

A special program for:

**GLOBAL
SUMMIT
FOR
WOMEN**

**With Anne B. Freedman, CEO,
Speakout LLC, Miami, Florida USA**

SPEAKOUT™

Key Aspects of Positive Communication

**Intro to the 4 different behavioral
styles in the workplace**

**Tactics to communicate more
successfully as leaders and teams**

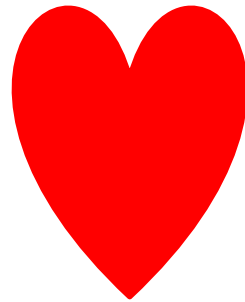
SPEAKOUT™

The logo for SPEAKOUT is a dark grey speech bubble with the word "SPEAKOUT" in white, uppercase letters. A thin teal line is positioned below the text. The speech bubble has a tail pointing downwards and to the left.

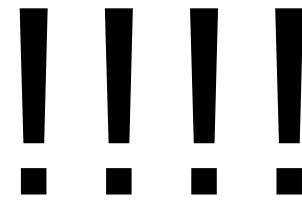
Why It's Often So Hard to Communicate?



Think

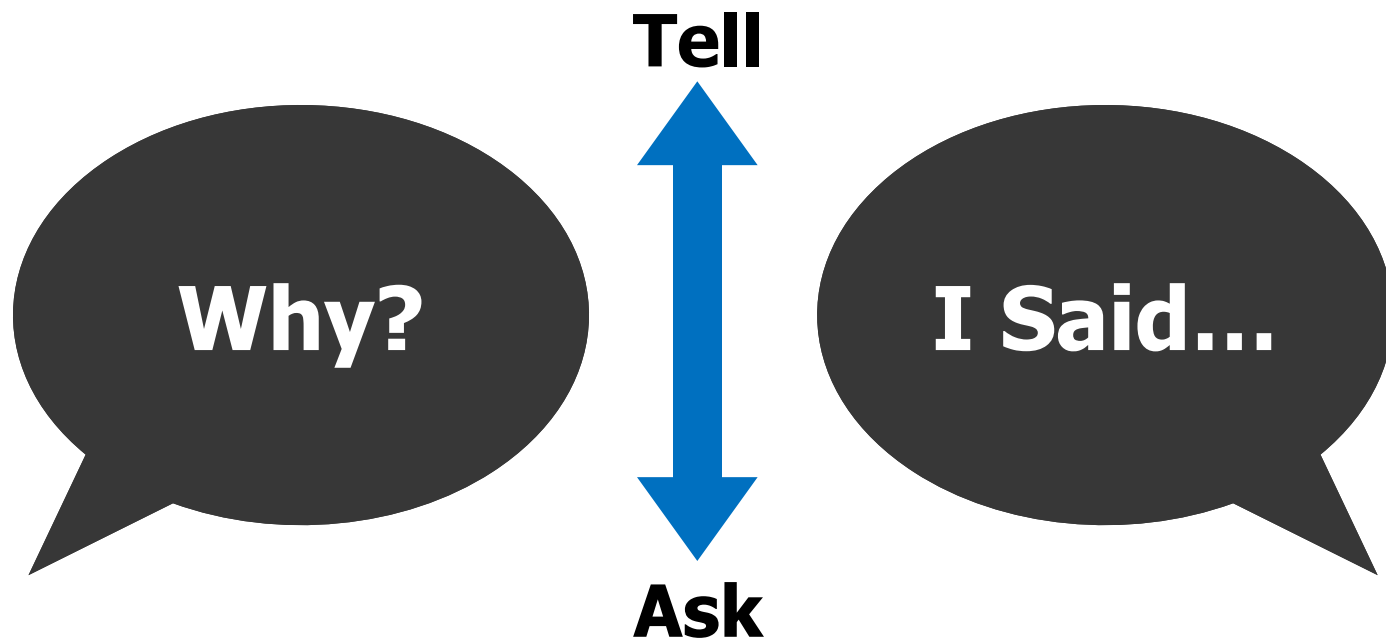


Feel



Behave

Behavioral Insights



Behavioral Insights

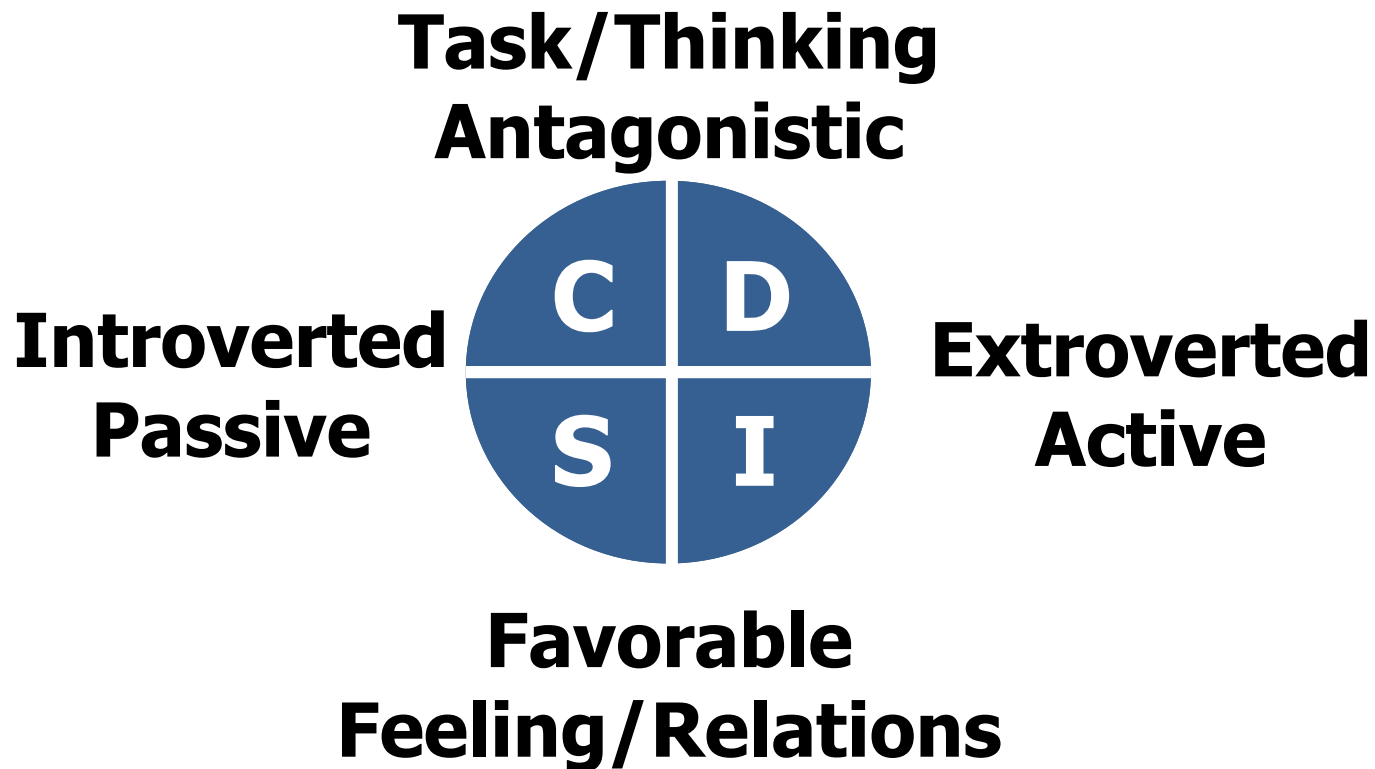


Non-Responsive



Emotive

Behavioral Insights



Defining DISC

DISC is the language of “people watching.” It measures observable behavior and emotions.

It is the “how” of your life . . . How you walk, talk, shop, play, drive, etc.

Better or Worse? Only 1 Style at a Time?

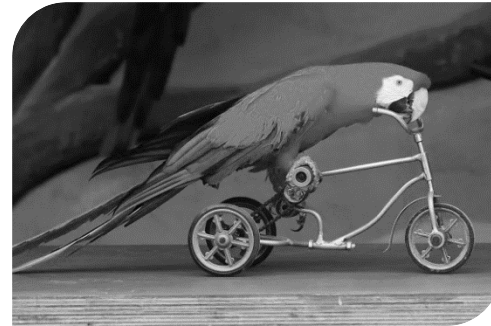
Since good or bad is based on beliefs, DISC is neutral, neither good nor bad.

± ?

Who First Identified These Four Styles?

- William Moulton Marston,
American psychologist (1893-1947)
- Invented Lie-Detector Machine
- Creator of Wonder Woman comic series
- Led to Personalized Assessments that reveal your individual behavioral style and can be put into a team report to give you an organizational overview.

Who are YOU? Who is on Your TEAM?
Who is in Your AUDIENCE?



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The Friendly Dictator



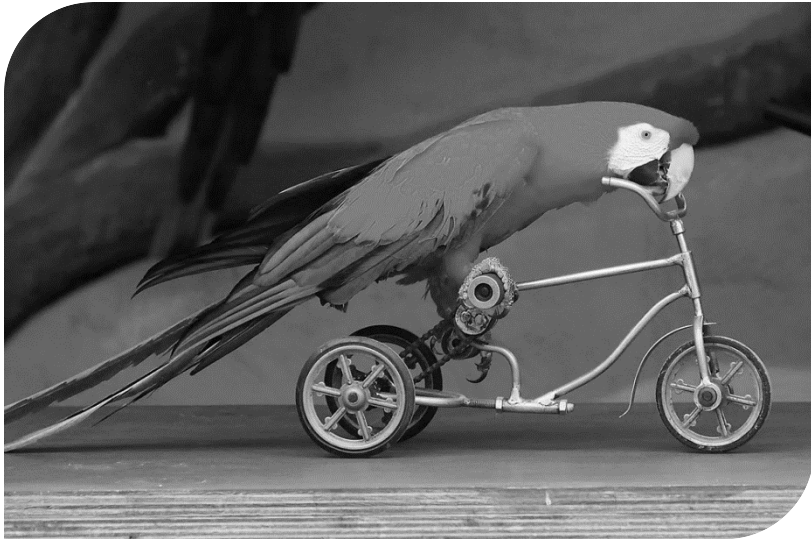
D - Direct

Always right. Big picture focus. Can be impatient. Bossy. Problem-Solver.

The D Factor



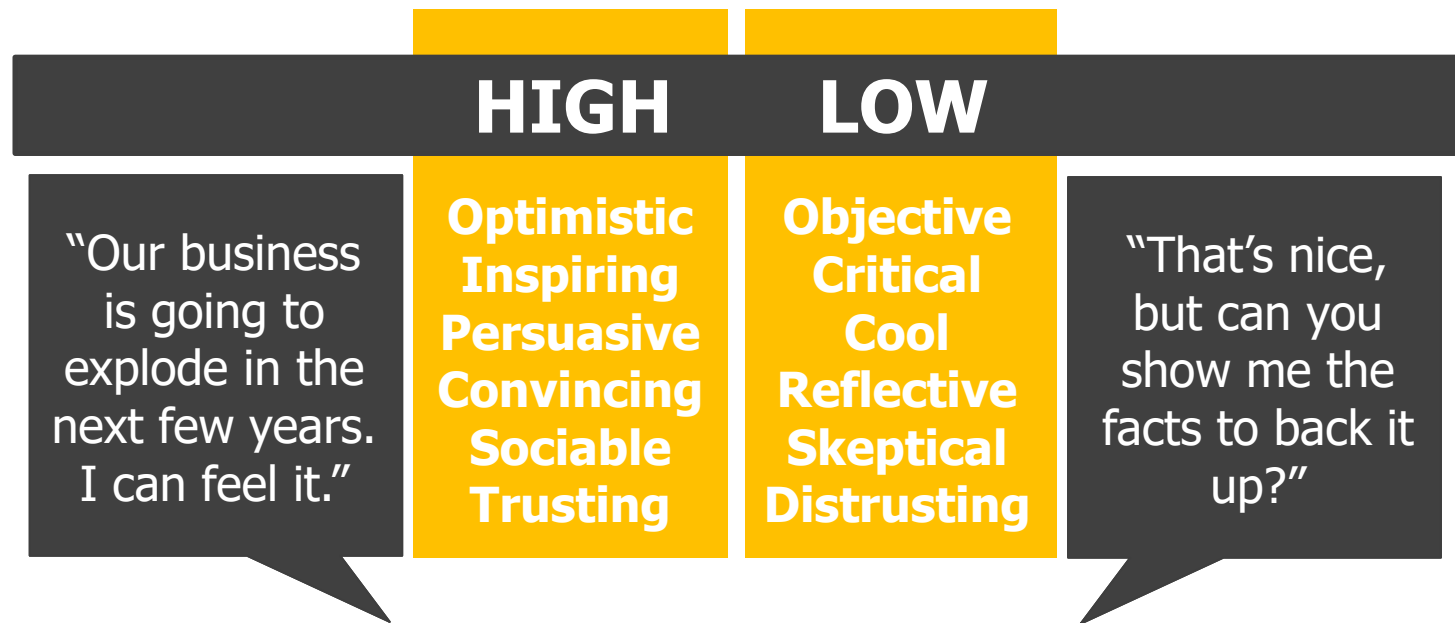
The Social Director



I – Influencer

**Needs praise and recognition. Big Picture focus.
Loves to promote. Enthusiastic.**

The I Factor



The Team Mascot



S – Steady

Glue that holds a team together. Loves tradition and values relationships. Resists change

The S Factor



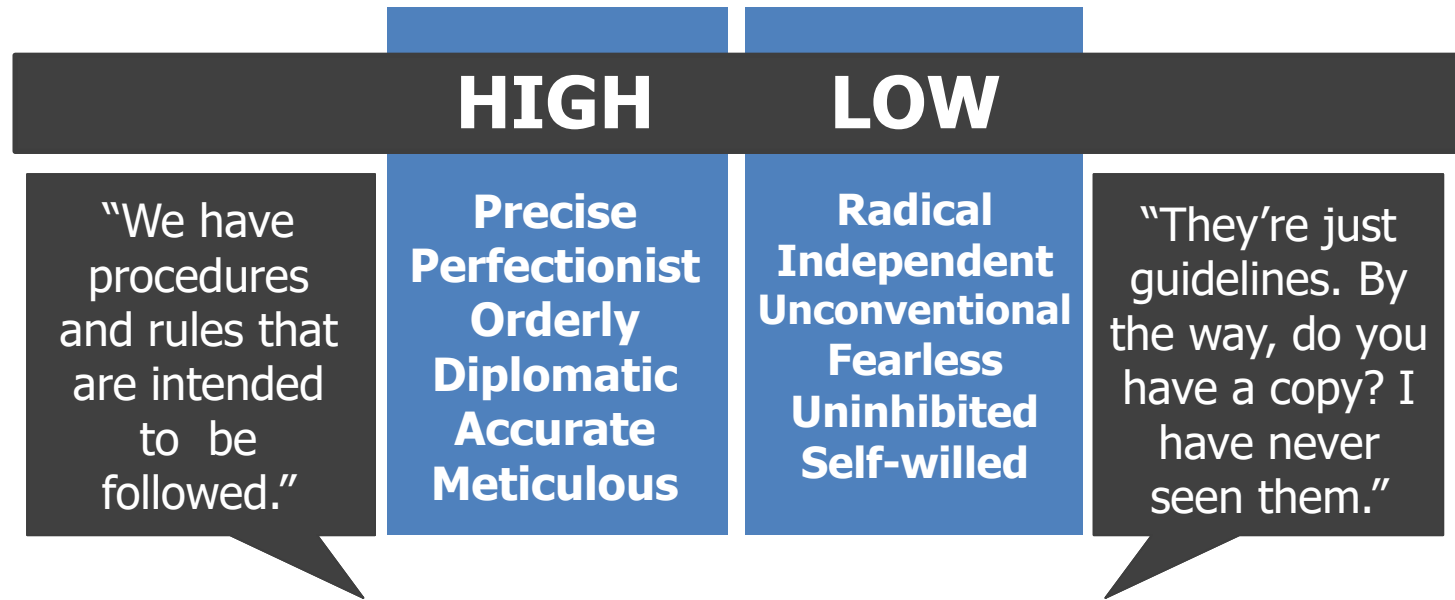
The Quality Control Officer



C – Checklister

**Loves order, rules and procedures.
Prefers linear presentations. Detail focused.**

The C Factor



Core Tendencies

CHECKLISTER

**Introverted
Task – Oriented**

DIRECT

**Extroverted
Task – Oriented**

INFLUENCER

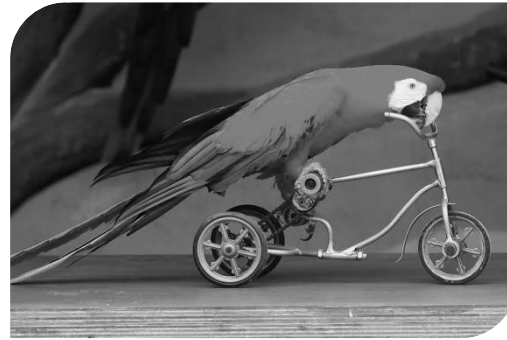
**Extroverted
People – Oriented**

STEADY

**Introverted
People – Oriented**

Now it's **YOUR** turn!

How to best persuade and speak to each communication style?



Persuading a **Direct**

Save: **Time**

Answer: **What**

Decisions: **Options &
Probabilities**



The Core 'D'

Words

Win
Results
Lead
Fast
Challenge
Bottom Line
Immediate
Now
Today

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Persuading an Influencer

Save: **Effort**

Answer: **Who**

Decisions: **Testimony & Incentives**



The Core 'I'

Words

Fun

I Feel

Exciting

Recognition

Picture This

Tons of People

Persuading a **Steady**

Save: **Relationships**

Answer: **Why**

Decisions: **Guarantees & Assurances**



The Core 'S'

Words

Think About it

Take Your Time

Help You/Me Out

Logical

Step-By-Step

Trust Me

Persuading a **Checklister**

Save: **Face**

Answer: **How**

Decisions: **Evidence &
Service**



The Core 'C'

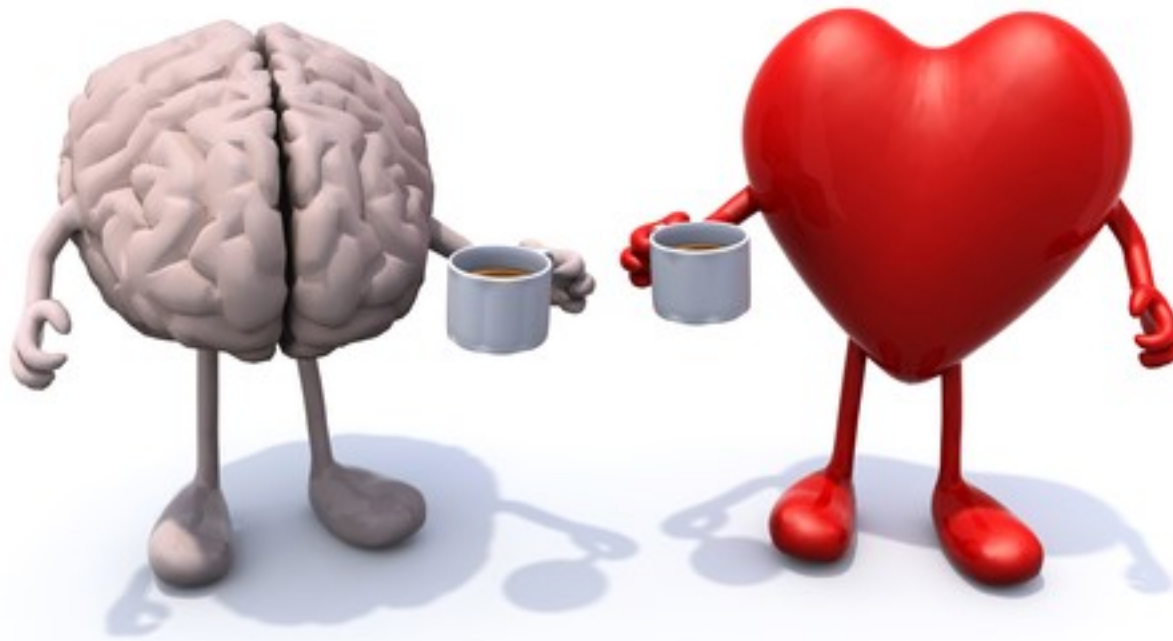
Words

Proven
Guarantees
Here Are the Facts
The Data Shows
Supporting Data
No Risk
Take Your Time
Think It Over
Analyze



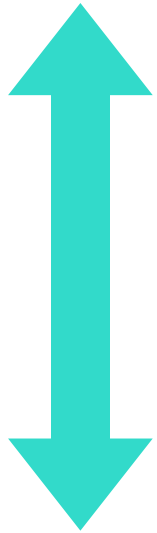
	Dominant	Influencer	Steady	Check-Lister
Opening				
Pre-Body Summary				
Body				
Point 1				
Sub-point A				
Sub-point B				
Point 2				
Sub-point A				
Sub-point B				
Point 3				
Sub-point A				
Sub-point B				
Close				

Speak from Brain or Heart? Generation to Generation?



High D

Decides



Low D

Procrastinates

High I

Talks



Low I

Listens

High S

Stability

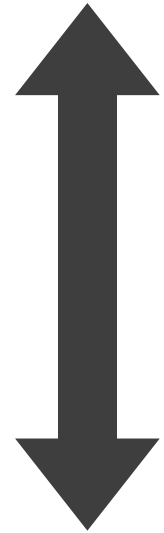


Low S

Change

High C

Facts



Low C

"Gut" Feeling

Responses to Conflict

Avoid

Less assertive; keeps thoughts & ideas to self

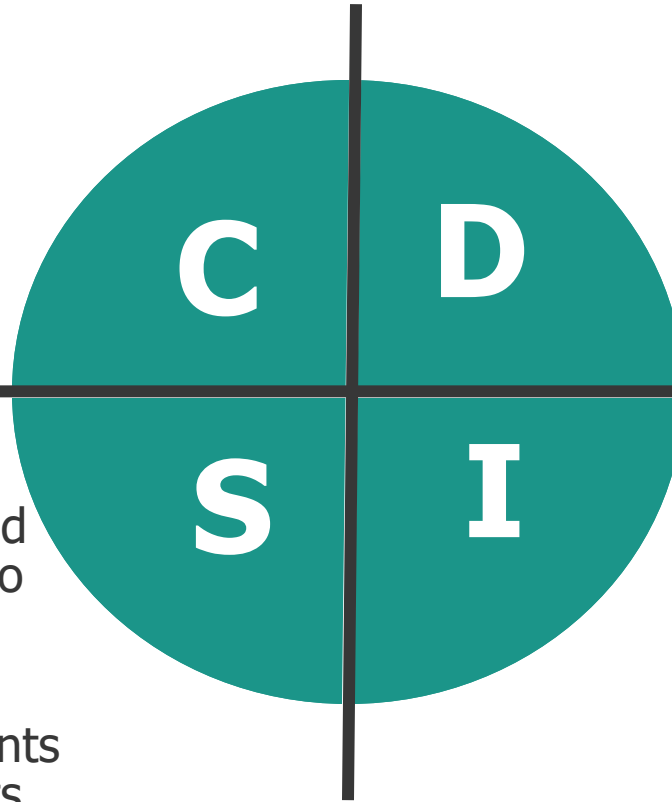
More controlled; withdraws from other people and/or undesirable situations. Plans next move

Comply

Gives in to keep peace and reduce conflict; Appears to agree with others

Tolerates things even if he/she may disagree; Wants relationship even if it hurts them the most

Vent



Suppress

Demand

Over assertive, Autocratic, Unbending, Over-controlling, Strong-willed

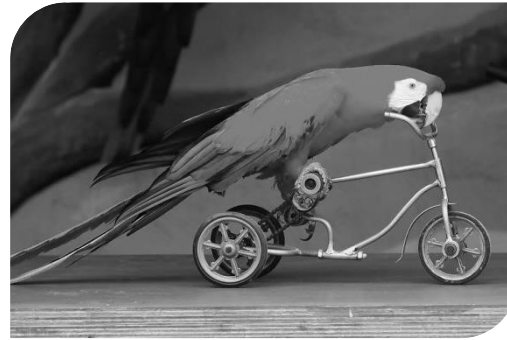
Attempts to impose thoughts & feelings

Attack

Explosive; Emotionally attacks others & their ideas. Tells people how they "feel" about things

Uses condemnations & putdowns to discredit others

What are you going to do differently now?





“Alone we can do so little;
together we can do so much.”
-- Helen Keller

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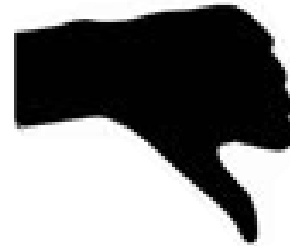
Relationship to the **World**

Friendly, Supportive



I & S

Hostile, Antagonistic



D & C

Strengths

High D

Willingness to:

Makes Quick Decisions

Take Unpopular Positions

Take Risks

Low D

Willingness to:

Not Need a Spotlight

Good Team Player

Strengths

High I

Willingness to:

Make Others Feel Welcome & Included

Natural Optimism

Trusting of Others

Low I

Willingness to:

Good Observation Skills

Willing to Listen to Other's Ideas

Strengths

High S

Willingness to:

Natural Ability to Organize Tasks

Tenacity For Order

Record-Keeping Skills

Low S

Willingness to

Willingness to Initiate Change

Flexibility

Strengths

High C

Willingness to:

Dig For Information

Natural System Developers

Good Quality Control People

Low C

Willingness to

Write Their Own Rules

Ability to Get Past Obstacles

How They See Themselves:

Have power over
their world

Direct and **Influencer**



Powerless to
control their world

Steady and **Checklist**

