

ARE YOU DRIVING COMPLIANCE OR COMMITMENT?

Neuroscience has proven that decisions are made in the emotional brain. And as much as we like to believe that our decisions are data-driven, it's simply not true. To successfully influence others, you must appeal to both the emotional and logical brains. If you fail to convince one or the other, you might achieve short-term compliance ... but not long-term commitment.

Increase your influence with DiSC®

WORKSHOP DETAILS

Target audience

- All Employees

Time investment

- 3 hour workshop
- 15 min DiSC Workplace® assessment
- Optional 15 min office hour Q&A

Workshop format

- Virtual
- Classroom

Workshop features

- Break-out room discussions & activities
- Time for personal reflection
- Practical take-away tools
- Designed to be practical, interactive, memorable ... and a little bit BOLD!

LEARNING OBJECTIVES

Workshop participants will ...

- Define influence as an "everyday" activity
- Connect neuroscience principles to the importance of logical & emotional influence tactics
- Understand DiSC® principles and explore the 4 primary interaction styles
- Learn to "read" others' primary DiSC® style & interpret others' actions with empathy
- Define Do & Don't tips for influencing each of the DiSC® styles
- Reflect on their default influence style & utilize the Influence Planning Worksheet to adjust their influence approach

WORKSHOP MODULES

Pre-work

- Take a DiSC assessment
- Watch a DiSC introduction video

Defining influence

- What is influence?
- Whom do we influence?
- How do we influence?
- Understand the neuroscience of influence

Understand DiSC® styles

- Deep-dive into the traits, characteristics, motivators and stressors of each DiSC® style
- Identify your own DiSC® preferences

Reading others' styles

- Recognize observable behaviors that can help you pin-point others' styles
- Read DiSC® styles of the people in your world

Adjusting your approach

- Brainstorm do and don't tips for interacting with each DiSC® style
- Develop influence tactics for each DiSC® style

Reflection

- Where do you see opportunity to enhance your influence with DiSC®?

PARTICIPANT FEEDBACK

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- The instructor was **warm and welcoming** which encouraged participation. The content was detailed enough, but not overwhelming.
- It was a really nice environment: open and transparent. The coach was just amazing. She was **easy to understand** and very knowledgeable. Wish she would coach more of our teams.
- Erika was clear, easy to understand and entertaining. She was able to make us feel we were in a common room.
- Love the exercises! The instructor-led training with **attendee interaction** made it so dynamic!
- Erika kept the participants' attention with clear messaging and interaction.
- Very **useful resources** that can be **applied immediately**. This is probably the best session I've attended.

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