

# DISC Certification

2 Day Certification as certified behavioural consultant, featuring the DISC manual.



## INTRODUCTION

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The DISC Personality Certification introduces you to the field of human behavioural science in an easy to grasp presentation. The training focuses on the four personalities model of Dominance, Influence, Steadiness and Compliance, called DISC in short. Participants will learn how to read people, communicate more effectively, appreciate perspectives of people, motivate, avoid unnecessary conflicts and increase effectiveness. The real power of DISC, comes from its ability to interpret the relations between these dimensions. How a highly Influence person who has an equally high level of Dominance, will behave quite differently to an equally Influence individual without that Dominance. Using this information, DISC can be used to describe a person's general approach, including their motivations and dislikes, strengths and potential risks, and some of the basic assumptions they make about other people. The instrument is internationally used in the areas of Human Resource management, counseling, coaching, and consulting. On completion participants will be accredited as Certified Human Behaviour Consultant.

## SYLLABUS

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- Human Behaviour Science
- DISC Personality Model
- Art of Motivation
- Leadership: Transactional vs. Transformational
- Employee - Manager Relationship
- Recruitment, Selection & Hiring
- Job Profile Appraisal
- Team Building Dynamics
- Stress & Change Management
- Conflict Resolution Management
- Dialogue & Communication

## BENEFITS

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- Increase in understanding of self & others
- Progress from a manager of people to a leader of people
- Increase in influence & reduce staff turnover
- Increase in work productivity & communication
- Build effective teams
- Resolve & minimise conflicts
- Gain commitment & cooperation
- Dealing with changes positively
- Bringing out the best in others

## FEATURES

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- DISC Personality Model
- General Characteristics
- Adapted & Natural Behaviour
- Key Strengths
- Ideal Environment
- Behavioural Tendencies
- Leadership & Followership Insights
- Personalities & Job Function
- Job Profile Indicator
- Benchmarking Employee's Performance
- Develop Interviewing Questions
- Team Building Reflections
- Selling & Buying Styles
- Customer Insights & Servicing Styles
- Reading Body Language
- Using computerised reports for greater effectiveness

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How DISC can help you



## **THE BIGGEST MISTAKE LEADERS MAKE**

*Managing everyone the same way!*

- ✓ What the most recent scientific studies reveal about behaviour
- ✓ How to read people like a book
- ✓ Balancing High-Tech with High-Touch
- ✓ Understanding the Four Temperament Model of Behaviour

## **SELLING & SERVICING**

*How "People Based" Selling and Servicing Works!*

- ✓ When & how to sell and service others according to personalities
- ✓ How to read "body language" to improve presentation & /or sales approach.
- ✓ Dealing with objections to redirect results
- ✓ How to close the sale more effectively by understanding customers' motivations
- ✓ How to get customers coming back & grow your business without a lot of hype.

## **PREDICTING RESPONSES / AVOIDING CONFLICTS**

*Why intimidation and manipulation don't work!*

- ✓ How to lead & be led most effectively
- ✓ How each personality responds in conflict
- ✓ Discovering what makes you tick & what ticks you off.
- ✓ Designing Resolution Management policies & procedures.
- ✓ Hidden pitfalls of growing organizations.

## **OVER USING STRENGTHS BECOMES ABUSES**

*Guarding the best and avoiding the worst thing about you!*

- ✓ Why & how opposites attract and attack
- ✓ How to get more done with less time / resources
- ✓ Discerning your & other's "hot buttons"
- ✓ Speaking & teaching to the interests & needs of others

## **SOLVING THE MYSTERY OF MOTIVATION**

*Understanding everyone is motivated!*

- ✓ Discovering why people do what they do
- ✓ Simplifying leadership, practical application
- ✓ Identifying what mainly motivates you & others
- ✓ Understanding there are no bad personalities
- ✓ Developing leadership through flexibility

## **HANDLING & CHANGING POOR ATTITUDES**

*Creating an atmosphere and environment for success!*

- ✓ How to deal with stress & pressure.
- ✓ The Incredible Hulk Syndrome
- ✓ Turning sour grapes into sweet employees
- ✓ Identifying which of 21 Behavioural Blends best describes you

## **CHANGE MANAGEMENT**

*"Restructuring The Corporation" Results!*

- ✓ Redefining restructuring & change management
- ✓ Understanding the whys & need for restructuring
- ✓ Avoiding the "seeds of destruction" as you restructure
- ✓ Developing strategies to assure restructuring success.
- ✓ Discovering hidden factors that can destroy results.
- ✓ Appealing to four basic temperament types to communicate restructuring more effectively.

## **TEAM BUILDING**

*Understanding Why The Biggest Problem In Business Is Not Technical — It's Relational!*

- ✓ How to build a "Team" atmosphere
- ✓ Guarding against surrounding yourself with people just like you
- ✓ How each person "fits" to make the team most effective
- ✓ Improving Team Building through personality profiling
- ✓ Solving employee problems before you hire
- ✓ Interviewing prospective employees more effectively

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## About the Trainer



**Daniel** is the President & CEO of Management Centre of Asia Pte Ltd. Head quartered in Singapore, Management Centre of Asia Pte Ltd oversees the Asian operations comprising of Malaysia, Japan, Vietnam, Pakistan, Indonesia and China that oversees Taiwan and HongKong. His main functions include **overseeing** the national offices in these countries, **spearhead start-up** operations and reporting to his Principals (UK & US) on businesses in Asia. In all these countries his major role is to stimulate and energize the teams to achieve their **business targets**. He has established himself as a businessman, **trainer and consultant** in the field of organisational development.

Daniel Teo, received his **MSc. in Organizational Psychology** from **The University of London** and **Master from Regent College**, an affiliated member with The University of British Columbia, Vancouver Canada. He has been appointed the **Asian Director and Principal Trainer** by “**The Leadership Institute of America**” and “**Consulting Tools**” UK. Both organisations have provided consulting and assessment advice to America’s and UK’s top companies including Walt Disney World, Motorola, AT&T, Acura, Amercian Express, Toyota, etc. As the Principal Trainer to Asia, he has trained and accredited close to **600** Organisational Leaders, Heads of Departments, Human Resource Personnel, Trainers and Counsellors in using and administering the ‘The Leadership Institute of America’ DISC Personality Profile System.

His previous experience in engineering design applications, business development start up, corporate in-house training design and regional training expertise has enabled him to provide advisory services on business enterprise start ups, leadership and management solutions as well as career development consultancy and training solutions design. As a trainer he has facilitated WITs group, conducted Team Building, Interpersonal Skills, Sales, and Leadership & Management courses to non-profit Organisations, companies and schools. As a business entrepreneur he realigns human resources practices with business goals to optimise organisational effectiveness with his distributors. His clients include **Citibank, Hewlett Packard Asia Pacific Pte Ltd, Tuv Sud Asia Pacific, Housing and Development Board, National University Hospital, OUB, Manulife, Intercontinental Hotel Group, Borneo Motors, Asia Capital Reinsurance**, etc.

Daniel’s experience with psychometric assessments include **DISC** Personality profiling, FIRO B, and Facet5 (Big 5 Personality Model), StressScan, **Emotional Intelligence (People Index)** and **Thinking Styles**. He not only administers the Personality assessments but also trains and accredits others to interpret them. He is regarded as a Master Trainer who accredits organisations on the use and interpretation on both the **DISC** Personality Profiling as well as **Facet5**. He provides advisory services to management consultants on **360 Degree** Feedback instruments, and accredits organisations in the use of **Career Profile Inventory, StressScan and People Index**. He appeared “live” on radio interviews with **MediaCorp Radio 93.8 “The Living Room”**. His latest radio interview was on a **comparative study between Western and Mainland Chinese personalities** and the implications on **business and personnel management**. This was a research study initiated and research by Daniel and his team.

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## About the Developer



Dr. Mels Carbonell, Ph.D. in Human Behavior and Leadership, is President of the Leadership Institute of America. As a human behaviour specialist, he has developed and published 18 human behaviour science assessments used by businesses, organisations, schools, and churches across the USA. He has also conducted training for Walt Disney World, Zig Ziglar, AT&T, DuPont, John Deere, Acura, Fleetwood / Coleman, Southern Bell, AIG Insurance, GA Bankers Association, American Express, Minereth & Meier / New Life, Sports Performance Institute and many others. He has published three books: *What Makes You Tick and What Ticks You Off!*; *Solving The Mystery of Motivation*; and *How To Be Personality Wise*. Dr. Carbonell received the Sertoma Club's Service To Mankind Award in 1973 for his outstanding work with teenagers. He has also been a guest on numerous radio and television talk shows across the USA. In 1984, Dr. Carbonell was invited to the White House for a special briefing with President Ronald Reagan.

## Register now!

Course Dates	Refer to the calendar on our website <a href="http://magnactr.com/calendar/calendar.php">http://magnactr.com/calendar/calendar.php</a>
Time	9.00am - 5.00pm
Venue	Please refer to registration details

### You may register for the course through any one of the following options below:

- Submit the registration form via the calendar on our website:  
<http://magnactr.com/calendar/calendar.php>
- Email us your name, designation, company, address, contact number and email address
- Give us a call at 6333 1151

### Terms & Conditions

- *Please direct all enquiries to 6333 1151 or email us at [admin@magnactr.com](mailto:admin@magnactr.com)*
- *Cheques to be made payable to: Management Centre of Asia Pte Ltd*
- *Mailing Address: 111 North Bridge Road, Peninsula Plaza, #27-01, Singapore 179098*
- *Payment must be made before commencement of course to confirm seat*
- *No show will be billed 50%*
- *Withdrawal of course: 50% chargeable if withdrawal made after closing of registration.*