



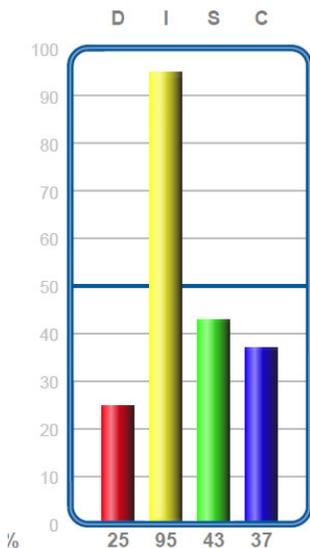
July 2012

## Identifying DISC Stress Patterns

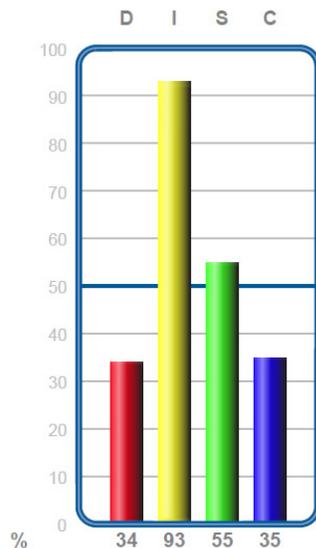
As many of you know, our DISC assessment is now constructed in such a way that individuals rank order all four of their answers rather than simply select one word set that is “most” like them and one that is “least” like them. This format increases the validity of the assessment. Recent research has found that the new assessment construction is more sensitive to stress patterns.

As you read a DISC assessment and compare the Natural and Adapted Style scores, take note that any adaptation that crosses the “energy line” (level 50) and/or is greater than or equal to a 10 point difference in scores indicates a level of stress that can cause burnout over time. In addition, individuals with these patterns may revert back to their natural style under times of stress.

**MOST**  
Graph I  
Adapted Style



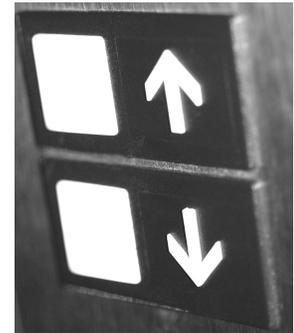
**LEAST**  
Graph II  
Natural Style



For example, the person in the graph above has a natural Steadiness at 55, but they are adapting to be a level 43 (and they are crossing the energy line as they do so). You must ask, “Why is this person adapting this way? Is it to survive or succeed? How long can they continue this adaptation?” Over time and/or when this person is stressed, you will likely see their Steadiness increase and revert back to their natural style.

## What’s Your Elevator Speech?

An elevator speech is a brief synopsis of what your company does. When done correctly, you should be able to relay this information to someone in the time it takes to ride an elevator - 30 seconds or less. If you don’t have a well crafted elevator speech, you might just push the buttons of the person you are trying to impress! Here are some tips to get you started:



### A great elevator speech...

- (1) Names the problem(s) in your industry
- (2) Identifies the consequences of the problems
- (3) Presents your Company’s solutions
- (4) Accentuates the positive results your Company delivers

Carol Bentley recommends using the following verbiage to begin structuring your speech:

**You know how....[insert industry problems]**  
**Which means that...[insert consequences]**  
**What I do is...[insert your Company’s solutions]**  
**Which means that...[insert the positive results]**

Using phrases like “Don’t you” and “You know how” engages people and encourages them to align their viewpoint with yours. Once you have crafted your speech, practice and master it so that you will be prepared when an opportunity presents itself!

## Who We Are

You know how businesses often experience talent management problems by having the wrong people for the job or internal conflicts between their employees? This means that you have disengaged employees, increased turnover, and decreased productivity. Through the use of consulting, validated assessments, and coaching, Performance Excellence assesses and coaches individuals and teams in comparison with their job role and work environment. This means that employees are more engaged, retention rates increase and productivity and morale are improved.