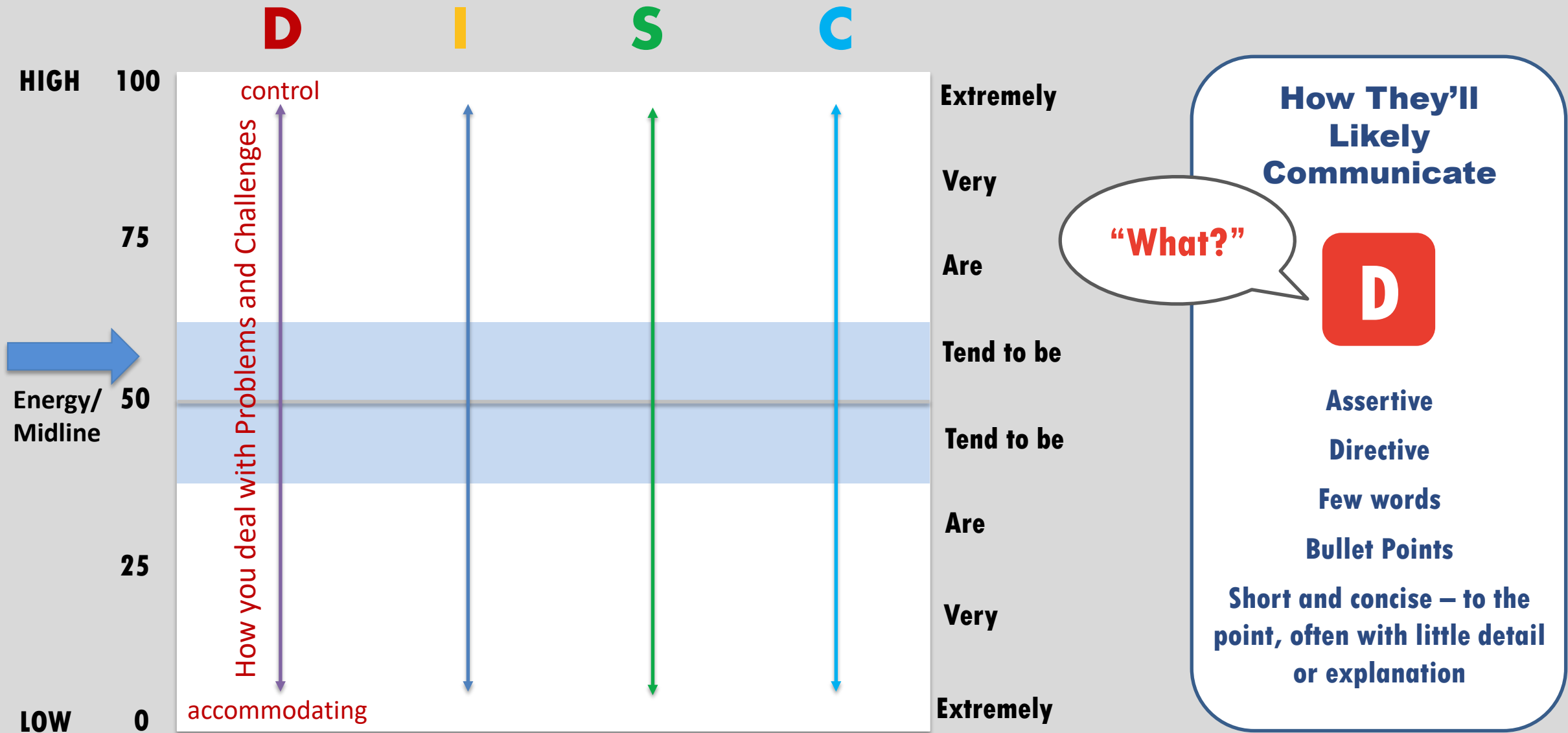
Average



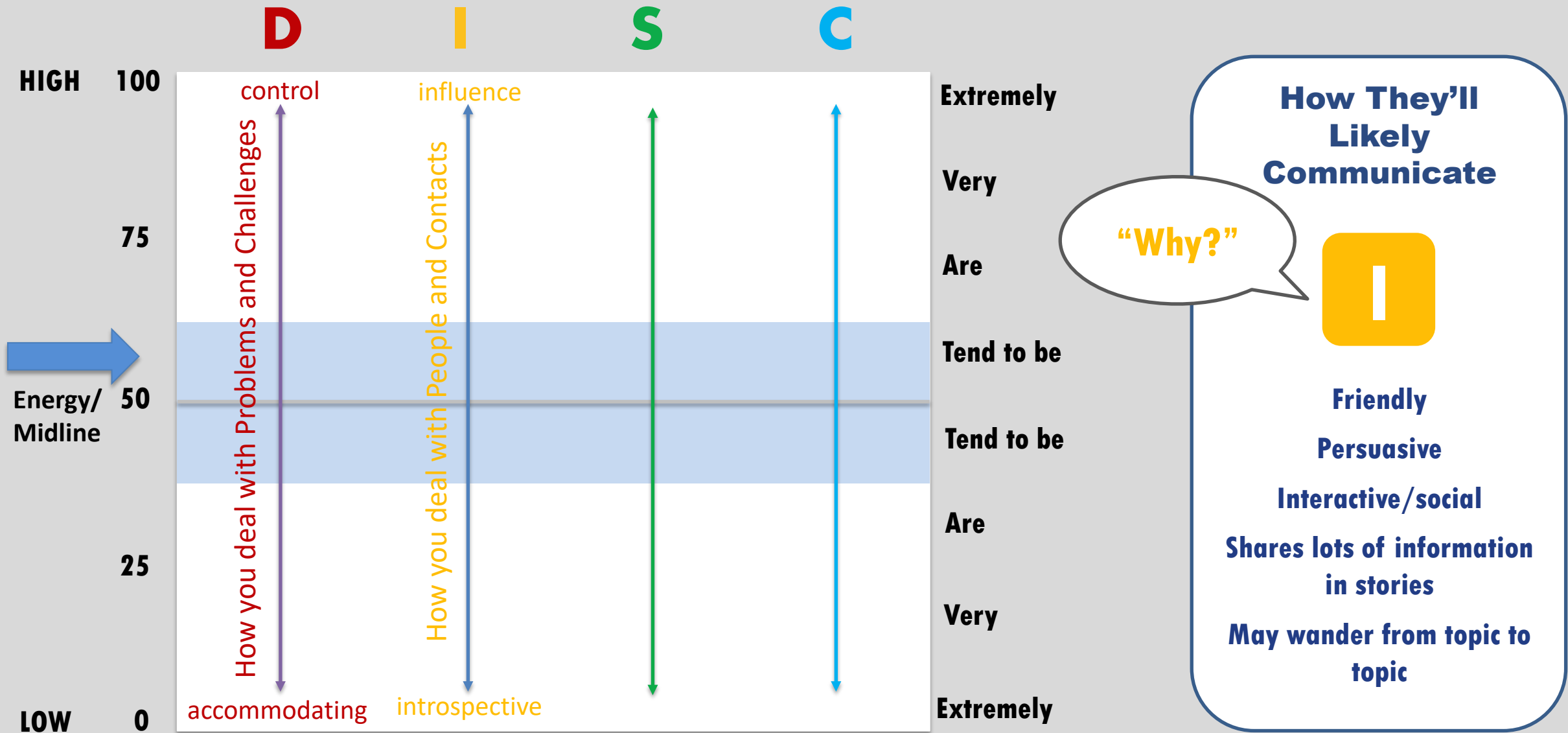
Style Specifics

- Your 'style' letters are assigned to those above 50
- 70+ considered '**primary**'
- *CAPITAL* letter: primary
- *lowercase* letter: secondary (above 50, below 70)
- Scores <10 or >90 indicate **NEED**

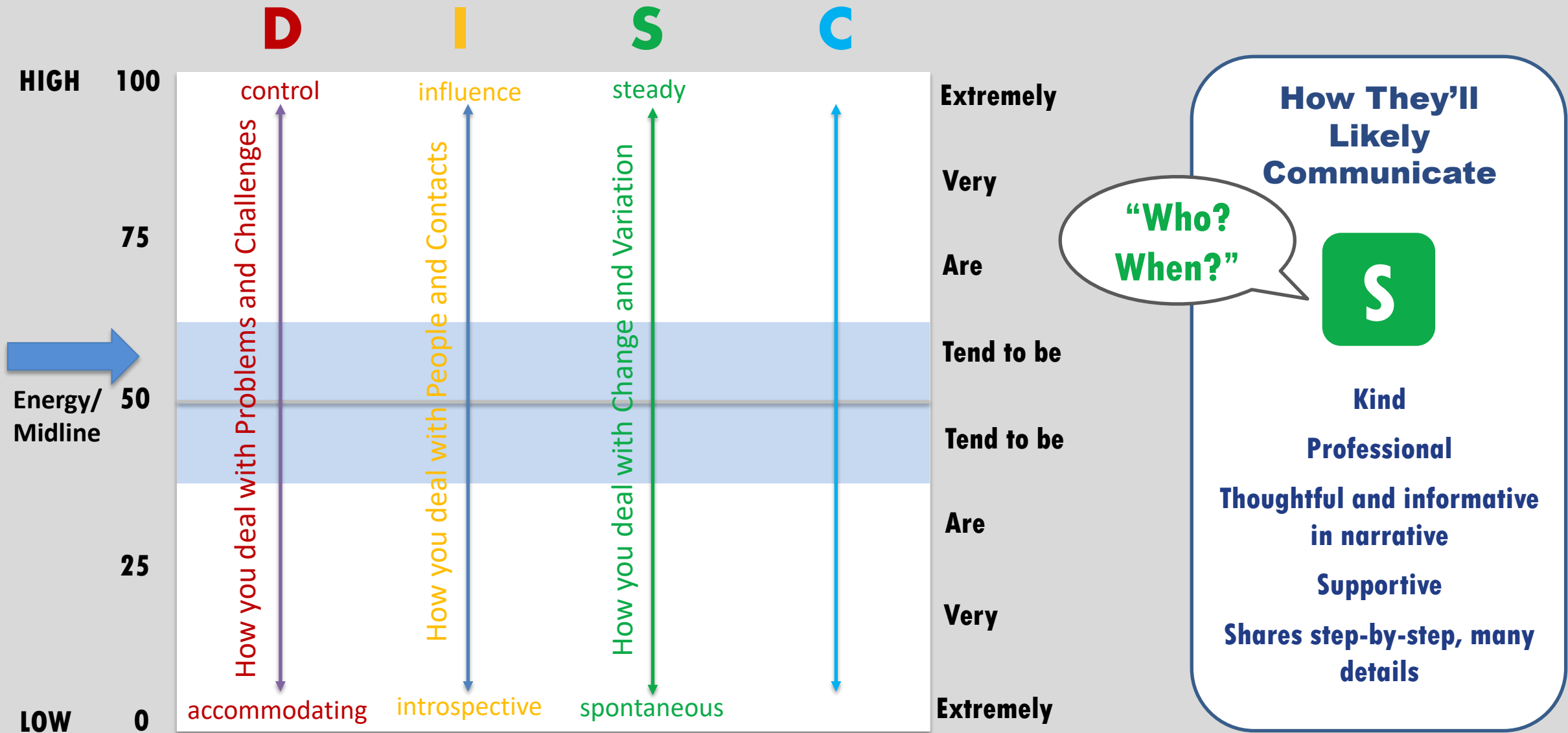
How to Read Your Results



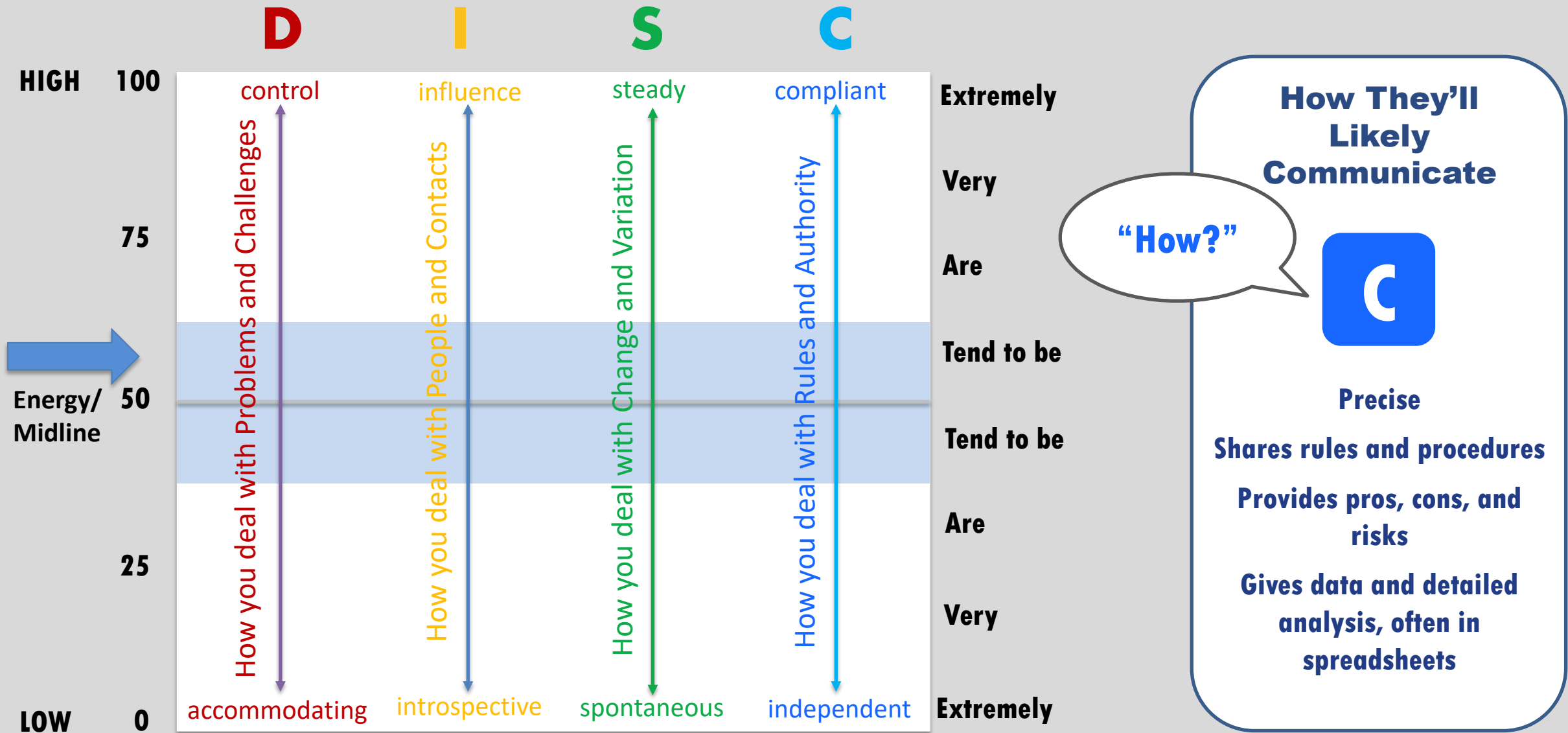
How to Read Your Results



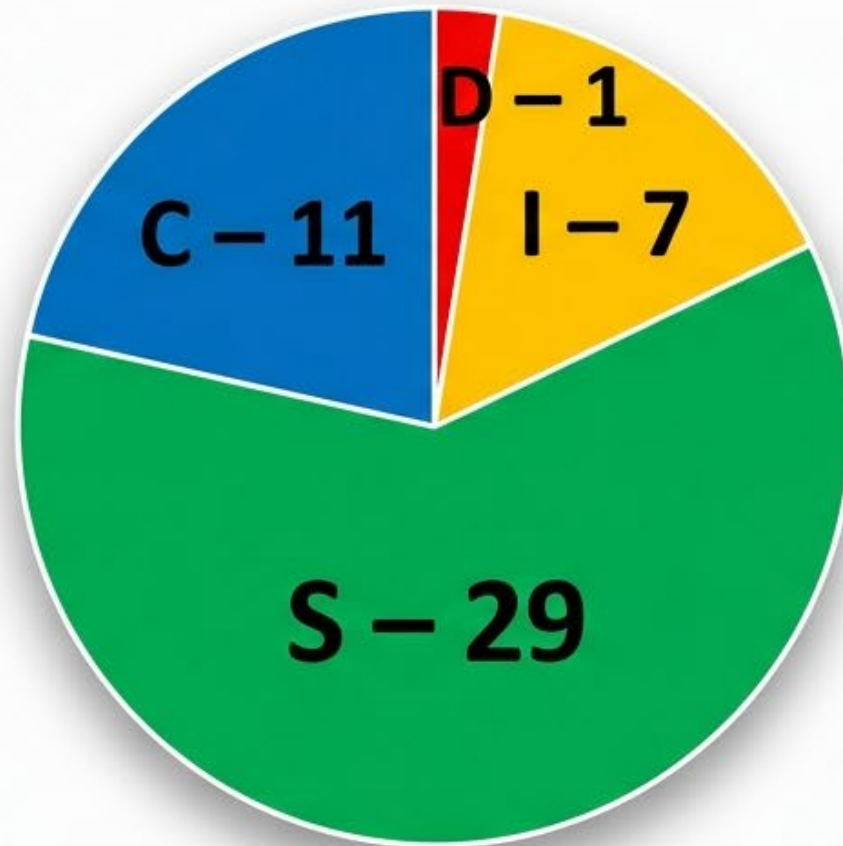
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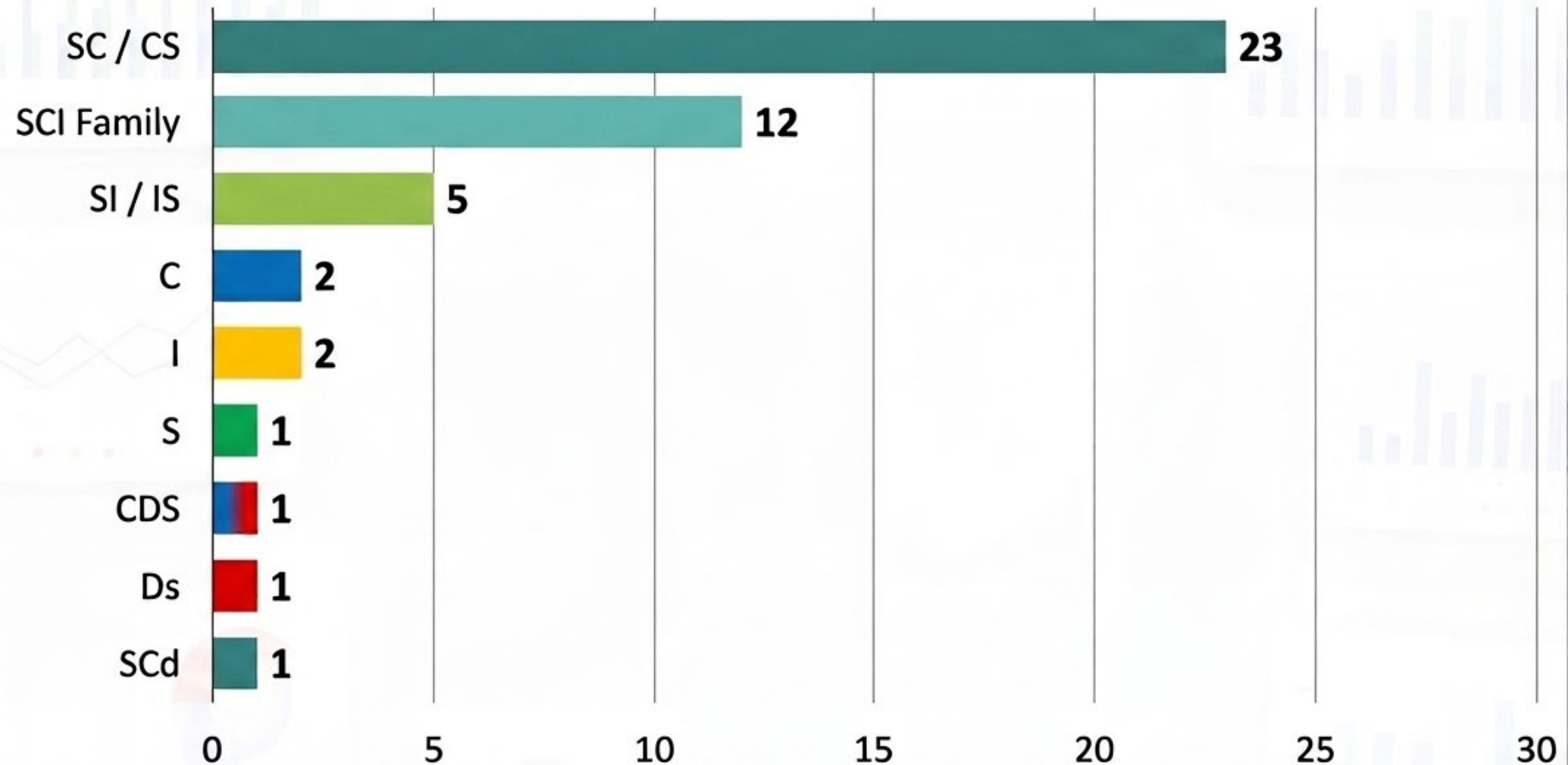


Primary DISC Style Distribution (n = 48)



● D Dominance ● I Influence ● S Steadiness ● C Conscientiousness

Detailed DISC Style Breakdown (n = 48)



■ SC/CS (23) ■ SCI Family (12) ■ SI/IS (5) ■ C (2) ■ I (2) ■ S (1) ■ CDS (1) ■ Ds (1) ■ SCd (1)

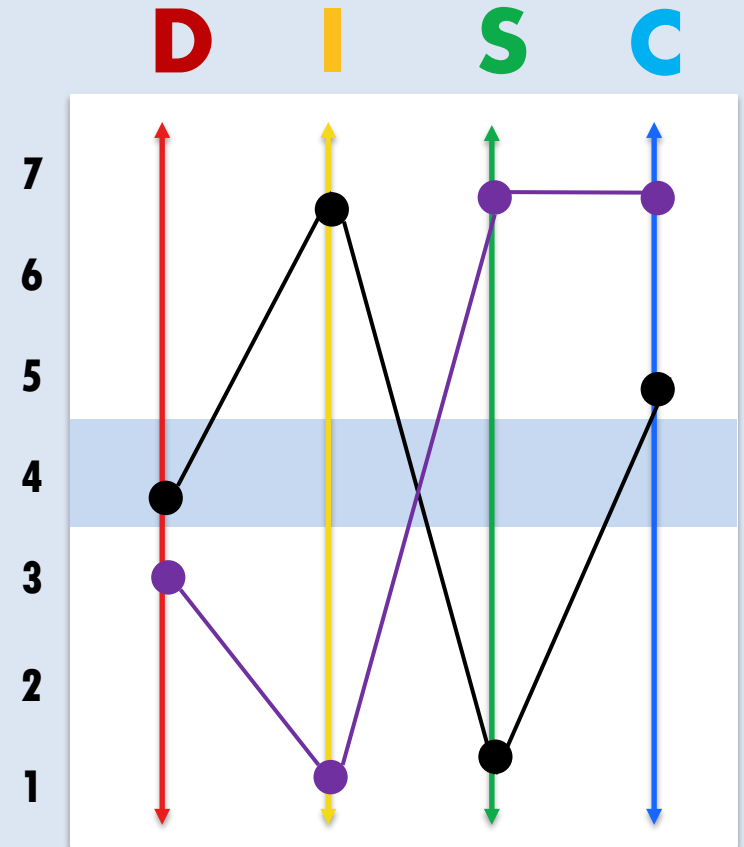
Identify Your DISC Profile

On your tent card, write your **Graph 2 (Natural Style)** D.I.S.C. order:

- ☐ Write style letters in order from highest to lowest
- ☐ Put a space between styles that are above the midline, and at midline or lower
- ☐ If 2 are in the same zone, put a slash "/" in between the styles

Examples

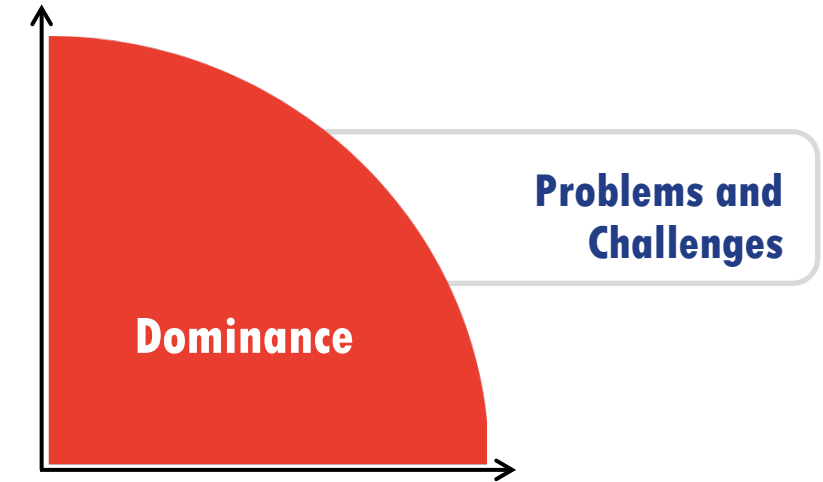
Graph II
Natural Style



S/C D I

Decisive. Direct. Determined. Driven.

- Pace:** Fast/Decisive
- Priority:** Conquer, win
- Motivated:** Competition, winning, efficiency
- Seek:** Productivity and control
- Fear:** Being taken advantage of, loss of control/decisions
- Irritations:** Inefficiency, indecisiveness
- Under stress:** Dictator, micromanage





Growth Areas:

- Impatient
- Poor Listeners
- Insensitive to others
- Can be too risky
- Hesitate to delegate

How to Talk With?

- Give them bottom line
- Speak up and be brief
- Be direct and focus
- Don't repeat yourself
- Focus on solutions, not problems
- Be confident, don't waver

Body Language/Tone of Voice

- Keep your distance
- Strong handshake
- Lean in for emphasis
- Direct eye contact
- Fast pace
- Strong, clear, confident

Decisive . Direct . Determined . Driven

D

Decisive. Direct. Determined. Driven.

D

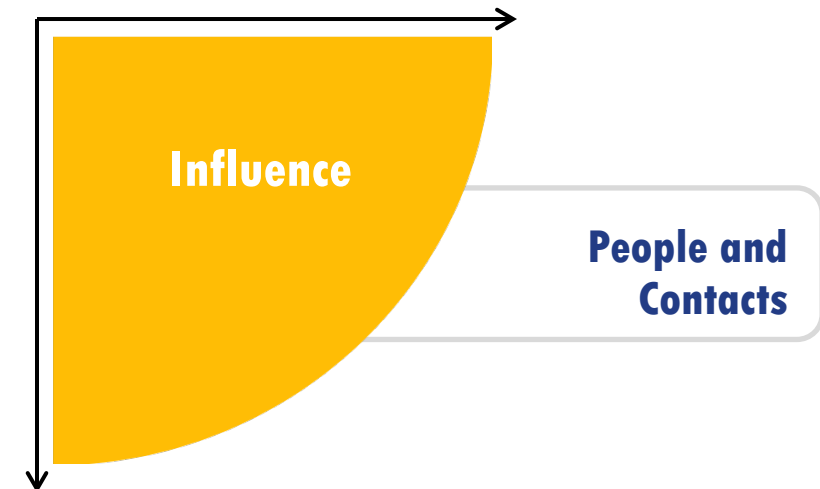
What we love about them:

- Resourceful, pioneering, strong-willed, and self-reliant
- Enjoy engaging others in competitive situations
- Place high expectations on performance from themselves and others
- Enjoy lively debate.
- Resists influence from others.



Interactive. Inspiring. Influential. Impulsive.

- Pace:** Spontaneous
- Priority:** Have fun, people
- Motivated:** Freedom of expression, coaching, group activity
- Seek:** Social acceptance
- Fear:** Social rejection
- Irritations:** Routine, isolation, complexity
- Under stress:** Sarcastic, superficial





Growth Areas:

- Short attention span
- Follow through
- Attention to detail
- Aloof
- Too optimistic

How to Talk With?

- Share your experiences
- Allow them time ask questions and talk through issues
- Focus on positives
- Don't overload with details
- Don't interrupt

Body Language/Tone of Voice

- Sit next to
- Smile, relax, have fun
- Friendly eye-contact
- Expressive gestures
- Fast pace
- Enthusiastic, motivational, animated

Interactive . Inspiring . Influential . Impulsive

Interactive. Inspiring. Influential. Impulsive.

What we love about them:

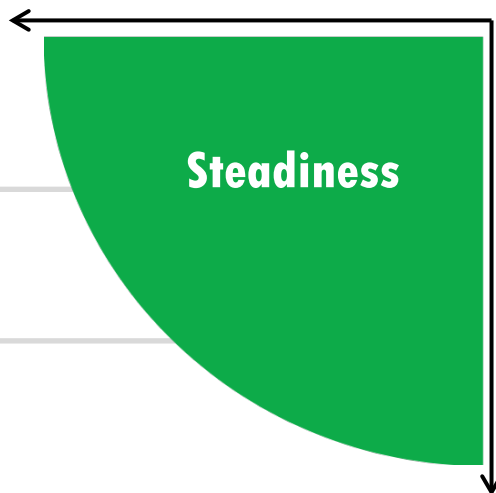
- Appreciate interacting with others.
- Notice others and help them feel comfortable in new groups.
- Quickly improvising based on intuition; innovative.
- Bringing energy and sense of fun to a team.
- Open to try new things.



Steady. Secure. Systematic. Stable. Steadfast.



Pace:	Relaxed/Chill
Priority:	Relationships, security
Motivated:	Cooperation, helping others, fairness
Seek:	Consistency, getting with along with others
Fear:	Conflict, sudden changes, instability
Irritations:	Insensitivity, impatience
Under stress:	Withdraw, indecisive, submissive



**Pace and
Consistency**



Growth Areas:

- Too passive
- Avoid Conflict
- Delay decisions
- Too sensitive
- Burn out – can't say no

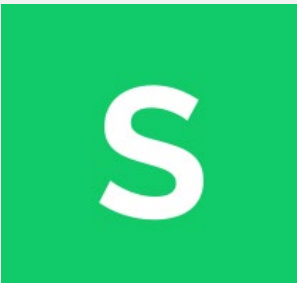
How to Talk With?

- Be personal, genuine, amiable
- Don't talk negatively about others
- Express your interest in them and what you expect from them
- Take time to provide clarification

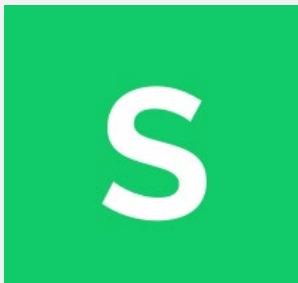
Body Language/Tone of Voice

- Relaxed, calm, don't rush
- Small gestures
- Friendly eye contact
- Don't go in space unless invited
- Low or more quiet
- Warm

Steady . Secure . Systematic . Stable . Steadfast

S

Steady. Secure. Systematic. Stable. Steadfast.

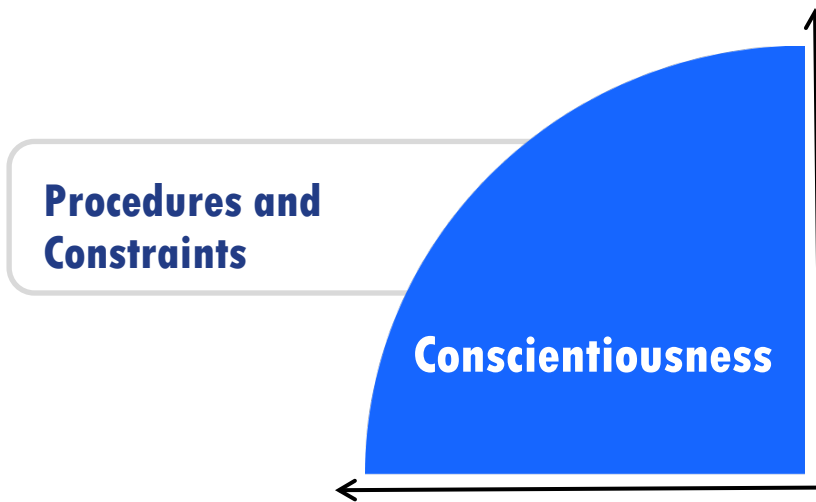
S

What we love about them:

- Listen patiently to the needs and requests of others.
- Work considerately and cooperatively with others.
- Following up by checking back on a regular basis and being available to help.
- Super power: Mask Emotions
- Loyal to inner circle.



Correct. Conscientious. Cautious. Creative.



- Pace:** Intentional/Planned
- Priority:** Efficiency, precision
- Motivated:** Gain knowledge, show their expertise, quality of work
- Seek:** Accuracy, precision
- Fear:** Criticism of their work, mistakes, being unprepared
- Irritations:** Disorganization, improper behavior, risky decisions
- Under stress:** Critical, headstrong, withdraw



Growth Areas:

- Perfectionist
- Overly critical
- Shut down brainstorming
- Risk avoidance

How to Talk With?

- Focus on facts and details
- Minimize pep talk or emotional language
- Be patient, persistent, and diplomatic
- Build up to the big picture, don't start with it
- Be organized in your words

Body Language/Tone of Voice

- Keep your distance
- Firm posture
- Little or no hand gestures
- Little emotions
- Professional and respectful
- Controlled, thoughtful
- Calm and reserved

Correct . Conscientious . Cautious . Creative



Correct. Conscientious. Cautious. Creative.



What we love about them:

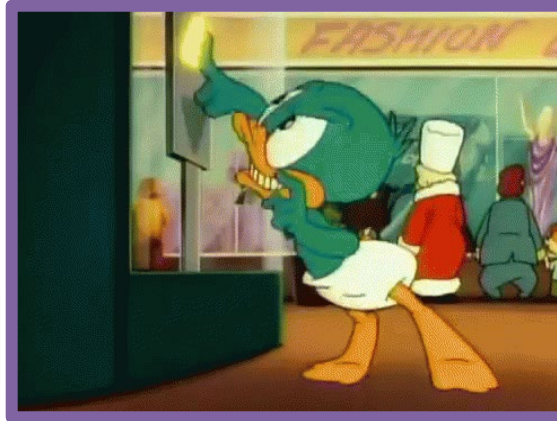
- Make objective decisions rather than emotional ones.
- Providing clearly defined procedures when giving assignments.
- Attention to details, perfectionist.
- Creative problem solvers.
- Being comfortable analyzing large amounts of information.



Correct . Conscientious . Cautious . Creative

Riding the Elevator?

D



Quickly pushes "Close Door"



I

"I forgot to give you a hug!"

C



Permit expired... takes stairs

S



Hold the Elevator😊

Measures Observable Behaviors

3 Doors of Learning

01



Learn more
about
yourself

02



Learn how to
read other
people

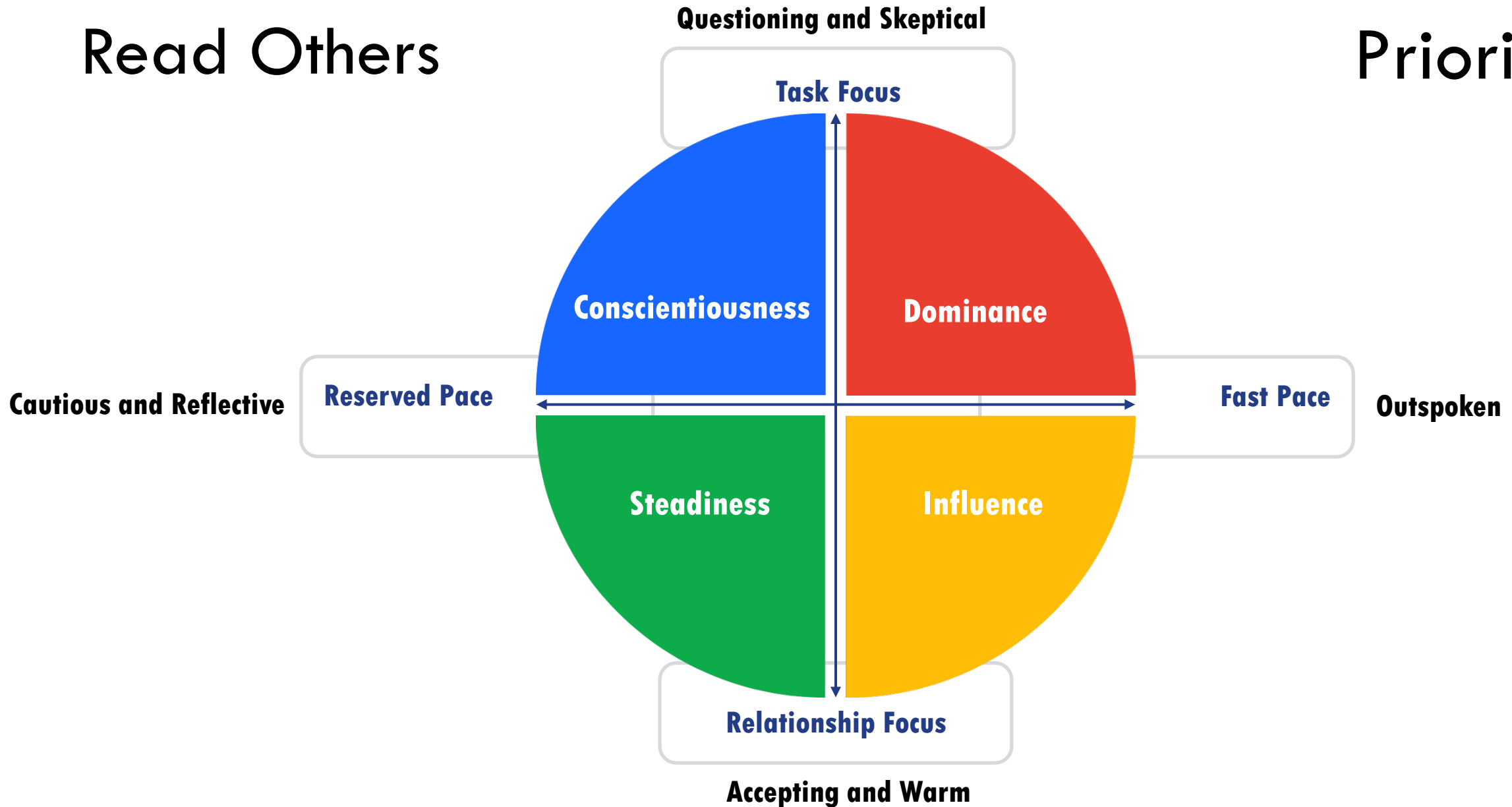
03



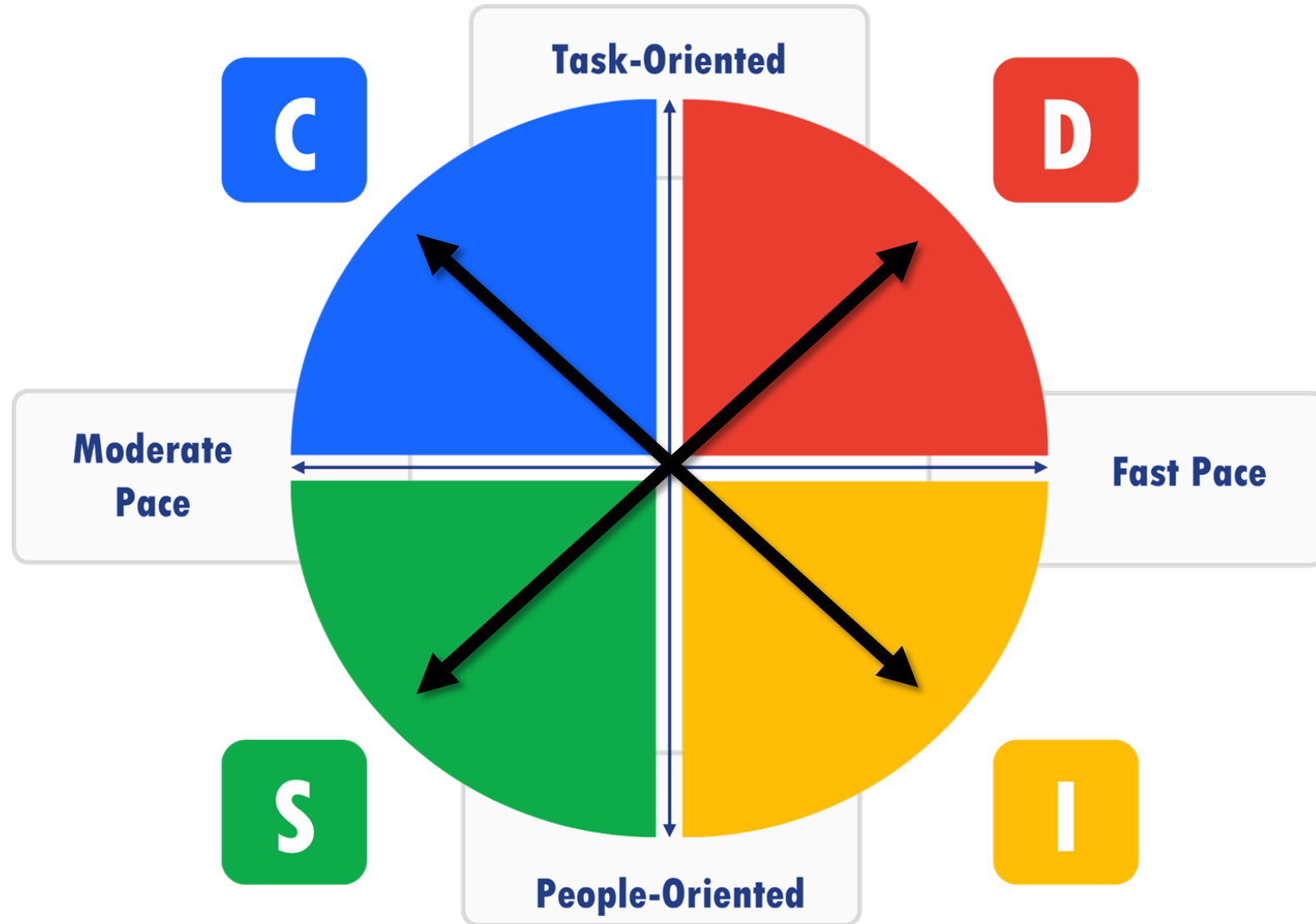
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How to Read Others

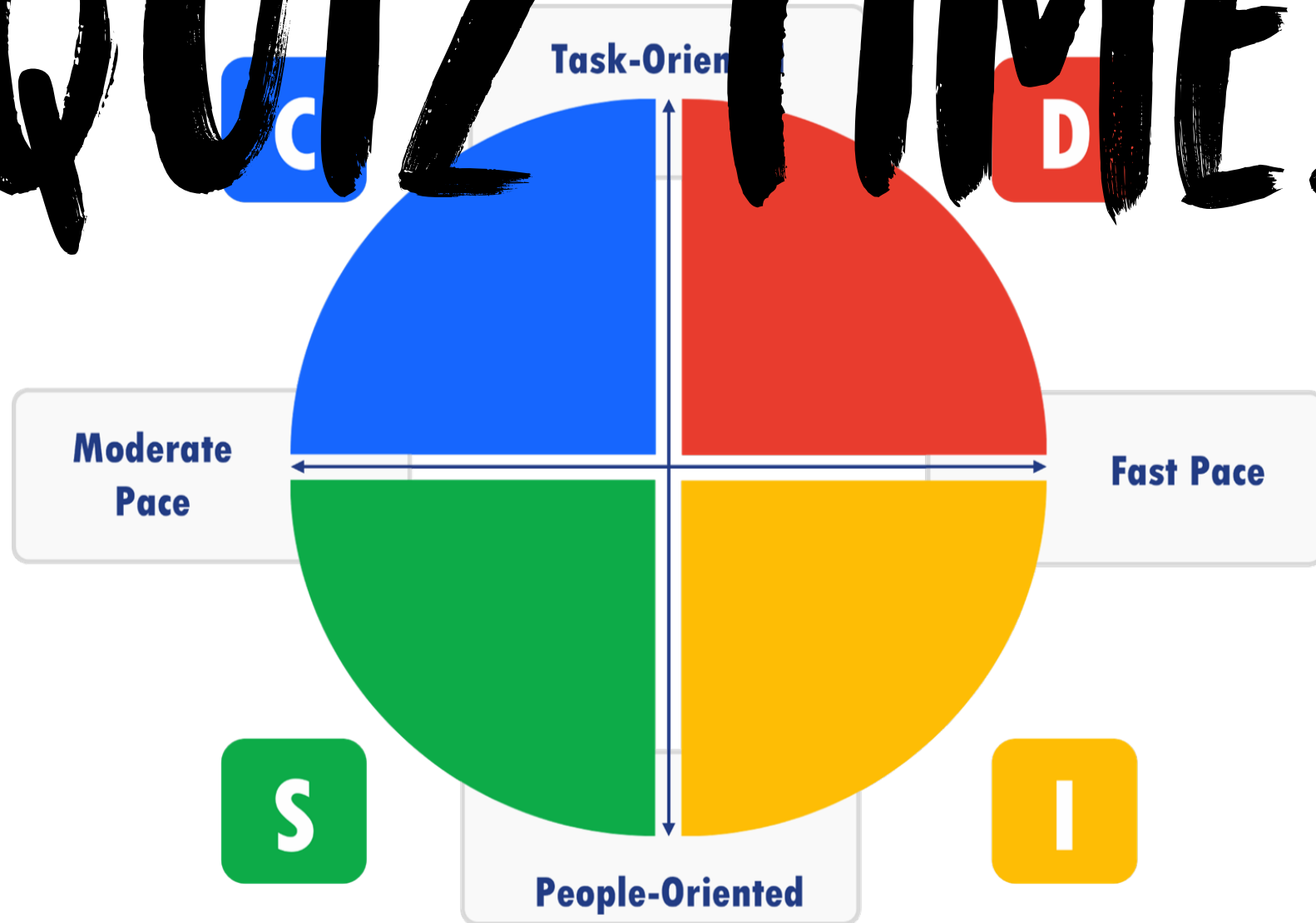
Pace and Priority



Natural Conflict



QUIZ TIME!

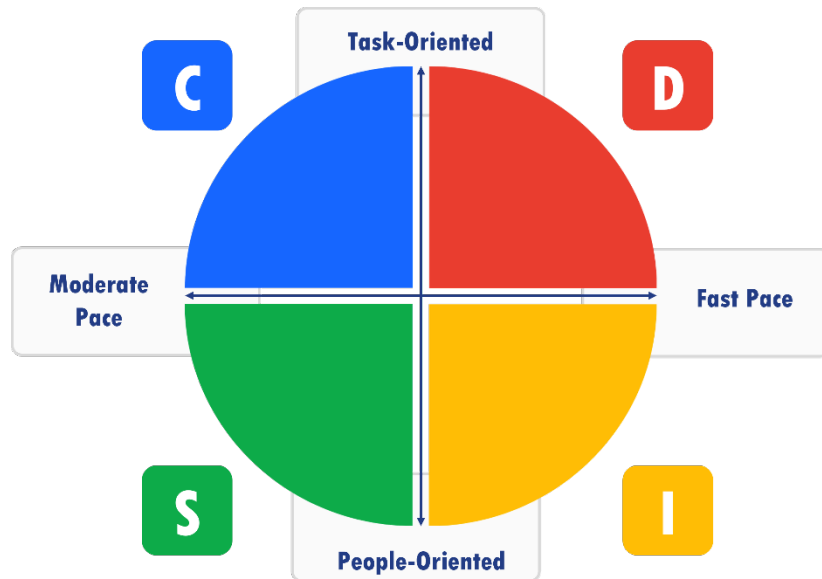


What Style is Michael Scott?

“Do I need to be liked? Absolutely not. I *like* to be liked. I *enjoy* being liked. I *have* to be liked. But it's not like this, compulsive, *need*, to be liked. Like my need to be praised.”

“Would I rather be feared or loved? Um... easy, both. I want people to be afraid of how much they love me.”

As the boss, he spent more time cracking jokes and dressing up as hilarious characters than he actually spent working.



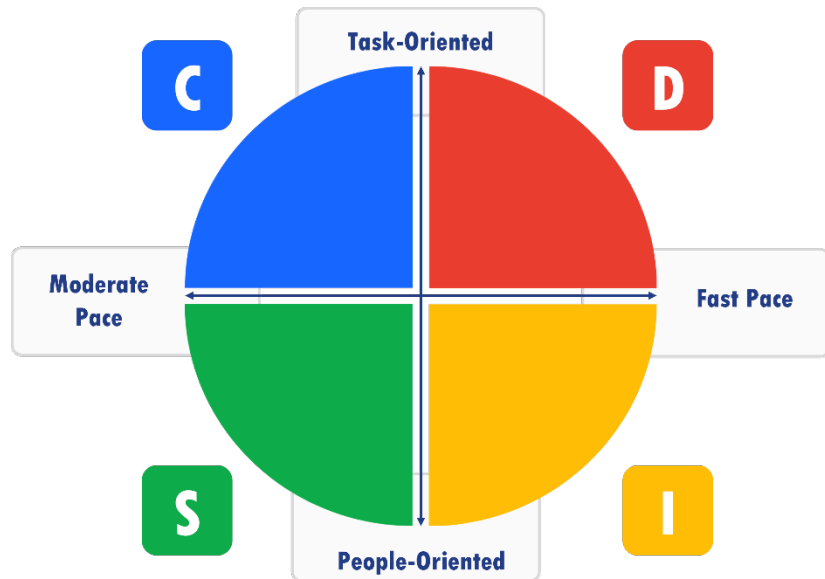
What is his pace?

What is his priority?

What Style is Phyllis Vance?

“I have been wanting to be Santa for years. I believe I have the right temperament and the figure to do the job well. I slipped a note to Jim 11 weeks ago, and he said I could do it. It's been a long journey... but [sniffs] I'm Santa Claus!”

Phyllis is the loyal, lovable co-worker that is accommodating to everyone she meets, always willing to lend a helping hand.



What is her pace?

What is her priority?

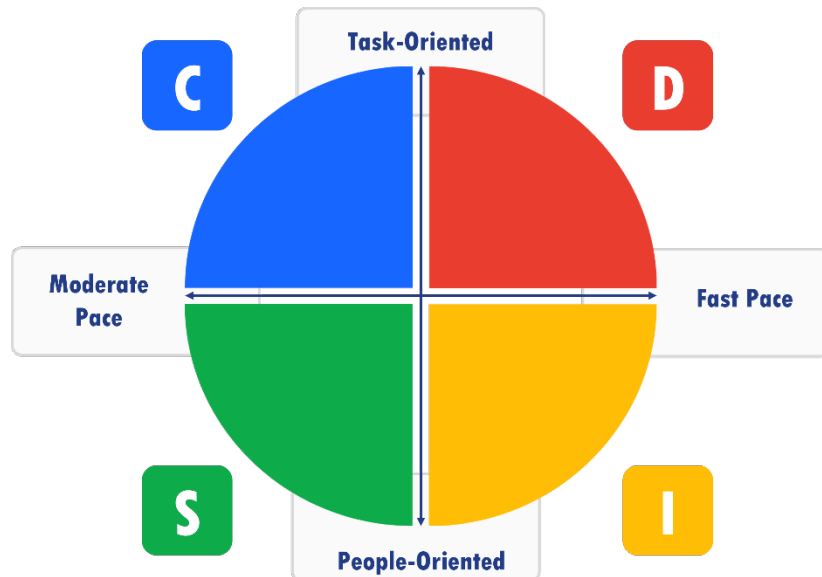
What Style is Dwight Shrute?

“How would I describe myself?

3 Words: hard-working, alpha male, jack hammer... merciless... insatiable...”

“Before I do anything I ask myself, ‘Would an idiot do that?’ And if the answer is yes, I do not do that thing.”

Oh, Dwight. If you’re not hunting bears or harvesting beets, you’re working at Dunder Mifflin as the Assistant to the Regional Manager and one of their top salespeople.



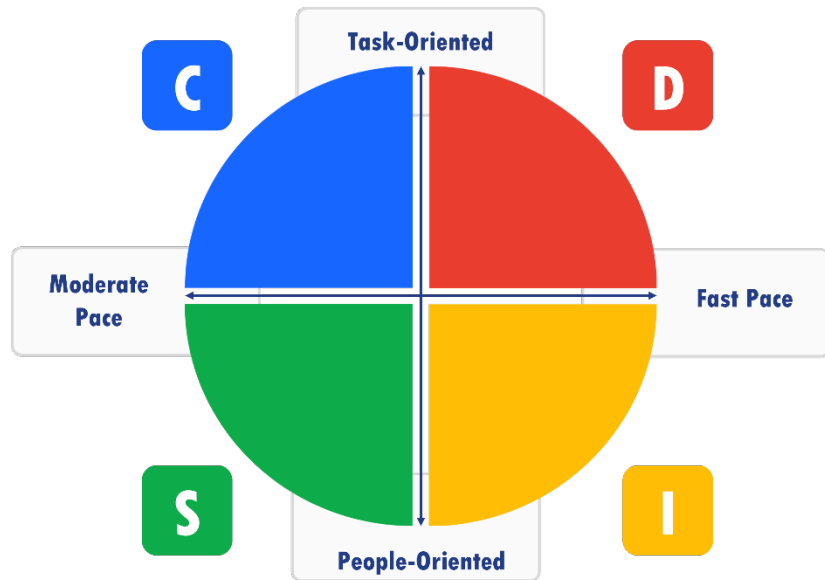
What is his pace?

What is his priority?

What Style is Angela Martin?

“I actually look forward to performance reviews. I did the youth beauty pageant circuit, and I enjoyed that quite a bit. I really enjoy being judged. I believe I hold up very well to even severe scrutiny.”

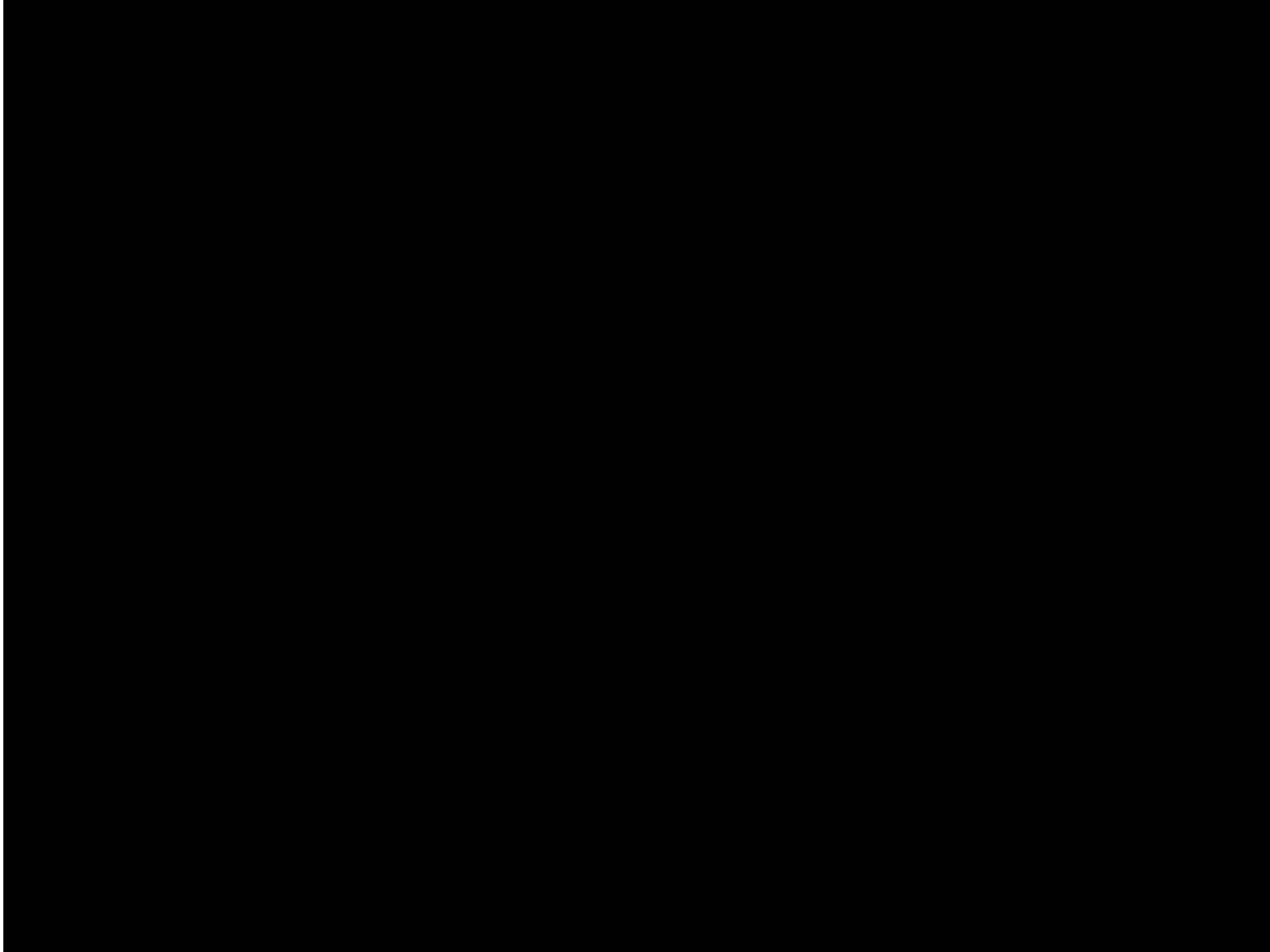
Angela Martin, the strong-willed accountant, is best known for ruling the Party Planning Committee with an iron fist. Angela would review each of her members' party planning ideas with a smirk before ripping them to shreds.



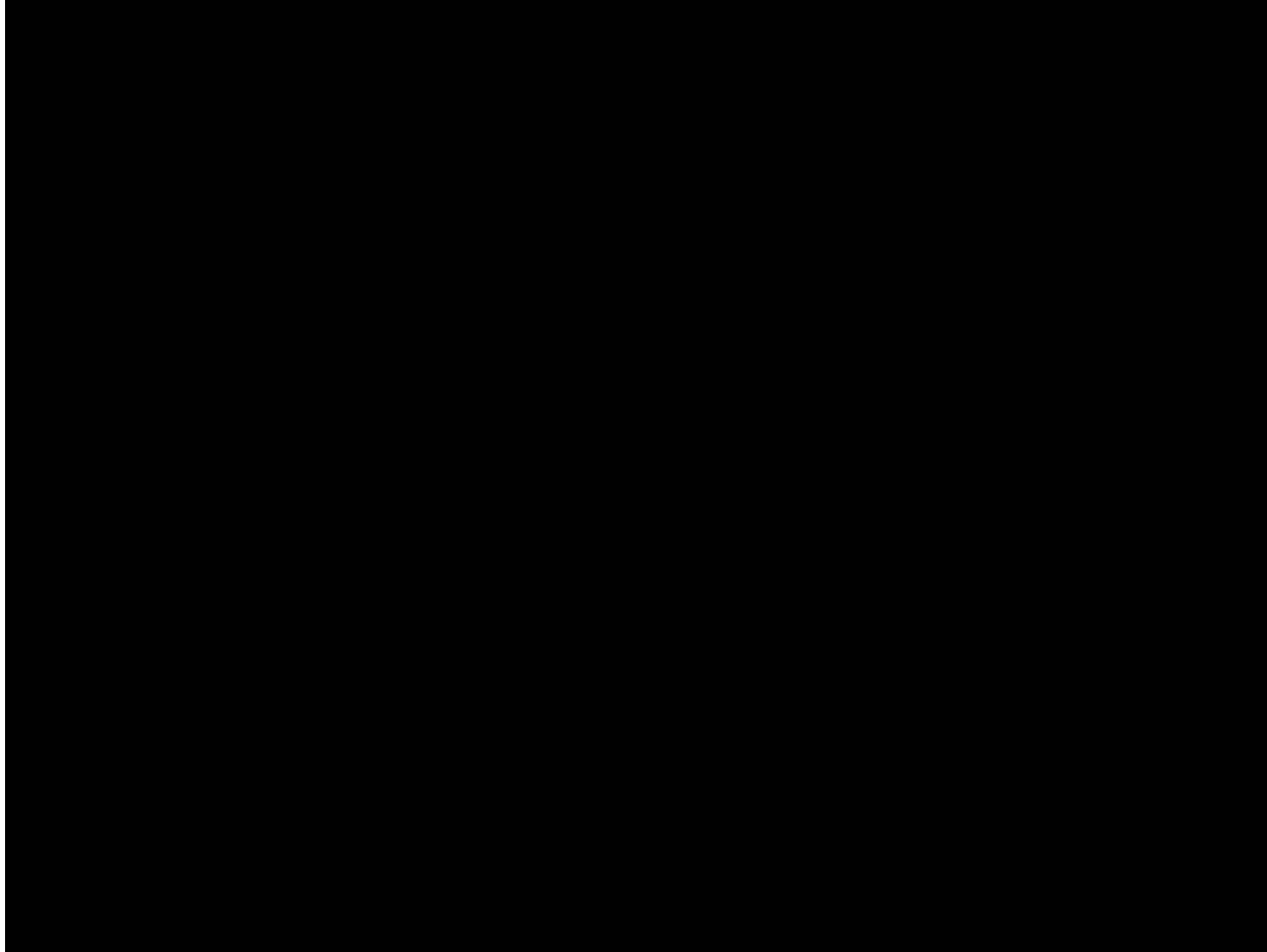
What is her pace?

What is her priority?

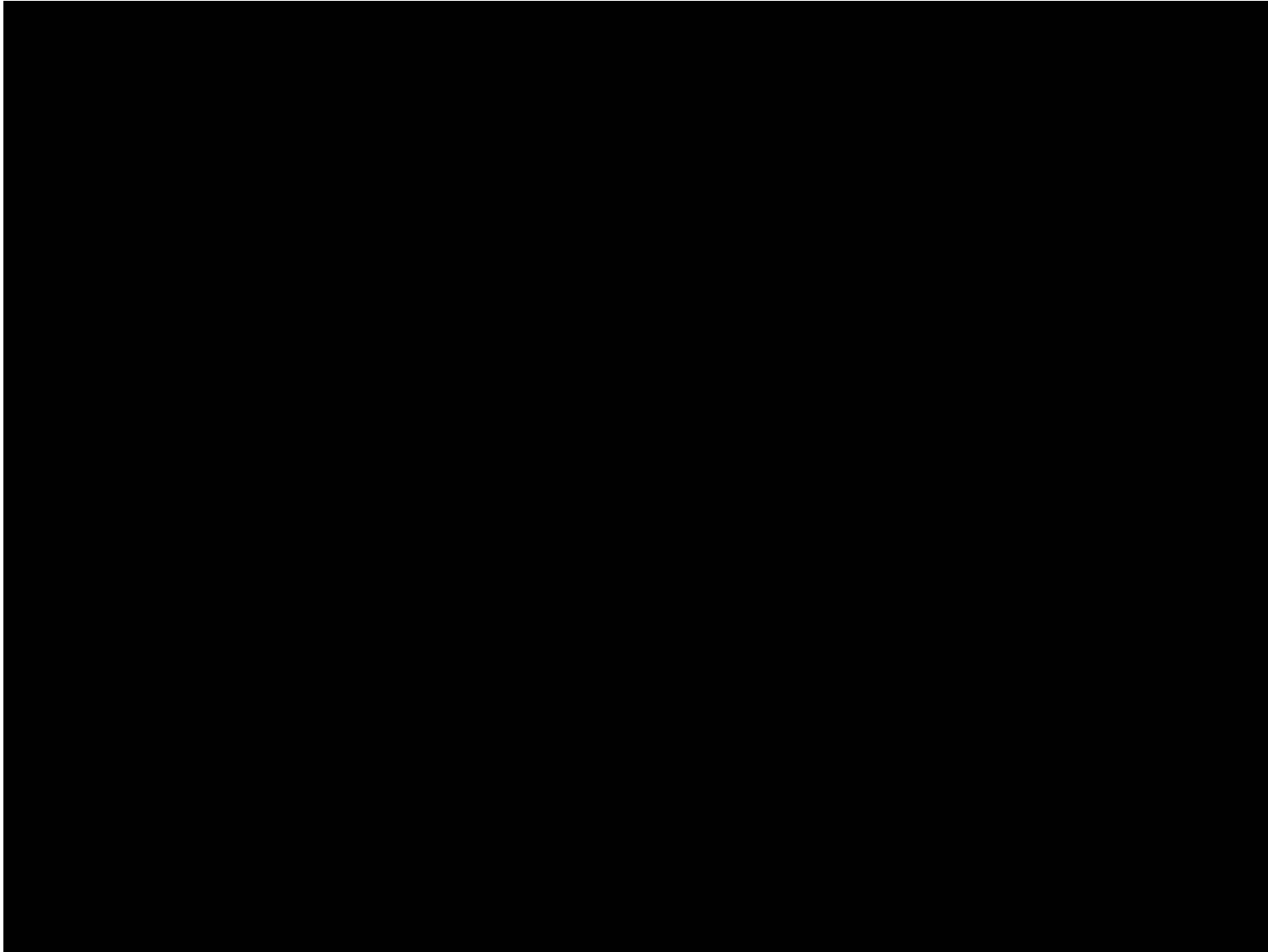
Body Language? Tone? Key words?



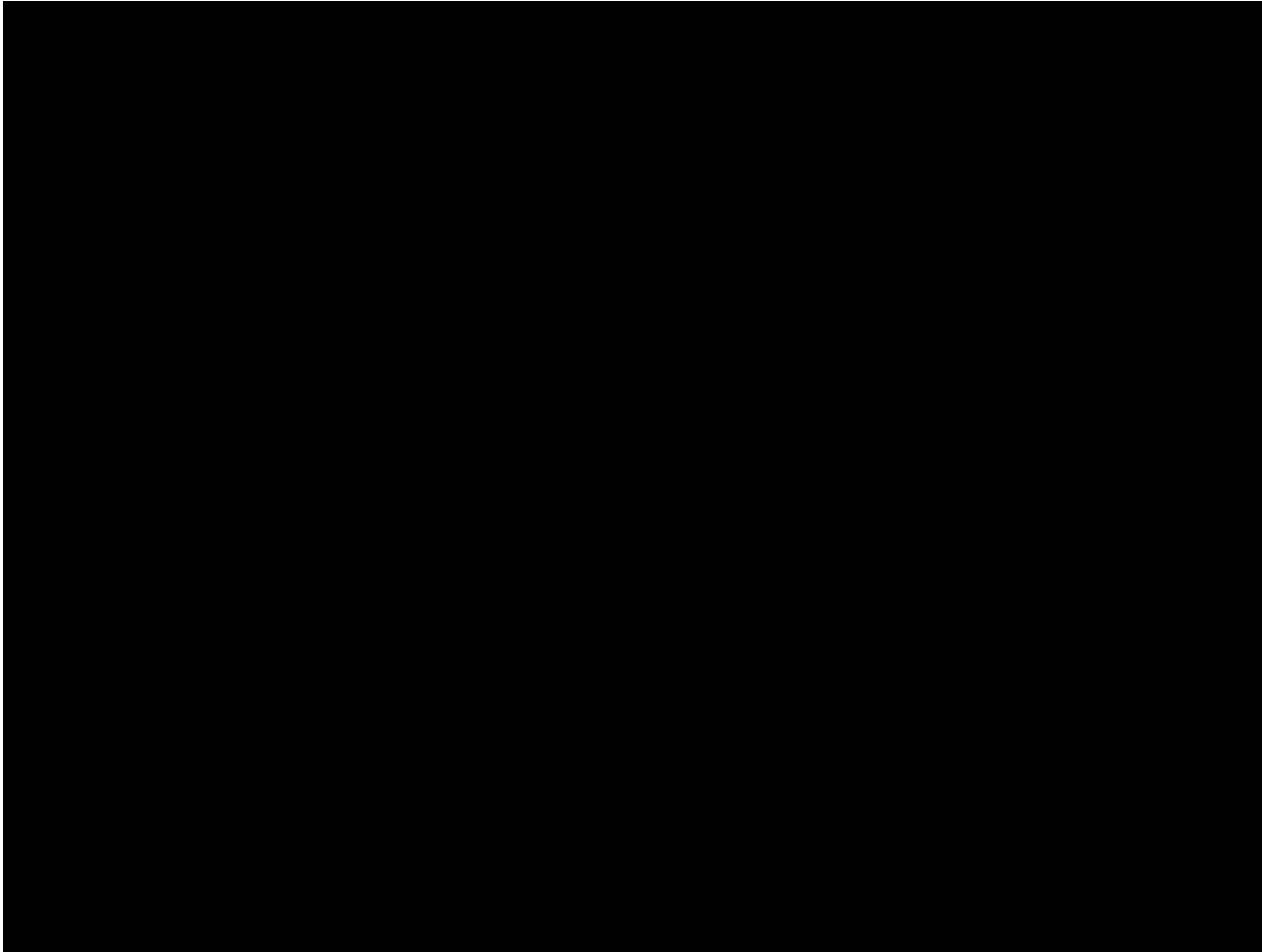
Body Language? Tone? Key words?



Body Language? Tone? Key words?



Body Language? Tone? Key words?



3 Doors of Learning

01



Learn more
about
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02



Learn how to
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03



Learn how to
flex your style
to match the
style of the
person you are
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EFFECTIVE COMMUNICATION

How do you flex?



Adapting is *Flexibility* and *Aptitude*

- **Flexibility** is your **Willingness**
- **Aptitude** is your **Capability** to adjust your approach or strategy
- It's something you must **cognitively choose to apply** to yourself (to your patterns, attitudes and habits), not expect from others.

*We practice adaptability each time we slow down for a **C** or **S** style; or when we move a bit faster for the **D** or **I** style.*

*It also occurs when the **D** or **C** styles take the time to build the relationship with an **S** or **I** style, or when the **I** or **S** style focuses on facts or gets right to the point with **D** or **C** styles.*

Adaptability does not mean an “imitation” of the other person’s style.

It does mean adjusting your:

- Openness (accepting or skeptical)
- Directness (straightforward, speaking up)
- Pace (motor)
- Priority (compass)

...while maintaining your own identity.

Communicate with Leadership Maturity & Impact



STYLE & FOCUS



UNENLIGHTENED TRAITS



ENLIGHTENED TRAITS

→ LEADERSHIP SHIFT



Dominance

Results & Directness

Aggressive

Demanding

Bossy

Confrontational

Gets even

Direct problem solver

Speaks up on issues

Quick to resolve conflict

Assertive

Replaces intimidation and power struggles with solution-driven candor.



Influence

People & Optimism

Sarcastic

Gossips

Over-dramatic

No filter

Mocks others

Stays positive

Believes in solutions

Expresses feelings safely

Quick to forgive

Channels enthusiasm into constructive optimism instead of drama.



Steadiness

Patience & Harmony

Passive-aggressive

Avoids problems

Unresponsive

Caves to tension

Active peacemaker

Listens to understand

Sticks up for others

Patient

Moves from quiet avoidance to proactive advocacy and active listening.



Careful

Quality & Accuracy

Hyper-critical

Defensive

Over-analyzes

Unrealistic expectations

Fact & data focused

Measured word choices

Root-cause focus

Keeps calm

Shifts from nitpicking to objective, non-blaming root-cause problem solving.



Core Takeaway: Behavioral maturity isn't changing your core style—it's shifting from reactive defenses to conscious leadership communication.

Effective Communication Take Away

Small shifts in how we communicate create **stronger connections**.

01



Know Yourself

Focus on learning more about yourself. Replace "I am this way" with "*I choose how I respond.*"

02



Read Others

Start intentionally noticing the communication styles of the people around you.

03



Flex Your Style

Choose one relationship this week and intentionally adjust your communication style to better connect.

Thank you for participating! Let's continue the conversation.

Presented by your course facilitators:



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Scan to Connect with
Leslie on LinkedIn!





Looking to Obtain CPEs?

**Don't forget to
Check-Out from
the system!**



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