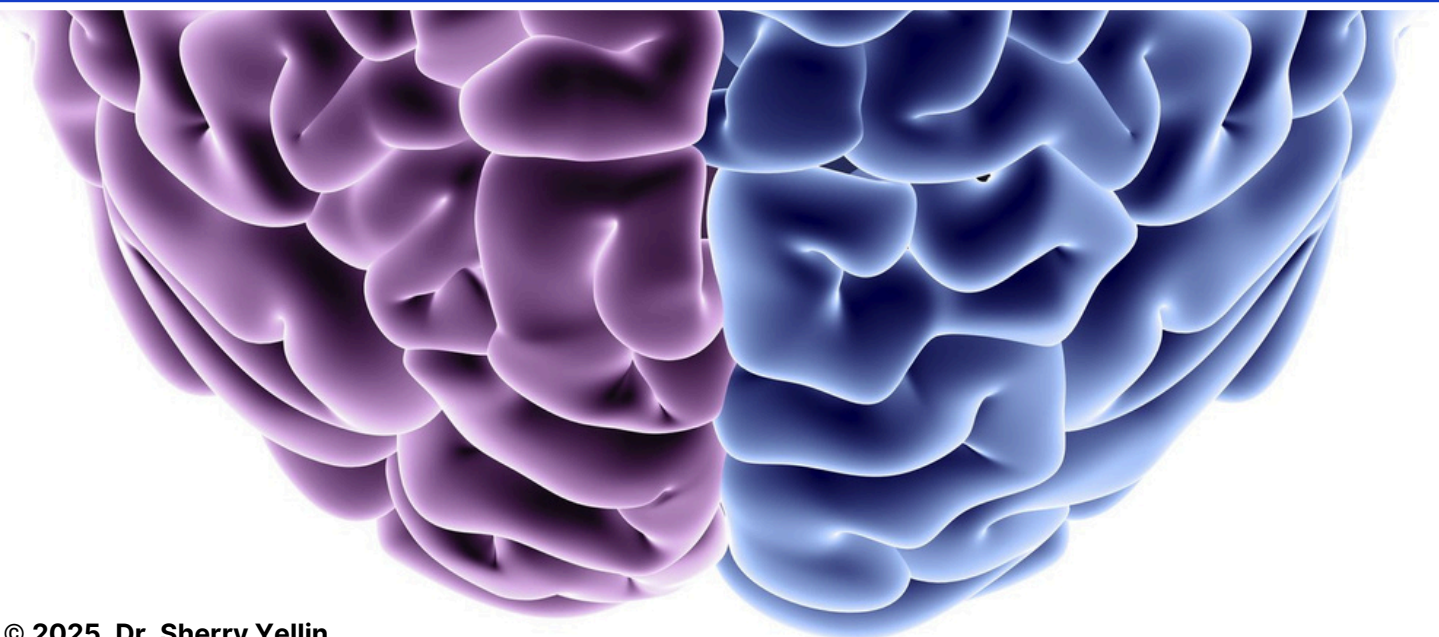




## **Sticky Situations:**

*How to Use DiSC<sup>®</sup> to  
Address 10 Common  
Workplace Challenges*



# Welcome!

Hello, I'm Sherry Yellin, founder of Yellin Group.

## The key question to ask in communication is...“Did I connect?”



Dr. Sherry Yellin, Founder and President  
YELLIN GROUP

Communication comes from the word ‘communis’ which simply means ... to connect.

We’ve all experienced moments when communication failed to connect despite thoughtful wording, and other moments when a strong connection was made without saying anything at all.

Two communication truths we can assume are:

- **What we say is not always what others hear.**
- **What we intend is not always what others experience.**

DiSC is a tool we can use to fast-track connection, especially when addressing tough or “sticky” communication situations.

The DiSC model—Dominance (D), Influence (i), Steadiness (S), and Conscientiousness (C)—offers a powerful lens to adapt our approach to more effectively connect with others and achieve better results with less effort.

In this ebook, we explore 10 sticky communication situations leaders commonly face and provide practical, DiSC-style-specific tips to navigate each one with clarity, empathy, and impact.

Using the DiSC model, leaders can approach communication challenges with tailored strategies that resonate with each style. When you understand the unique motivations, fears, and communication preferences of others, you unlock the power to lead with clarity and connection—even in the stickiest situations.

We are passionate about building better work cultures and equipping leaders to be leaders worth following. If you would like to hear more about our approach, please reach out. If you would like more information on how to bring the power of DiSC to your organization, let’s chat. We would be delighted to speak with you.

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A handwritten signature in blue ink that reads "Sherry Yellin".

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# 1. Increase Interaction in Meetings

## *Scenario:*

*Your team meetings could benefit from a better balance of engagement. Some attendees are quiet, with limited participation, and some voices dominate.*

### **D Style Tips:**

- Ask direct questions to pull in quieter voices.
- Set a time limit for discussions to maintain pace.
- Delegate meeting facilitation to encourage ownership.
- Recognize contributions briefly and move on to maintain momentum.
- Use polls or votes to create decisive outcomes.



### **i Style Tips:**

- Use icebreakers to warm up interaction.
- Encourage open dialogue with engaging, enthusiastic prompts.
- Highlight and praise participation positively.
- Use visuals and storytelling to draw interest.
- Call on quieter members in a friendly, non-threatening way.



### **S Style Tips:**

- Share meeting agendas in advance to allow preparation.
- Use small group discussions or breakout rooms.
- Encourage participation through supportive language.
- Give time for reflection before asking for input.
- Reinforce that all voices matter.



### **C Style Tips:**

- Share clear meeting objectives ahead of time.
- Ask for written input if verbal feedback is limited.
- Stick to an agenda to create psychological safety.
- Validate thoughtful or well-researched contributions.
- Provide follow-up opportunities for input post-meeting.



## 2. Give Feedback Without Causing Defensiveness

### *Scenario:*

*You need to address a performance issue, but you worry that doing so might trigger defensiveness.*

#### **D Style Tips:**

- Be direct and specific without sugarcoating.
- Focus on impact and outcomes.
- Offer a path to improvement with clear targets.
- Maintain confidence without sounding critical.
- Ask for their input on solutions.



#### **i Style Tips:**

- Start with genuine praise before offering critique.
- Frame feedback as a growth opportunity.
- Use "we" language to foster collaboration.
- Keep the conversation upbeat.
- Be empathetic to emotional responses.



#### **S Style Tips:**

- Offer feedback in private and with kindness.
- Acknowledge their efforts and dedication.
- Use soft, non-threatening language.
- Ask open-ended questions to involve them.
- Provide steady support for improvement.



#### **C Style Tips:**

- Prepare data or examples to support your points.
- Keep the tone neutral and focused on facts.
- Allow time for processing the feedback.
- Emphasize standards and expectations.
- Offer a plan with milestones for improvement.



### 3. Resolve Conflict Between Team Members

#### *Scenario:*

*Two team members are experiencing tension that affects collaboration. You want to help them resolve the conflict.*

#### **D Style Tips:**

- Address the issue head-on and promptly.
- Set clear expectations for behavior moving forward.
- Focus on shared goals to unify.
- Avoid emotional entanglement—stick to facts.
- Encourage direct dialogue between parties.



#### **i Style Tips:**

- Facilitate a calm, non-threatening discussion.
- Emphasize relationship repair.
- Use positive reinforcement when progress is made.
- Encourage empathy and listening.
- Keep the energy light but focused.



#### **S Style Tips:**

- Create a safe space for open dialogue.
- Mediate gently and listen actively.
- Emphasize harmony and mutual respect.
- Provide reassurance throughout the process.
- Follow up to ensure the conflict is truly resolved.



#### **C Style Tips:**

- Investigate both sides thoroughly.
- Clarify rules, responsibilities, or miscommunications.
- Stay calm and objective.
- Provide structure for problem-solving.
- Document agreements and outcomes.





## 4. Manage Change and Lower Resistance

### *Scenario:*

*You are seeking to implement a change (a new process, tool, or structure), and the team is showing signs of resistance.*

#### **D Style Tips:**

- Communicate the purpose and benefits quickly.
- Set deadlines and clear transition goals.
- Challenge the team to embrace the change.
- Take charge of momentum.
- Allow input but keep the final decision firm.



#### **i Style Tips:**

- Promote the vision and excitement around the change.
- Share success stories and testimonials.
- Involve the team in planning or promotion.
- Be open to concerns and reframe them positively.
- Provide enthusiastic encouragement.



#### **S Style Tips:**

- Explain the change thoroughly and calmly.
- Allow time to adjust and process.
- Reassure that support will be ongoing.
- Share how the change aligns with team values.
- Be patient and consistent.



#### **C Style Tips:**

- Provide data and logic behind the change.
- Offer clear documentation and training.
- Address all questions with precision.
- Anticipate objections and answer thoughtfully.
- Respect their need for clarity and control.



## 5. Delegate Effectively

### *Scenario:*

*You need to delegate tasks to expand your capacity and the team's growth, but you worry about quality, follow-through, or overwhelming the team.*

#### **D Style Tips:**

- Assign outcomes, not just tasks.
- Set deadlines and check-in points.
- Empower ownership and decision-making.
- Be available but not over-involved.
- Reward efficiency and results.



#### **i Style Tips:**

- Frame tasks as opportunities to shine.
- Set clear deadlines.
- Check in regularly with enthusiasm.
- Offer flexibility in how tasks are completed.
- Celebrate milestones.



#### **S Style Tips:**

- Delegate gradually and with clear instructions.
- Offer support and reassurance.
- Be patient as they build confidence.
- Maintain regular, calm check-ins.
- Acknowledge their reliability.



#### **C Style Tips:**

- Provide detailed expectations and timelines.
- Allow time for questions and clarification.
- Share reference materials or standards.
- Follow up with performance metrics.
- Respect their need for accuracy and autonomy.





## 6. Inspire, Motivate, and Increase Engagement

### *Scenario:*

*The morale of the team, or individual team members, is low. You see that productivity and engagement are slipping.*

#### **D Style Tips:**

- Set bold, energizing goals.
- Recognize results, not just effort.
- Offer challenges and autonomy.
- Provide fast-track opportunities for high performers.
- Lead with confidence and urgency.



#### **i Style Tips:**

- Create a fun, high-energy environment.
- Celebrate small wins publicly.
- Use stories and emotion to inspire.
- Encourage personal expression.
- Build a sense of team identity.



#### **S Style Tips:**

- Show personal appreciation.
- Highlight how their work makes a difference.
- Keep routines stable and manageable.
- Involve them in team-building efforts.
- Provide encouragement consistently.



#### **C Style Tips:**

- Tie engagement to purpose and quality.
- Share long-term goals and how they fit in.
- Recognize excellence in detail.
- Give quiet praise.
- Allow independent work time to refocus.



## 7. Correct Performance Without Diminishing the Person

### *Scenario:*

*A team member isn't meeting expectations. You want to point out and correct the behavior while maintaining trust and morale.*

#### **D Style Tips:**

- Focus on results and desired changes.
- Be brief, firm, and clear.
- Offer a solution-oriented conversation.
- Reinforce confidence in their ability.
- Follow up with action steps.



#### **i Style Tips:**

- Wrap feedback in positive affirmations.
- Keep the tone light and future-focused.
- Express belief in their potential.
- Ask how you can support them.
- Offer encouragement and goals.



#### **S Style Tips:**

- Be gentle and respectful in tone.
- Focus on one issue at a time.
- Let them share their side.
- Provide support, not just critique.
- Reinforce their value to the team.



#### **C Style Tips:**

- Use data to illustrate the issue.
- Focus on behaviors, not character.
- Suggest precise improvements.
- Allow space for questions and input.
- Offer a written summary of expectations.



## 8. Influence and Increase Buy-In

### *Scenario:*

*You need to rally the team or other stakeholders around a new initiative or idea. You want to gain their buy-in and support.*

#### **D Style Tips:**

- Emphasize results and ROI.
- Present a confident, clear plan.
- Give decision-making opportunities.
- Show how it helps them win.
- Lead with authority to build credibility.



#### **i Style Tips:**

- Build enthusiasm around the idea.
- Use storytelling to connect emotionally.
- Involve others in shaping the vision.
- Keep the tone positive and inspiring.
- Celebrate early adopters.



#### **S Style Tips:**

- Show how the change supports team harmony.
- Explain the "why" patiently.
- Include them in gradual planning.
- Offer reassurance.
- Be a consistent, calm advocate.



#### **C Style Tips:**

- Provide evidence and detailed reasoning.
- Answer all objections thoroughly.
- Be open to their questions.
- Break ideas into clear steps.
- Provide documentation.



## 9. Build Trust and Credibility

### *Scenario:*

*You're a new leader or rebuilding credibility after a misstep.*

#### **D Style Tips:**

- Demonstrate competence through quick wins.
- Be transparent and decisive.
- Keep promises and follow through.
- Show strength in tough moments.
- Acknowledge mistakes and course-correct fast.



#### **i Style Tips:**

- Build rapport through conversation.
- Be friendly and approachable.
- Show interest in team members personally.
- Keep interactions light and positive.
- Admit faults with humor and humility.



#### **S Style Tips:**

- Be consistent and dependable.
- Show genuine care and patience.
- Listen more than you speak.
- Follow through on small commitments.
- Be sincere and thoughtful.



#### **C Style Tips:**

- Be honest and fact-based.
- Communicate with precision.
- Demonstrate fairness.
- Be prepared and thorough.
- Let actions speak louder than words.



# 10. Develop and Retain Talent

## Scenario:

*You realize “talent goes where talent grows” and seek to ensure you develop your talent so they stay committed and engaged.*

### D Style Tips:

- Offer stretch goals and challenges.
- Provide fast-tracked advancement paths.
- Give autonomy and authority.
- Recognize high performance.
- Discuss future leadership roles.



### i Style Tips:

- Create exciting development opportunities.
- Offer mentorship and networking.
- Give regular positive feedback.
- Make growth fun and social.
- Publicly recognize achievements.



### S Style Tips:

- Provide a clear and steady path for growth.
- Offer supportive coaching.
- Align development with personal values.
- Be patient and encouraging.
- Recognize loyalty and effort.



### C Style Tips:

- Tailor development to skills and interests.
- Provide formal training or certification.
- Set clear metrics for progress.
- Support quiet growth paths.
- Show appreciation with thoughtful feedback.



# Final Thoughts

Relationships drive results.

Connection drives relationships.

Using tools like DiSC is one way we can build strong relationships, inspire meaningful results, and be leaders worth following.



Unforgettable Leadership: 7 Principles for Leading, Learning, and Living by Sherry Yellin, PhD.  
[Click here to read an excerpt and order a copy.](#)

The Science of High-Performance Leadership: 7 Brain-Based Strategies to Become a Leader Worth Following. Publish date: September of 2025.  
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