

COMMUNICATION

Simon Sinek: Start With Why

<https://www.youtube.com/watch?v=2Ss78LfY3nE>

The Golden Circle

Look for the **FUN** in everything.

Treat everyone with kindness & **RESPECT**.

Produce **QUALITY** results, no matter the task.

H&W VALUES

Be uncompromising & proactive about **SAFETY**.

DO WHAT YOU SAY you will do.

Pursue personal & professional **GROWTH**.

H&W WAY

HILL & WILKINSON
GENERAL CONTRACTORS

> THE WAY WE DO BUSINESS

When making employment & business decisions, **CULTURE TRUMPS EVERYTHING.**

Act with **INTEGRITY.** Do the right thing when no one is looking.

DEMONSTRATE HUMILITY. Understand that no member of our team is more important than another.

To be a true leader, you must encourage, **LISTEN** carefully & be a **MODEL OF BEHAVIOR.**

THINK LONG-TERM.

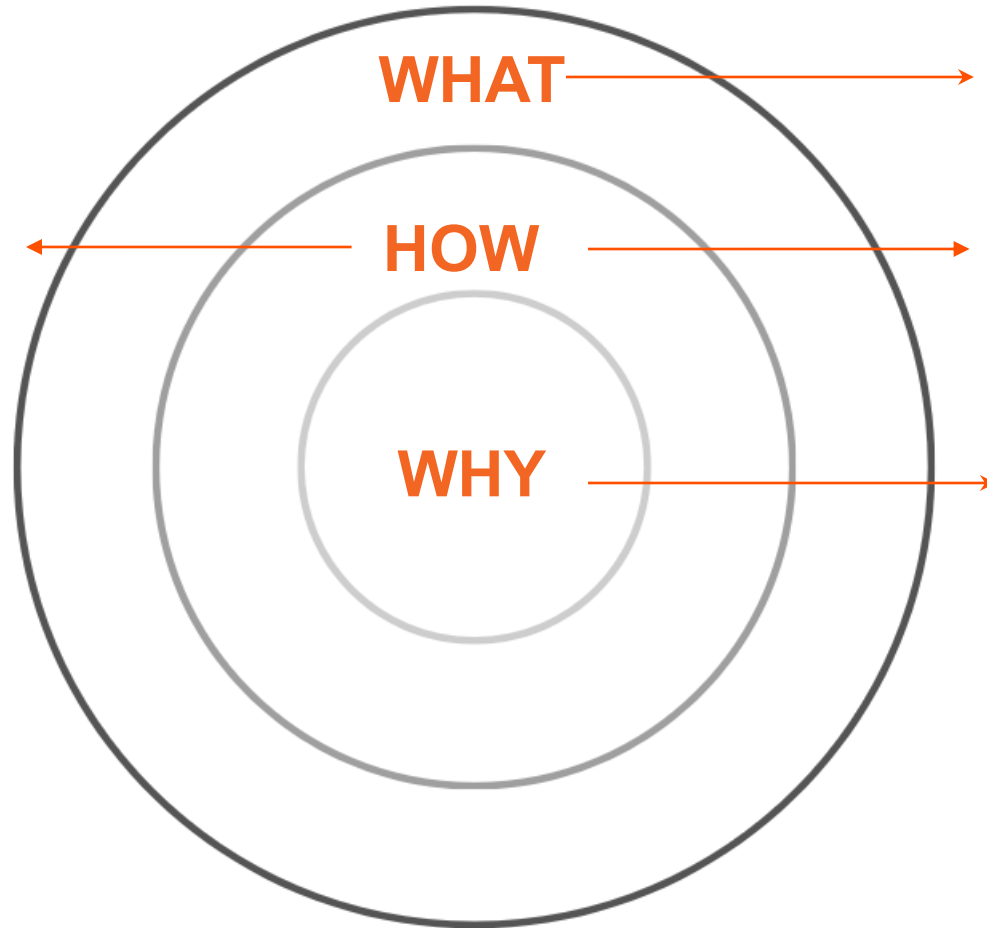
Spend the company's **MONEY** like it's your own.

BUILD CONNECTIONS with your work family, clients & partners.

COMMUNICATE & GIVE FREQUENT FEEDBACK. Don't avoid difficult conversations & don't forget to celebrate good work.

Treat employees like adults. **BUILD TRUST.**

Put the **TEAM** above yourself.

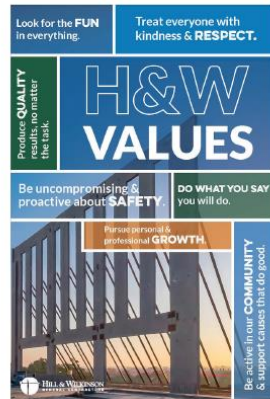




WHY: The greater impact in the world we want to make.

WHAT: The actions we take to live out the why.

HOW: The guiding non-negotiable beliefs, stories, and behaviors we agree to abide by.

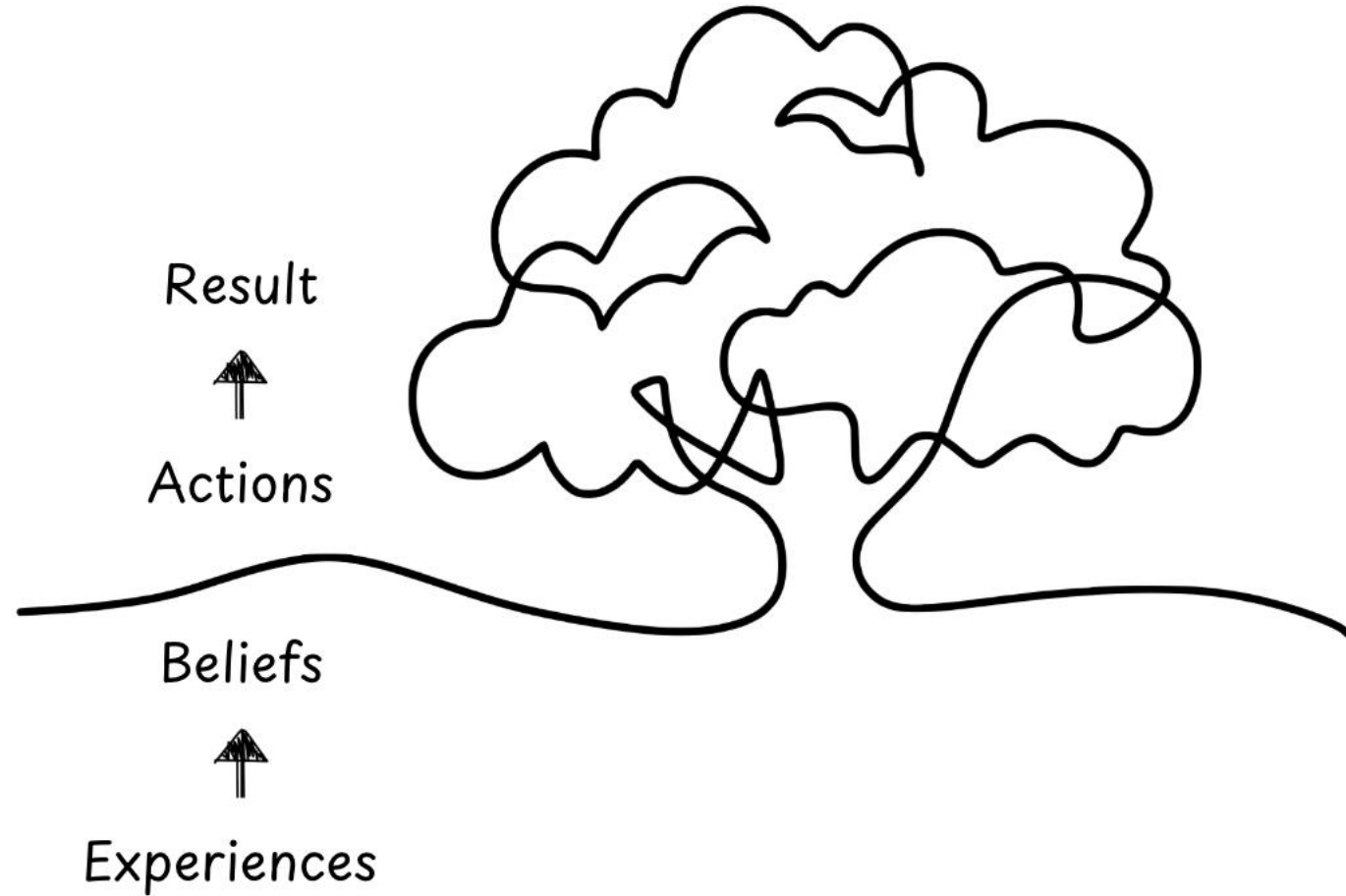


EXPERIENCES: What experiences do we need to **start, stop, continue, and/or adjust** to reinforce the non-negotiables?

Communis

Connect

To make common, share, connect









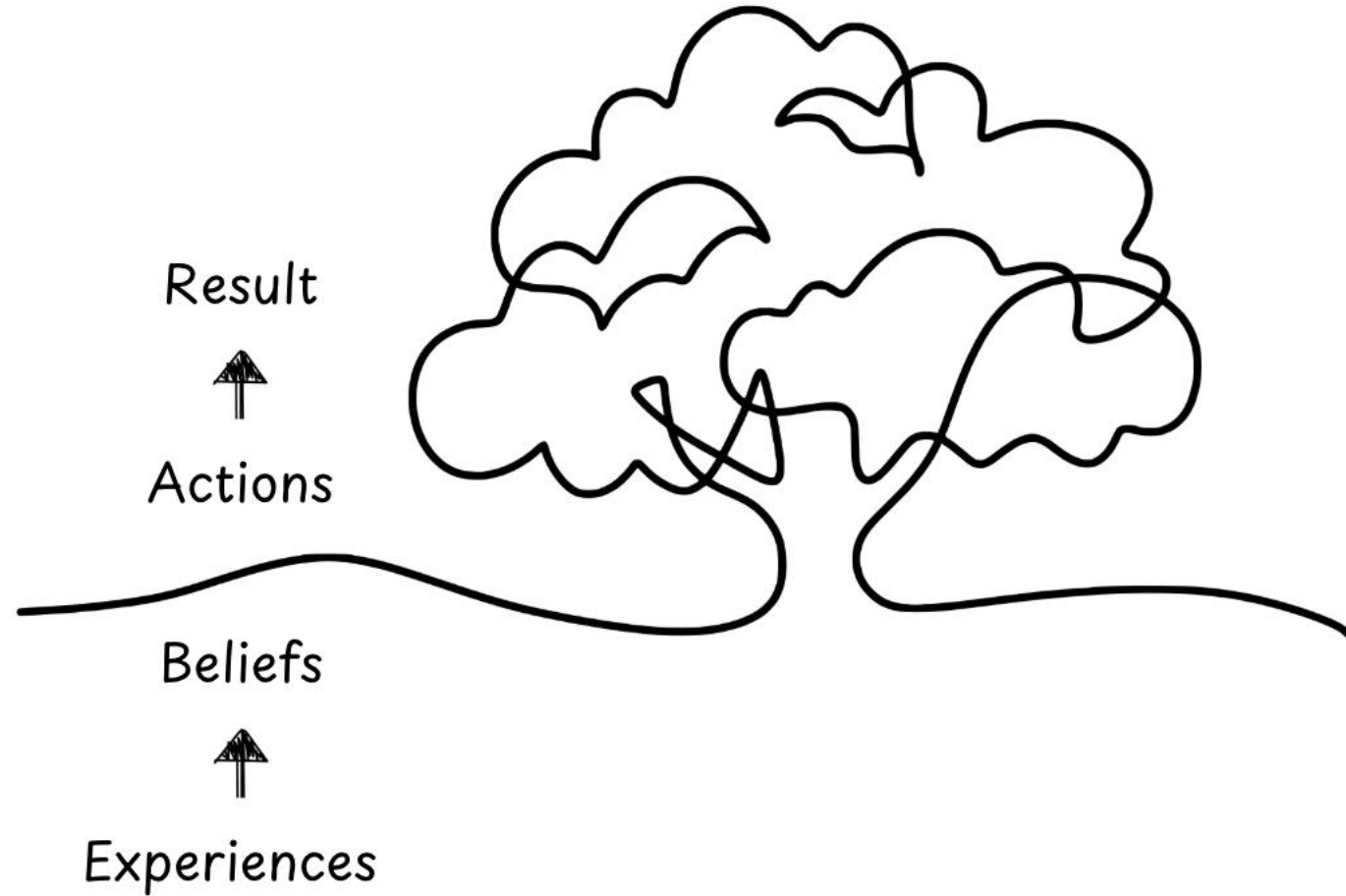
What you say is not
what others may
hear.

What you intend is
not what others may
experience.

Communis

Connect

To make common, share, connect



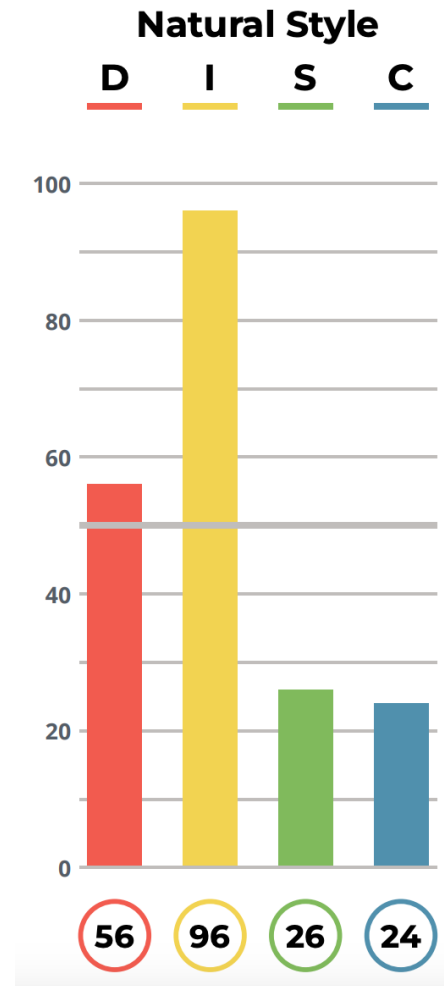
Assesses four dimensions of **behavior**:

D - deals with problems and challenges

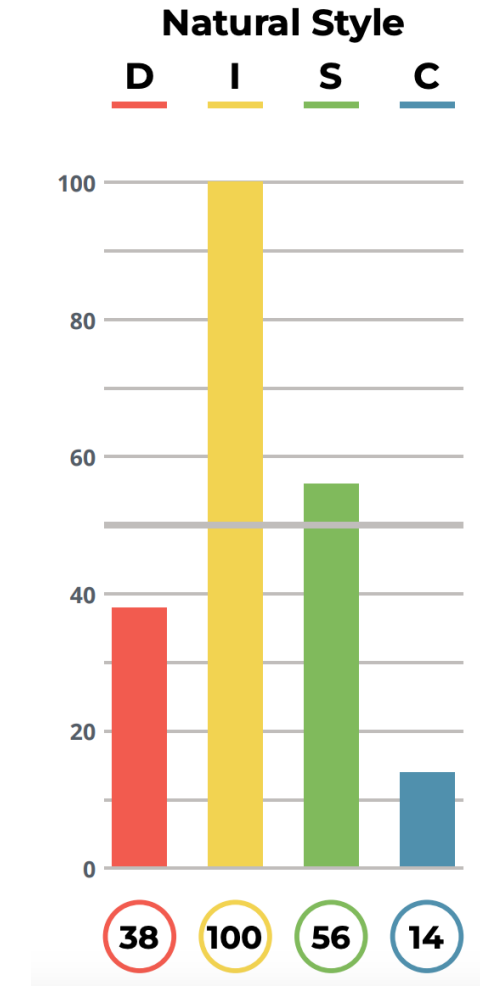
I – how we Influence and interact with others

S – the preferred pace of the environment

C – our preference for rules, process, accuracy, details

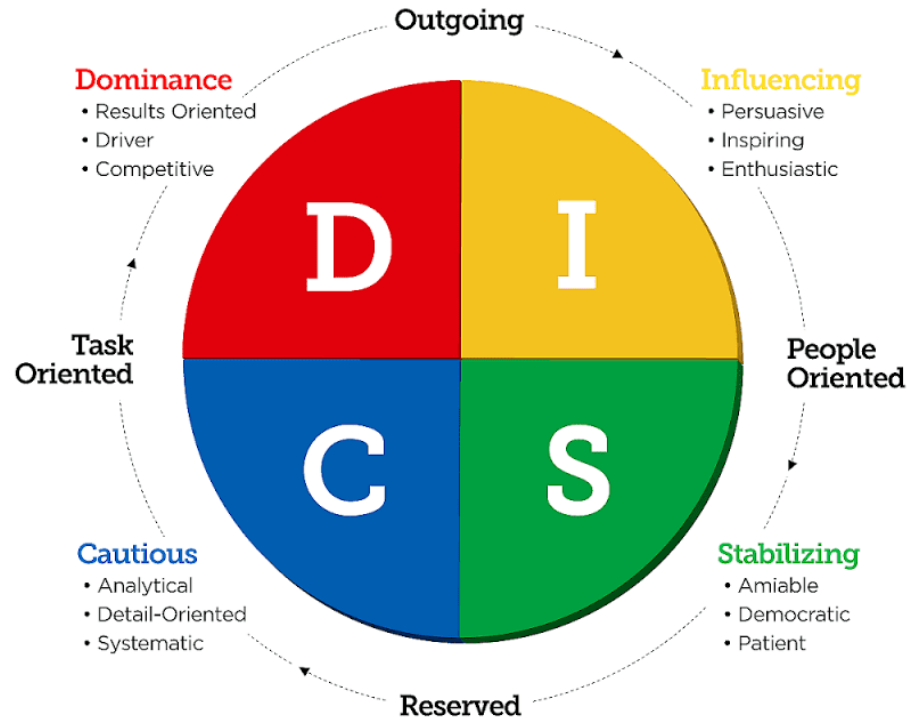


Sherry



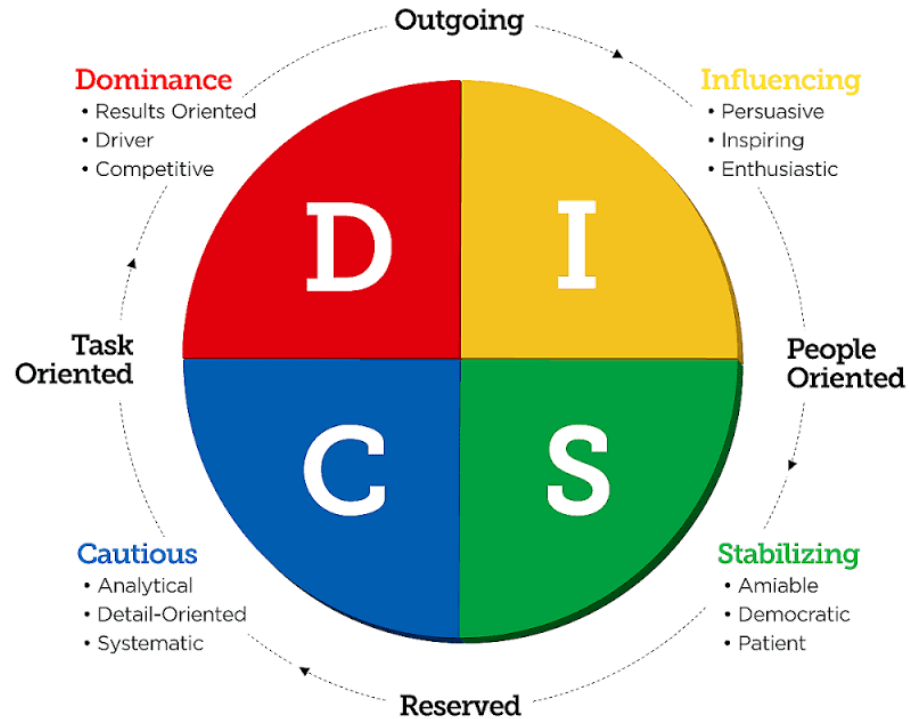
Lance

What DiSC Is



- Easy to understand
- Observable behaviors
- Applicable
- Valid and reliable
- Shortcut

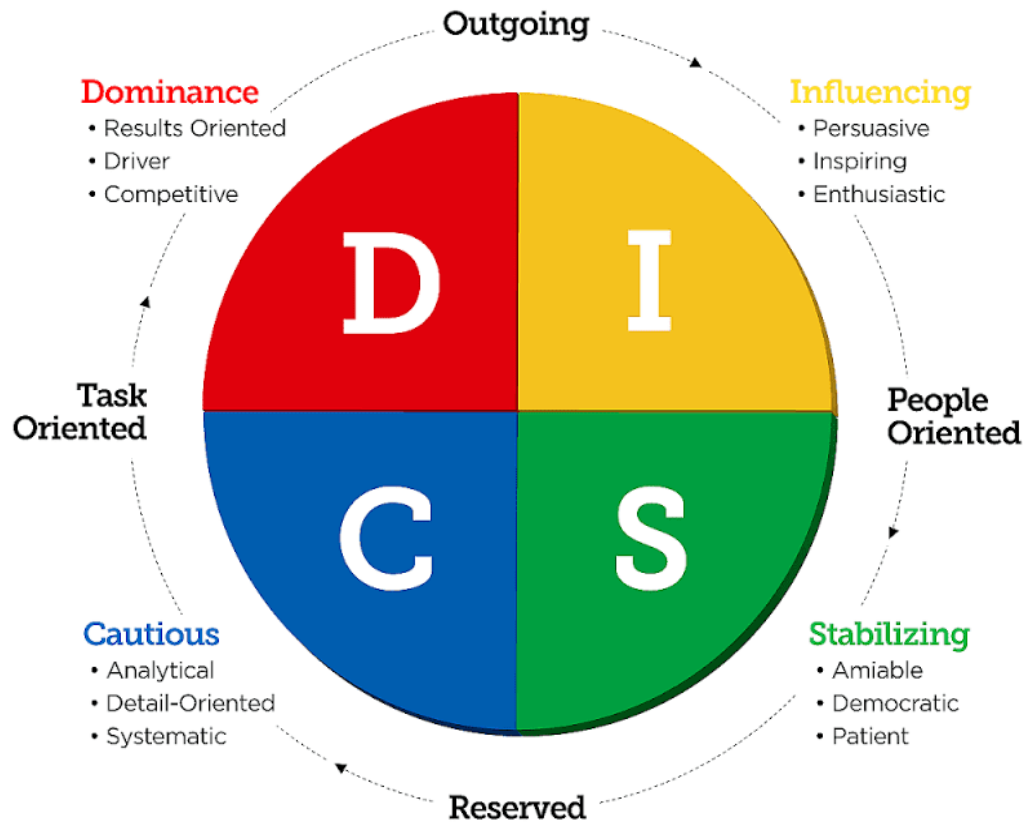
What DiSC Is NOT



- A tool to discriminate or judge
- Personality test
- Astrology
- One-dimensional
- Static

Behavioral Characteristics

Pages 4-5



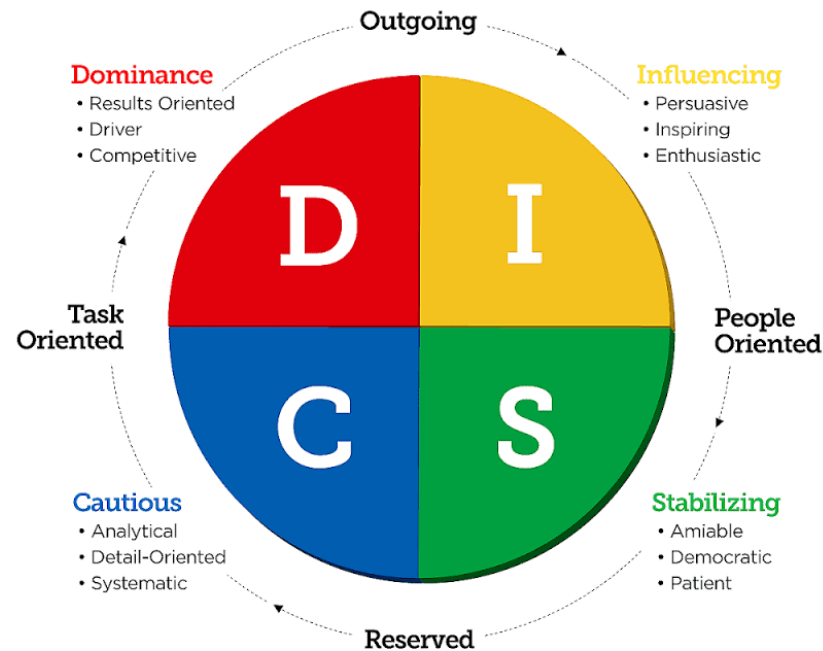
Behavioral Characteristics

Based on Camryn's responses, the report has selected general statements to provide a broad understanding of her work style. These statements identify the basic natural behavior that she brings to the job. That is, if left on her own, these statements identify HOW SHE WOULD CHOOSE TO DO THE JOB. Use the general characteristics to gain a better understanding of Camryn's natural behavior.

Camryn influences most people with her warmth. She likes public recognition for her achievements. One of her motivating factors is recognition and praise. She can be obliging and accommodating; that is, she likes to work with people and help them. She can be friendly with others in many situations, but primarily with groups of established friends and associates. She is sociable and enjoys the uniqueness of each human being. Camryn tries to influence others through a personal relationship and many times will perform services to develop this relationship. She believes in getting results through other people. She prefers the "team approach." She may tend to agree to avoid confrontation. Her goal is to have and make many friends. At work, she is good at maintaining friendly public relations. Camryn likes feedback from her manager on how she is doing. She prefers working for a participative manager. She does her best work in this kind of environment.

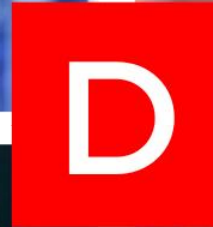
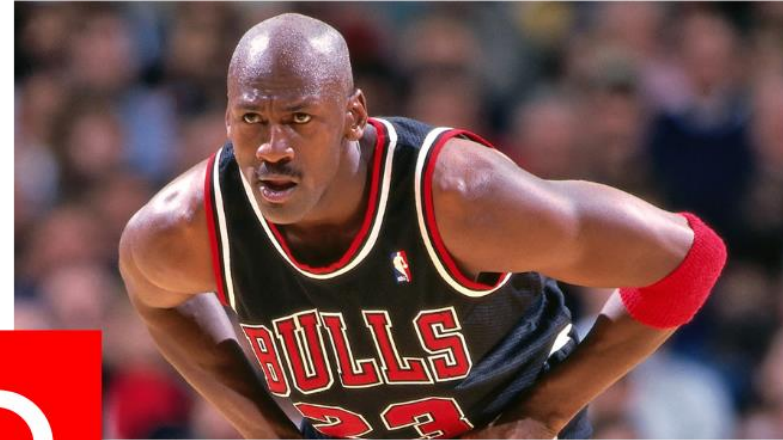
Camryn likes working for managers who make quick decisions. She likes to participate in decision making. Because of her trust and willing acceptance of people, she may misjudge the abilities of others. When she has strong feelings about a particular problem, you should expect to hear these feelings, and they will probably be expressed in an emotional manner. Camryn prefers not disciplining people. She may sidestep direct disciplinary action because she wants to maintain the friendly relationship. She is good at solving problems that deal with people. She is good at giving verbal and nonverbal feedback that serves to encourage people to be open, to trust her, and to see her as receptive and helpful.

Dimension D



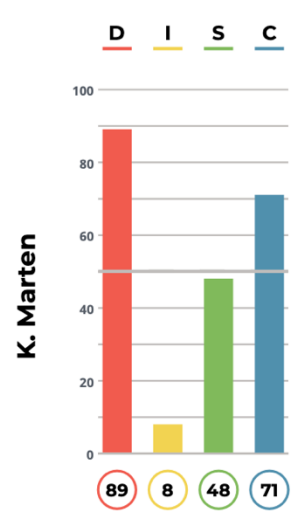
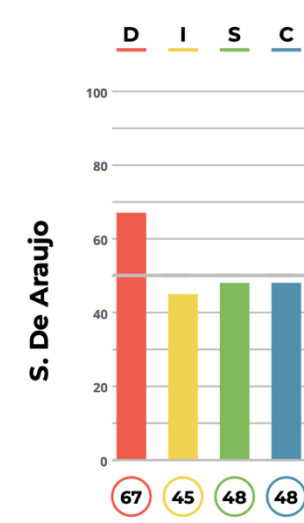
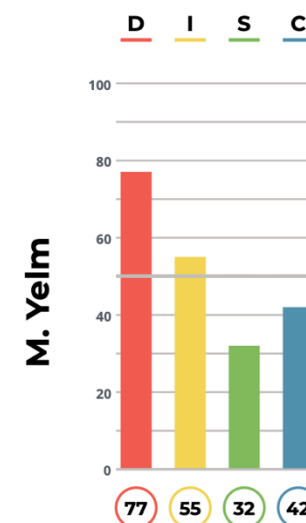
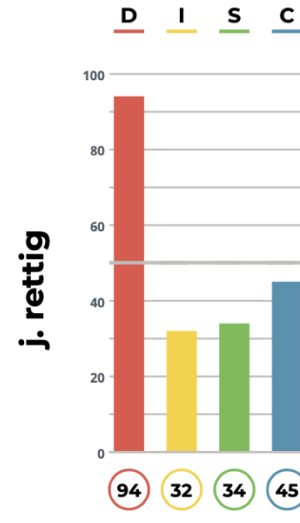
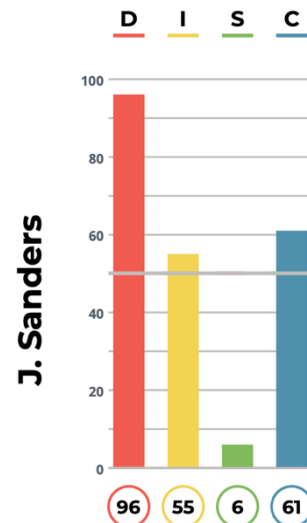
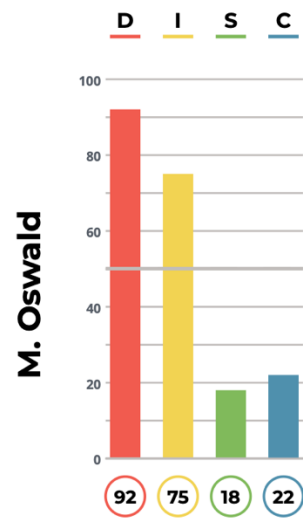
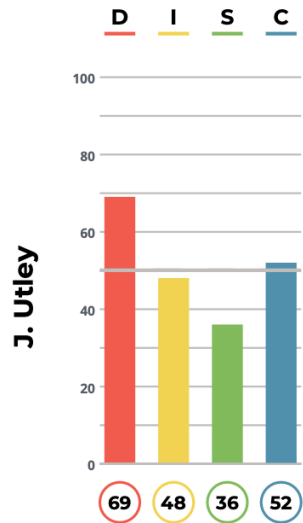
- Problems and challenges
- Direct, Driver, Decisive
- Domineering, Demanding, Stubborn
- Need: To be in control
- Big-Picture, Quick Decisions, Results

Famous People Leading with D

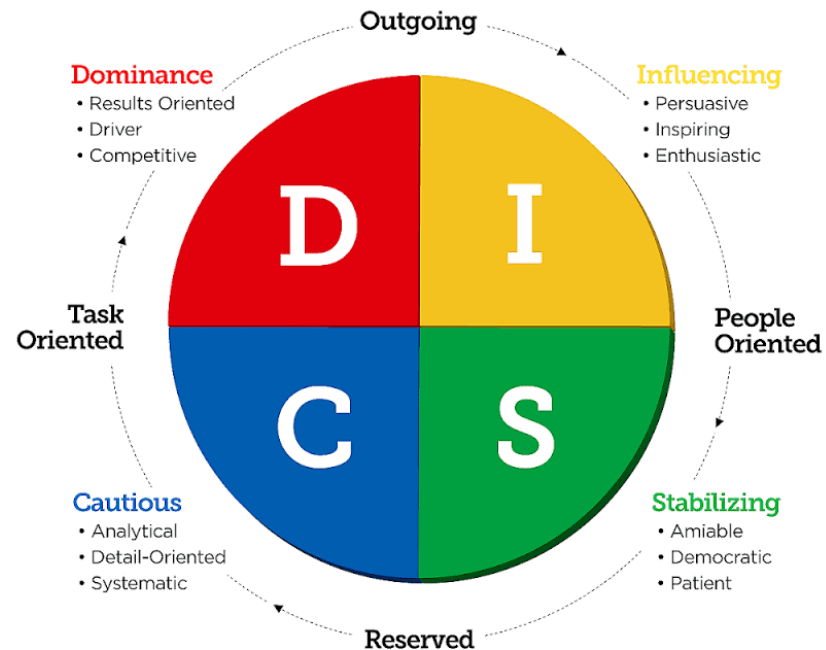


Leading with D

- How should we do it? We'll do it my way.
- Idle time is wasted time.
- Be bright, be brief, and be gone.



Dimension I



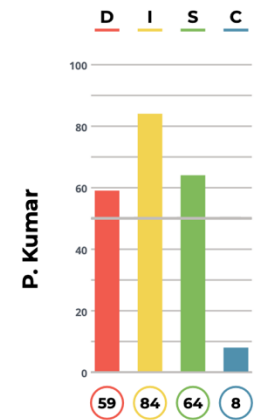
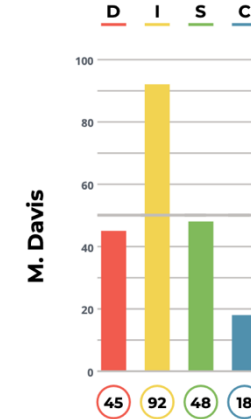
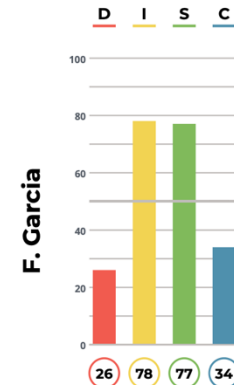
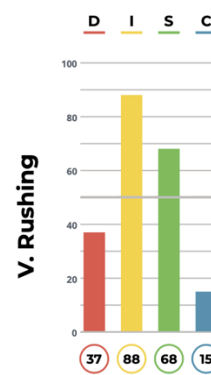
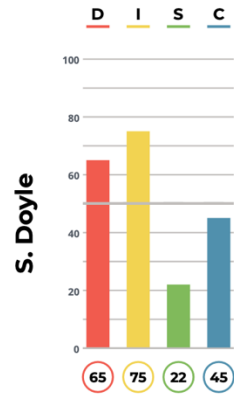
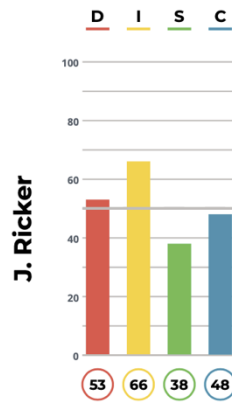
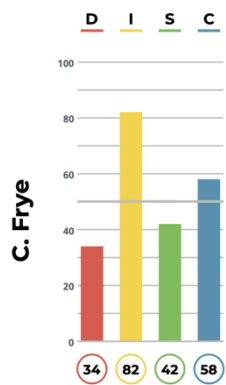
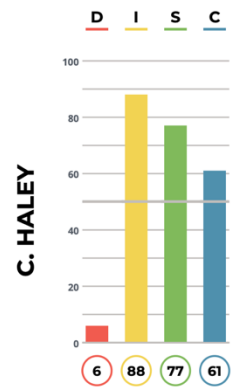
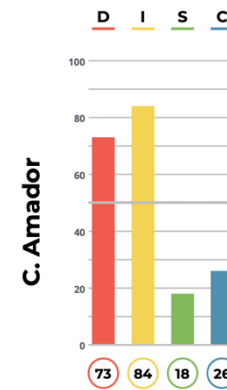
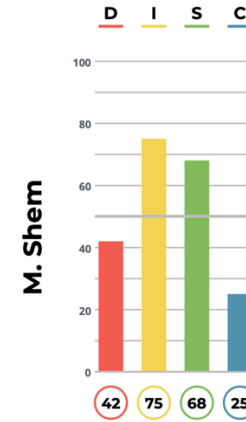
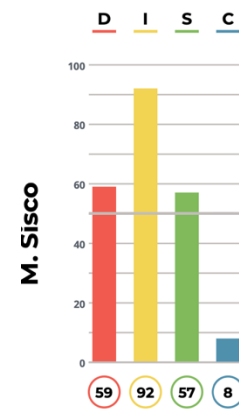
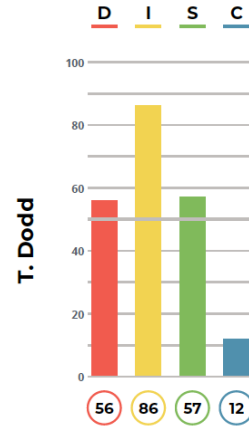
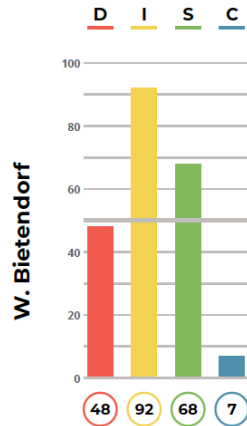
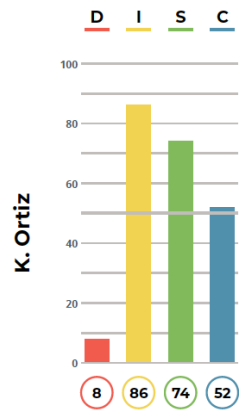
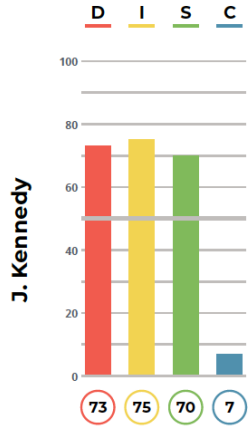
- Interacting with others
- Inspiring, Interesting, Influencing
- Impulsive, Irritating, Manipulative
- Need: To be liked
- Innovative, Optimistic, Relationships

Famous People Leading with I

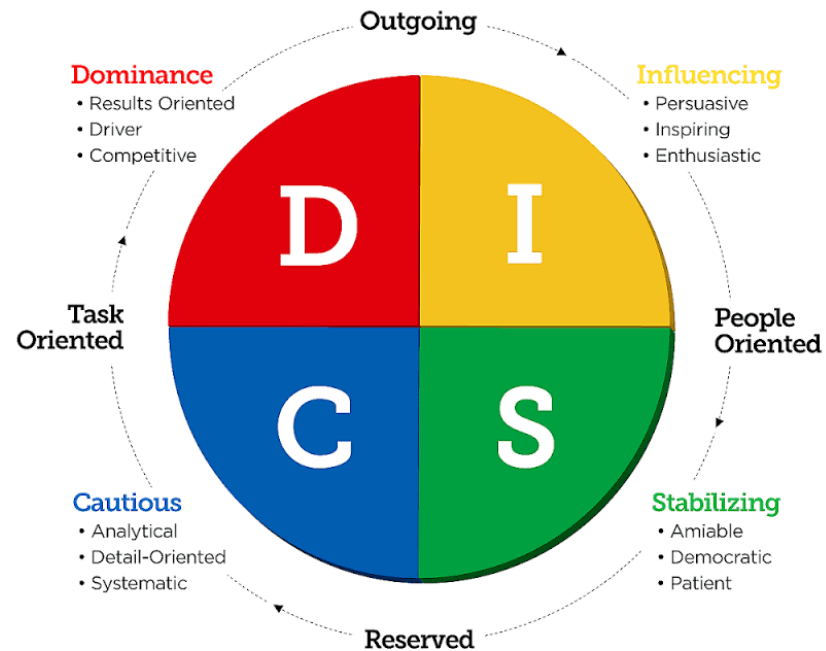


Leading with I

- That sounds fun. Let me do it!
- Everything is awesome.
- Where a problem exists, a solution exists.



Dimension S



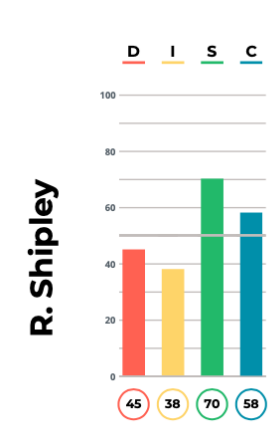
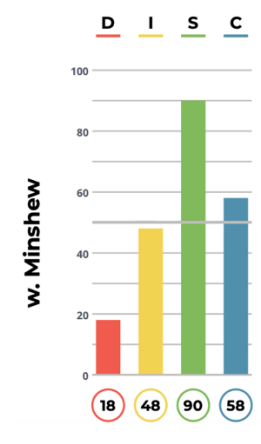
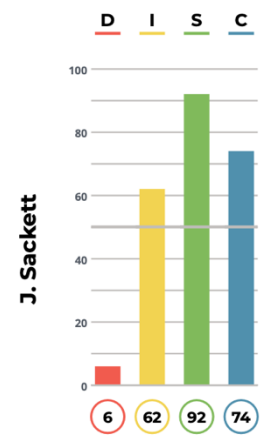
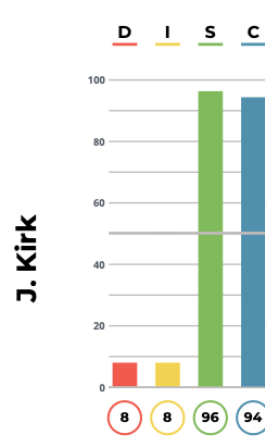
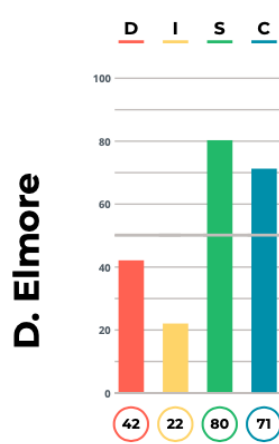
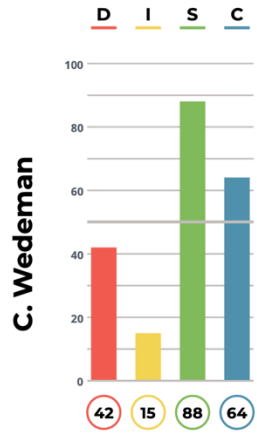
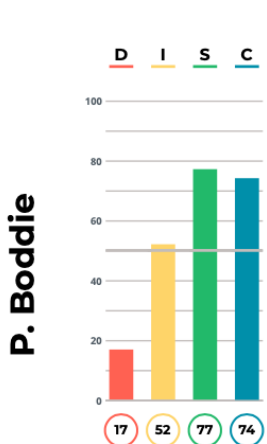
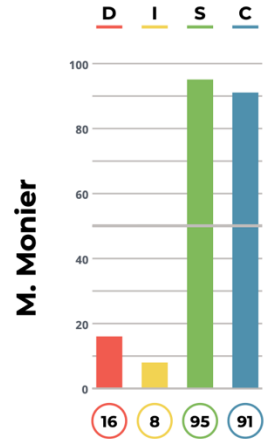
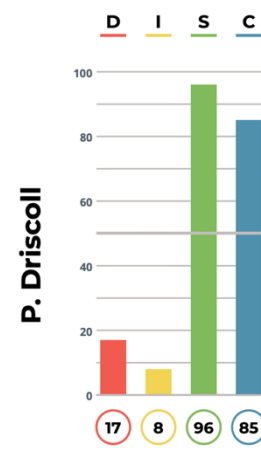
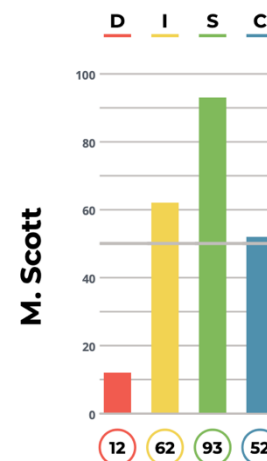
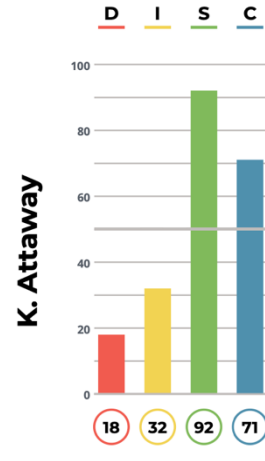
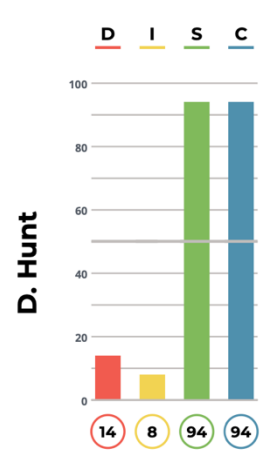
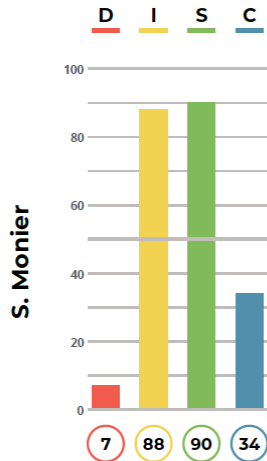
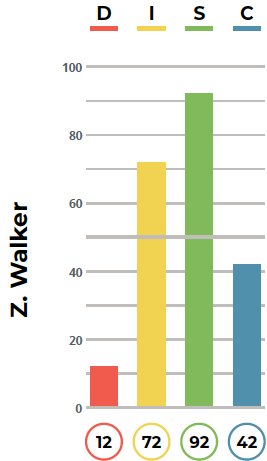
- Pace of the environment
- Stable, Steady, Sincere
- Slow, Silent, Sensitive
- Need: To be safe
- Collaborative, Observant, Loyal

Famous People Leading with S

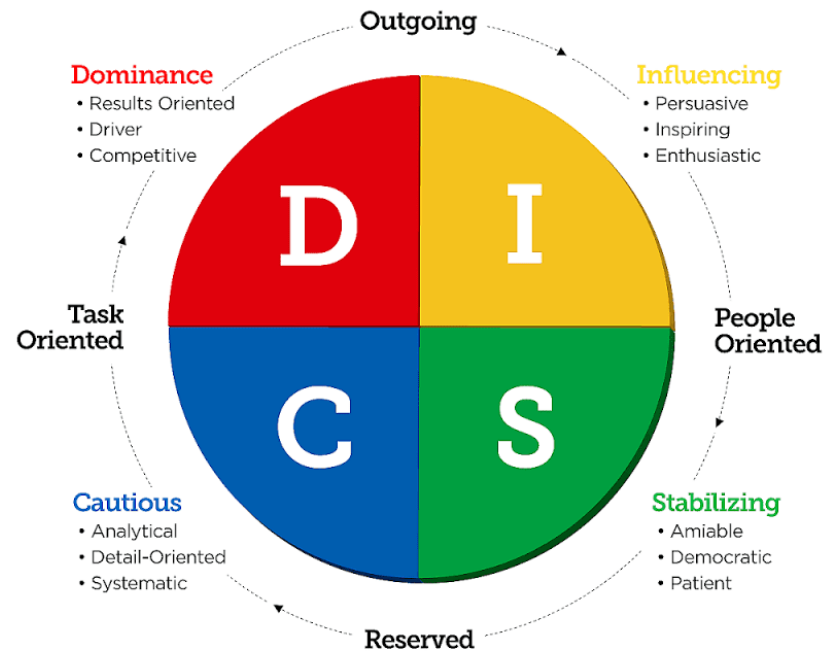


Leading with S

- Let me...
- Team before self.
- Let's send out a survey, to see if we need to send out a survey.

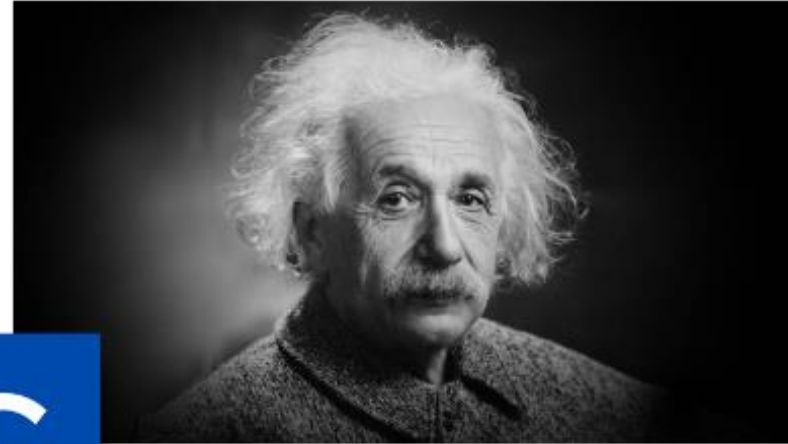


Dimension C



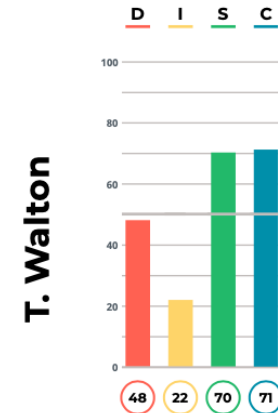
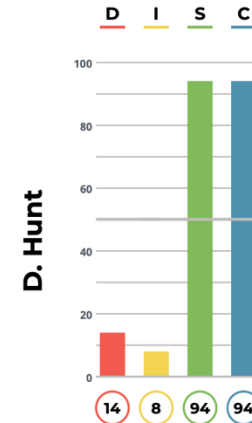
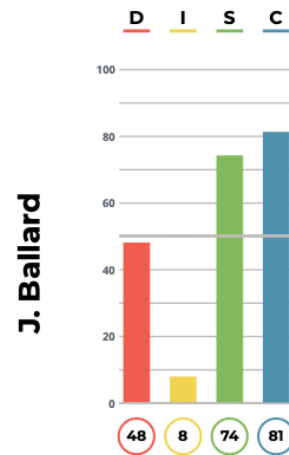
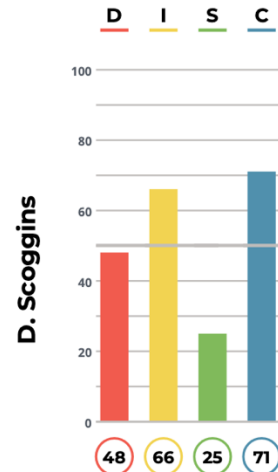
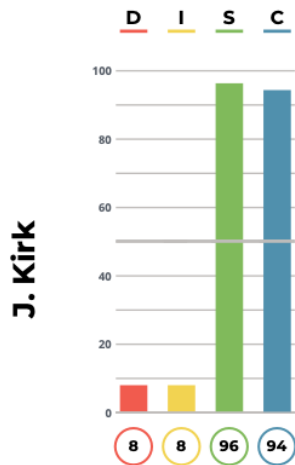
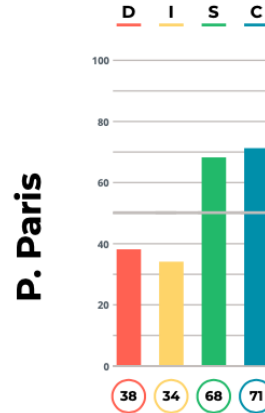
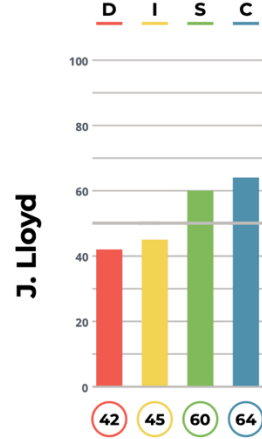
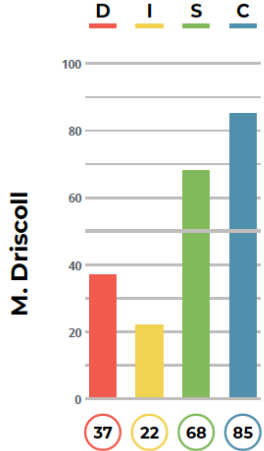
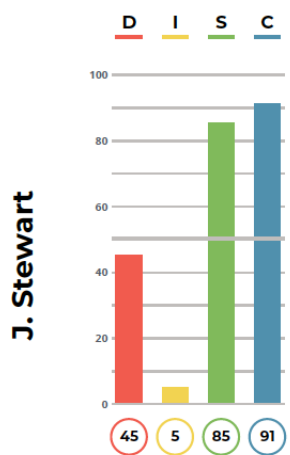
- Rules and process
- Careful, Conscientious, Concise
- Critical, Condescending, Suspicious
- Need: To be right
- Analytical, Methodical, Ordered

Famous People Leading with C



Leading with C

- Can you put that in a spreadsheet?
- Fail to plan – plan to fail
- Where did you read that ...and what edition was it?



Direct/Results-Driven

HOW Implementors
(what's the hurry?)

C

D

S

I

WOW Innovators
(what's taking so long?)

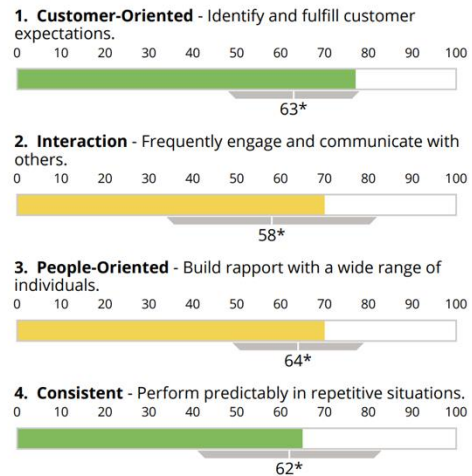
Indirect/People-Driven

Team Report

Behavioral Comparison

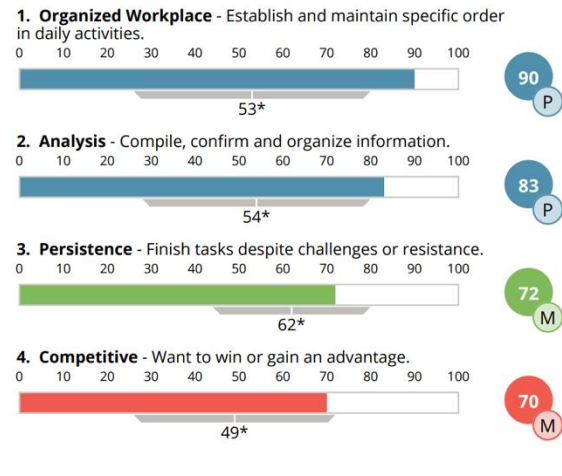
Comparison Report

Kathy



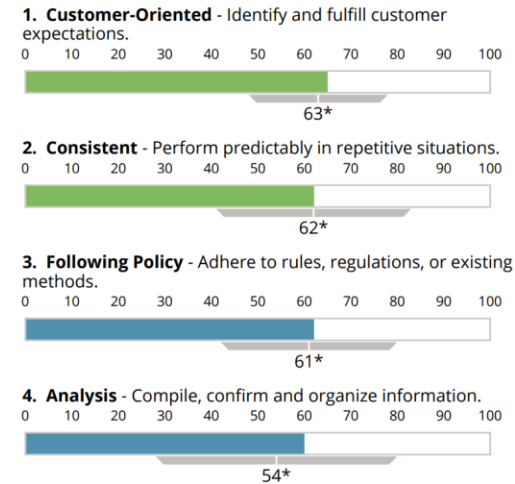
(EP) Extreme Passionate - Three standard deviations above the mean
 (P) Passionate - Two standard deviations above the mean
 (M) Mainstream - One standard deviation above or below the mean

Jeremy



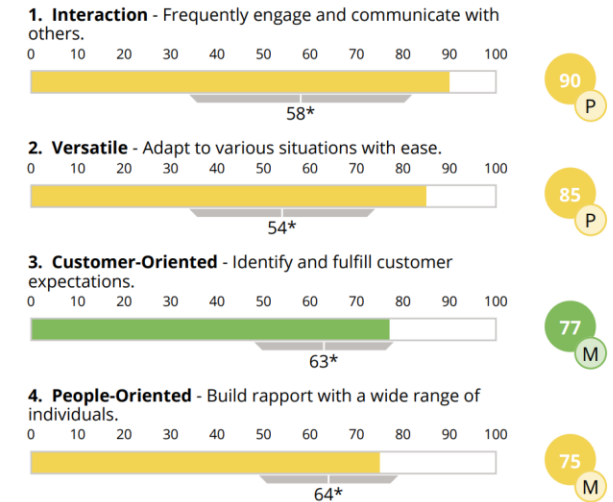
(I) Indifferent - Two standard deviations below the mean
 (EI) Extreme Indifferent - Three standard deviations below the mean

Victoria



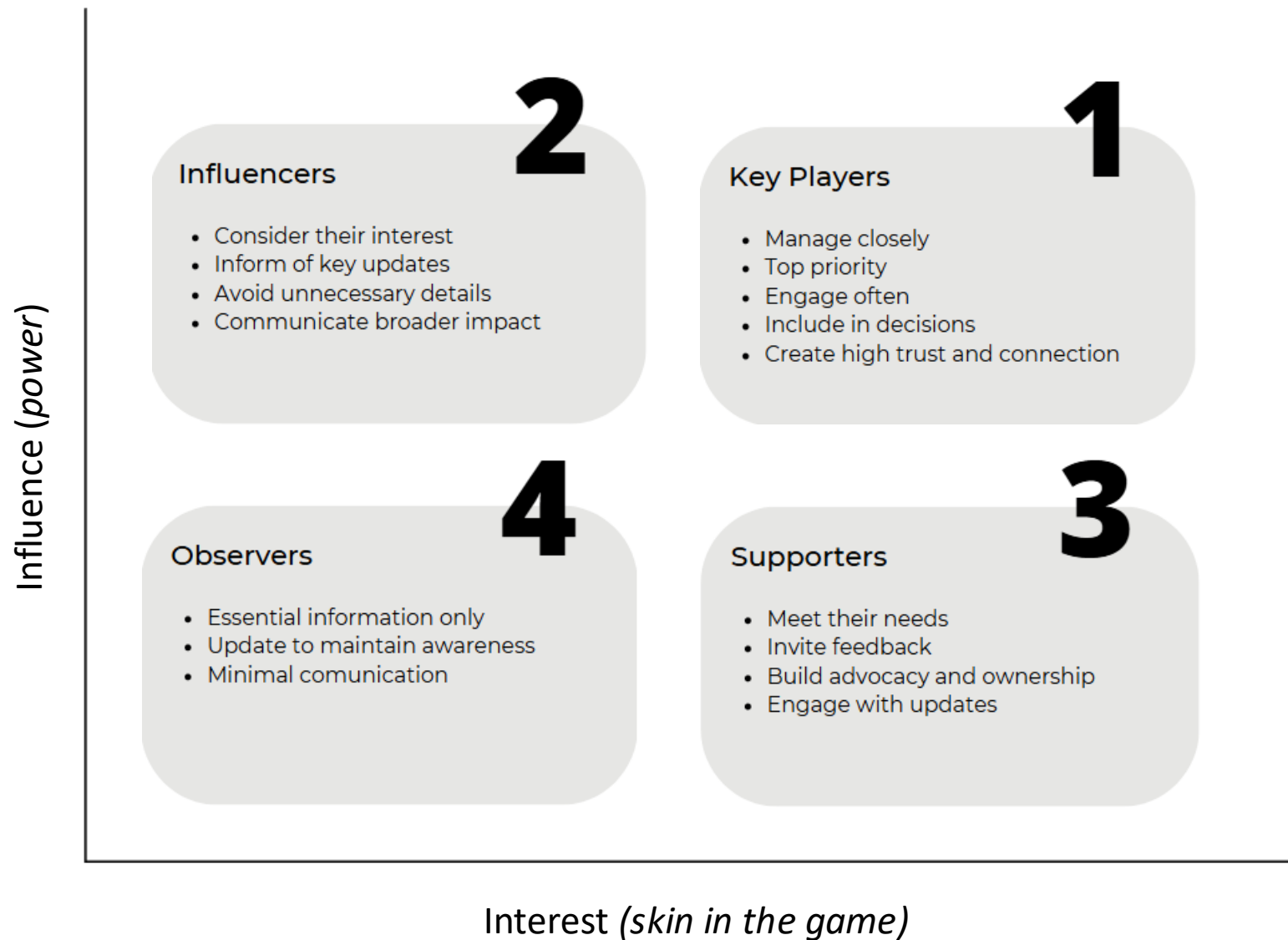
(EP) Extreme Passionate - Three standard deviations above the mean
 (P) Passionate - Two standard deviations above the mean
 (M) Mainstream - One standard deviation above or below the mean

Samantha



(I) Indifferent - Two standard deviations below the mean
 (EI) Extreme Indifferent - Three standard deviations below the mean

Stakeholder Mapping



Stakeholder Mapping

1

Key Players

- Manage closely
- Top priority
- Engage often
- Include in decisions
- Create high trust and connection

Group 1: Key Players

These are top-priority stakeholders to engage closely and regularly. Pay close attention to their needs and preferences.

What do they want to know, how, and how often?

Communication Ideas: Personalized messages, detailed updates, and direct involvement in planning and decisions.

Examples: Executive briefings, leadership meetings, strategic workshops

Stakeholder Mapping

2

Influencers

- Consider their interest
- Inform of key updates
- Avoid unnecessary details
- Communicate broader impact

Group 2: Influencers

These stakeholders can significantly influence outcomes but do not want to be involved in the details to keep satisfied with key updates.

Communication Ideas: Keep them informed of broader impact and outcomes and high-level details.

Examples: Executive summaries, milestone reports, concise dashboards

Stakeholder Mapping

3

Supporters

- Meet their needs
- Invite feedback
- Build advocacy and ownership
- Engage with updates

Group 3: Supporters

These stakeholders have a high interest in your project or services but relatively little power or influence over decision-making.

Communication Ideas: Engage with updates, invite feedback, and build advocacy and ownership.

Examples: Newsletters, workshops, focus groups, surveys, email updates, 1:1 conversations

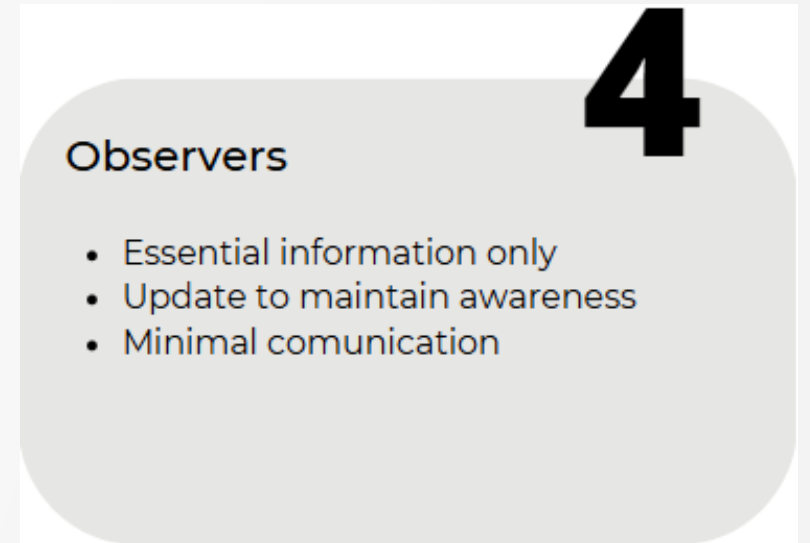
Stakeholder Mapping

Group 4: Observers

These stakeholders want essential information only and require minimal communication.

Communication Ideas: Updates to maintain awareness.

Examples: Public updates, website notices, occasional emails



VISION & VALUES