OUR MANIFESTO

YELLIN GROUP

You are human.
We are, too.
It's OK.

We are already
impressed.

Your thoughts, opinions, and
experiences are valued and
held in confidence.

You are responsible for your own
experience. We are responsible
to you – not for you.

You belong here. If it's in
your experience, you are
ready for it and worthy of it.

Be fully present. This
is your one and only
life. Don't miss it.

Focus. Your brain
has limits. Minimize
the distractions.

Don't believe everything
you believe. Curiosity
is your currency.
Stay thirsty.

Think forward. The problem
deserves your attention. The
solution deserves your energy.
Everything is figureoutable.

You can change.
Your results can change.

You have a message and a style of
delivering that message that hasn't been
given to anyone else. Honor and protect
that gift. No. Matter. What.

YELLIN GROUP

www.yellingroup.com

OUR MODELS

YELLIN GROUP

E (story) + R = O

event   response   outcome

- What meaning am I giving this?
- What meaning do I want to give this?
- Does this deserve my attention or my energy?
- What do I know to be true?
- What serves the greater good?
- What would I be hearing if I were not hearing attack?
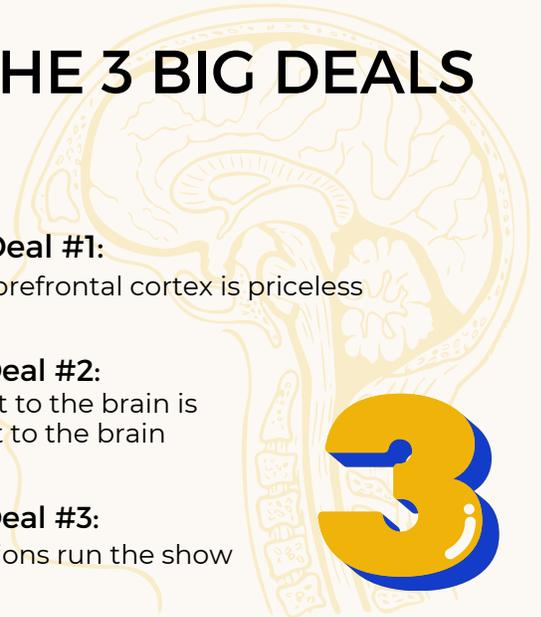- How do I respond in alignment with who I want to be?
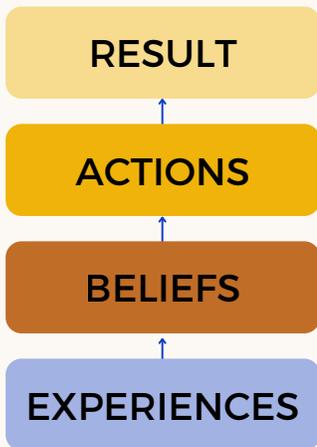
THE 3 BIG DEALS

Big Deal #1:
Your prefrontal cortex is priceless

Big Deal #2:
Threat to the brain is threat to the brain

Big Deal #3:
Emotions run the show

BELIEFS

RESULT

↑

ACTIONS

↑

BELIEFS

↑

EXPERIENCES

ACCOUNTABILITY

| How am I creating this? | What is mine to own? | What problem needs to be solved? | What options are available? | What actions do I need to take? (who can help?) | What is learning? (learning is winning) |

LINE OF ACCOUNTABILITY, RESPONSIBILITY, SELF-AWARENESS

| Who/what can I blame? | Who/what can I criticize? | Who/what can I condemn? | Who is going to save me? | How am I a victim? |

OUR STRATEGIES

YELLIN GROUP

THE CHALLENGE STRATEGY
Creating a safe environment where threat is low and trust is high

THE RELEVANCE STRATEGY
Connecting to what is important and meaningful to the learner

THE MOSAIC STRATEGY
Embracing differences, involving the whole brain, and reaching ALL learners

THE ACTION STRATEGY
Balancing active learning with reflective application (embracing the brain's limitations)

THE USING EMOTION STRATEGY
Capitalizing on the power of the emotional brain

THE NOVELTY STRATEGY
Doing the unexpected and veering from conventional methods of delivery

THE INTERACTION STRATEGY
Keeping learners involved, engaged, and partners in the learning experience

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C CHALLENGE | Trade fear for trust. Cultivate challenge, not threat, deliberately.

R RELEVANCE | Lead with purpose. Connect strengths to meaningful, shared vision.

A ACTION | Honor limitations. Optimize performance by working with the brain.

N NOVELTY | Disrupt the dull. Innovation thrives on curiosity and surprise.

I INTERACTION | Involve to evolve. Choice and voice turn compliance into commitment.

U USING EMOTION | Engage hearts. Emotions drive memory, learning, and lasting change.

**M** MOSAIC | Diversity unites. Inclusion transforms differences into collective power.

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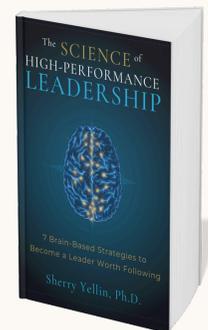
COMMUNICATION

Breakthrough Beliefs
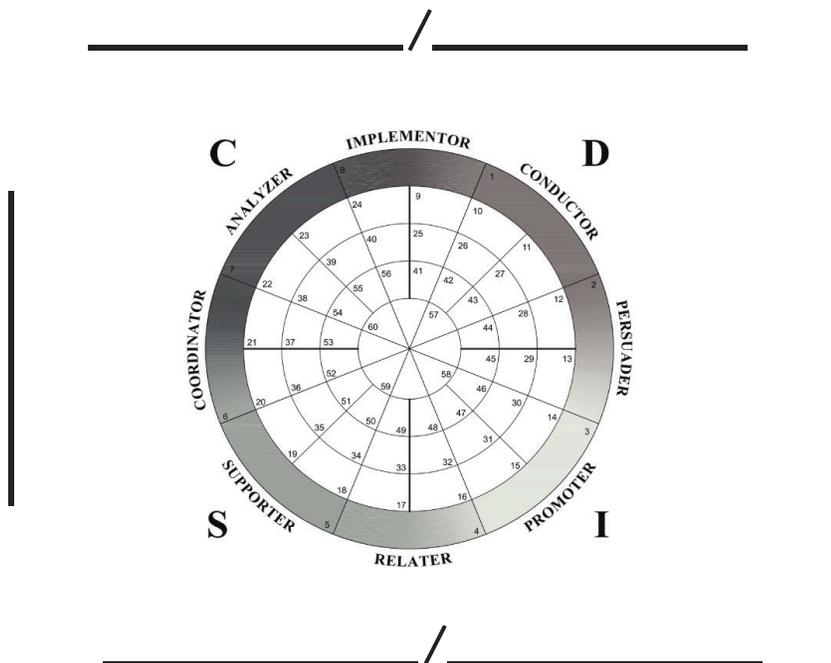
Session One: October 13, 2025

Breakthrough Beliefs

- ·Your current rules are creating your current results.
- ·To be clear is to be kind.
- ·Sooner is smaller; later is larger.
- ·What you say isn't what they hear.
- ·What you intend isn't what others experience.
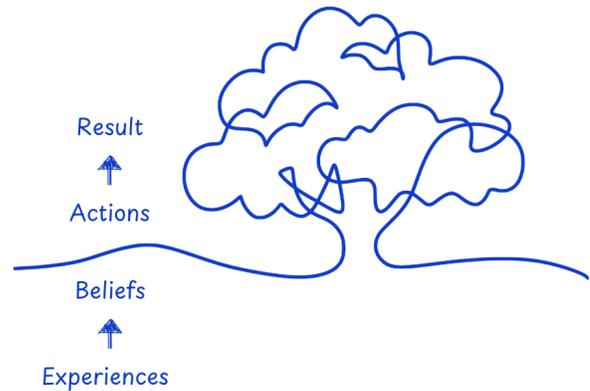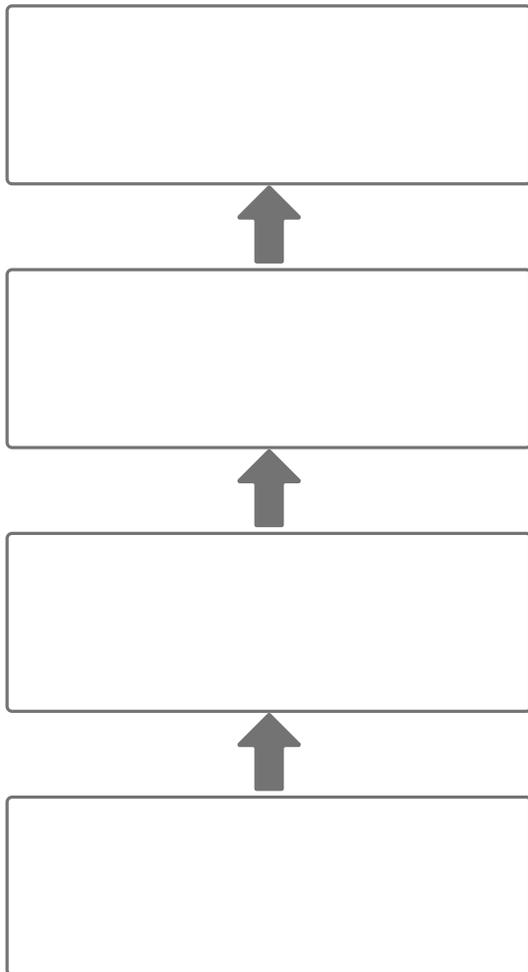
> Until we shift beliefs, we will not see sustainable change and hard-wired results.

What is DiSC®

- Focuses on behavior style, the universal language of "how we act" our observable human behavior.
- Helps individuals develop greater self-awareness
- Helps teams know their strengths and weaknesses so that they can develop strategies to meet the demands of their environment
- Assesses four dimensions of behavior, providing insight into how individuals and the team:
  - D: Deals with problems and challenges
  - I: Influences others to see their point of view
  - S: Responds to the pace of the environment
  - C: Reacts to rules and procedures set by others

DiSC® Insight

	D	I	S	C
How to Communicate with a Person According to His/Her Style	• Offer opportunity • Give more responsibility • Challenge • Provide resources to allow for achievement • Give authority	• Chance to do things with others • Use humorous appeals • Let them know you are pleased • Provide opportunity to be in the spotlight	• Stress worthwhile • Idealistic appeals • Ask for their help • Appeal to excellence • Show concern • Emphasize self-development	• Present ideas as low risk • Give opportunity to be analytical • Exercise logic, use facts • Use familiarity, routine, and structure • Tie new things to old
Most Effective Environment for Each Style	• Competitive • Direct • Risk-Taking • Opportunistic • Need action now	• Social • Changing • Youthful • Optimistic • Smooth the waters	• Respecting • Supportive • Reassuring • Idealistic	• Unemotional • Factual • Scientific • Practical • More data
Least Effective Environment for Each Style	• No resources • Authority undermined • Responsibility diminished • No challenges • Can't control factors which affect results	• Critical authority • Unfriendly co-workers • Routines and details • Firms schedules and supervision	• Betrayal • Personal criticism • Ridicule • Failure • Lack of support	• Constantly changing rules and policies • Highly emotional • Premature decision-making • Failures to be taken seriously
How to be the Most Effective Manager for Each Style	• Be confident • Provide autonomy • Reward results • Firm boundaries, but appreciate initiative • Listen, but be decisive • Spar on an equal basis	• Be friendly • Informative • Helpful feedback • Understanding • Encouraging • Flexible • Sense of Humor	• Give recognition, trust, and appreciation • Mutual goal-setting • Be accessible • Try to share • Be dependable	• Be organized • Show purpose • Detail-oriented • Systematic • Objective • Fair • Consistent
How to be the Most Effective Employee to a Manager of Each Style	• Be responsive • Capable • Independent • Direct	• Be sociable • Sophisticated • Tactful • Influential	• Demonstrate worth • Show loyalty • Be sincere • Team-oriented	• Be respectful • Conforming • Logical • Pay attention

DiSC® Insight

	D	I	S	C
Appearance	• Business-like • Functional	• Fashionable • Stylish	• Casual • Conforming	• Formal • Conservative
Workspace	• Busy • Formal • Efficient • Structured	• Stimulating • Personal • Cluttered • Friendly	• Personal • Relaxed • Friendly • Informal	• Structured • Organized • Functional • Formal
Pace	• Fast/Decisive	• Fast/Spontaneous	• Slow/Easy	• Slow/Systematic
Priority	• The Task (the results)	• Relationships (interacting)	• Maintaining (relationships)	• The Task (the process)
Fears	• Loss of control	• Loss of prestige	• Confrontation	• Embarrassment
Under Tension	• Dictate/Assert	• Attack/Be sarcastic	• Submit/Acquiesce	• Withdraw/Avoid
Seeks	• Productivity	• Recognition	• Attention	• Accuracy
Needs to know benefits	• What it does • By when • What it costs	• How it enhances their status • Who else uses it	• How it will affect personal circumstances	• How they justify the purchase logically • How it works

DiSC® Insight

	Dominance	Influence	Steadiness	Conscientiousness
Team Role	• Regulate (Directive Influence)	• Produce (Strategic Influence)	• Harmonize (Interaction)	• Explore (Inquiry)
Conflict Role	• Competition	• Collaboration	• Accomodation	• Avoidance
Organizational Strength	• Organization • Advice • Confrontation • Tracking	• Sharing • Persuasion • Feedback • Empowerment	• Empathy • Attention • Respect • Rapport	• Listening • Questioning • Conceptualizing • Consultant
Situational Strengths	• Goal Setting • Planning • Deadlines	• Project Implementation • Promotion • Negotiation	• Relationship Building • Team Building • Reaching Consensus	• Information Gathering • Problem Definition • Brainstorming
Problem Solving Styles	• Decisive • Impulsive/ Reactive • Extinct by Instinct	• Spontaneous • Impulsive/ Anticipatory • Burning bridges ahead of you	• Considered • Reflective/ Anticipatory • Premature Panic	• Deliberate • Reflective/ Reactive • Paralysis by Analysis

DiSC® Insight

	D	I	S	C
Gains Security By	• Control	• Flexibility	• Close relationships	• Preparation
Wants to Maintain	• Success	• Status	• Relationships	• Credibility
Support Their	• Goals	• Ideas	• Feelings	• Thoughts
Achieves Acceptance By	• Leadership • Competition	• Playfulness • Stimulating environment	• Conformity • Loyalty	• Correctness • Thoroughness
Likes You to Be	• To the point	• Stimulating	• Pleasant	• Precise
Wants to Be	• In charge	• Liked	• Included	• Correct
Irritated By	• Inefficiency • Indecision	• Boredom • Routine	• Insensitivity • Impatience	• Surprises • Unpredictability
Measures Personal Worth By	• Results • Track Record • Measurable progress	• Acknowledgement • Recognition • Applause • Compliments	• Compatibility with others • Depth of relationships	• Precision • Accuracy • Activity
Decisions Are	• Decisive	• Spontaneous	• Considered	• Deliberate

BEHAVIORAL SEGMENTS - D, D/I

D - Conductor: People who tend to be direct, decisive, and seek results.

Potential Strengths	Potential Weaknesses
• Seeking problems to solve • Forward-looking and competitive • Energized by direct answers • Enjoys confrontation • Happy to work on challenging assignments	• Dislike routine work • Over delegate and under instruct • Lack tact and diplomacy • Overconfident in their abilities • Poor or selective listening
Words that Work	**Words that DON'T work**
• Quick • Advantage • Decisive	• Inconsistent • Follow directions • Patient
Value to the Organization	
• Self-starter • Challenges the status quo • Ability to change gears fast and often	

D/I - Persuader: People who tend to convince others by appealing to reason, understanding, or emotion.

Potential Strengths	Potential Weaknesses
• Use their intuition • Decisive and aggressive when presented with challenges • Optimistic about team goals • Independent and autonomous • Get results through team member	• Take on too many responsibilities at once • Let emotions get in the way of decision-making • Do not manage time of deadlines well • Do not follow up and follow through as needed • Be overly optimistic
Words that Work	**Words that DON'T work**
• Amazing • Unprecedented • Extraordinary	• Standardized • Structured • Uniform
Value to the Organization	
• Initiates activity • Sense of urgency • Ability to handle many activities	

BEHAVIORAL SEGMENTS - I, I/S

I - Promoter: People who tend to verbalize many thoughts to influence outcomes.

Potential Strengths	Potential Weaknesses
• See the "big picture" and communicate it • Communicate well with others • People-oriented • Promote the team throughout the organization • Enjoy convincing people	• Overly optimistic about team abilities • Overvalue the skills of others • Emphasize fun over efficiency • Listen selectively to team members • React based on emotions
Words that Work	**Words that DON'T work**
• Flexible • Exciting • Inspiring	• Ordinary • Quiet • Strict
Value to the Organization	
• Spontaneity • Good mixer • Optimistic and enthusiastic	

I/S - Relater: People who tend to take time, think positively, and are focused on interpersonal relationships.

Potential Strengths	Potential Weaknesses
• Offer understanding and friendship • Listen actively • Possess strong commitment to team • Show loyalty • Support other in achieving goals	• Agree with the opinion of others • Avoid confrontation • Act without urgency • Hold grudges • Be passive and indecisive
Words that Work	**Words that DON'T work**
• Easygoing • Simple • Responsive	• Complex • Abstract • Analytical
Value to the Organization	
• Positive sense of humor • Team player • Cooperative member of the team	

BEHAVIORAL SEGMENTS - S, S/C

S - Supporter: People who tend to be champions of sound ideas, working steadily and diligently to ensure a project is fully realized.

Potential Strengths	Potential Weaknesses
- Add stability to the team - Comfort others and show patience - Perform well in team environments - Conform to established procedures - Listen well to others	- Resist team-initiated changes - Act slowly - Hesitate to move forward - Get into too much detail - Do not forgive faults or mistakes
Words that Work	**Words that DON'T work**
- Consistent - Usual - Secure	- Unexpected - Urgent - Confrontation
Value to the Organization	
- Consistent and steady - Patient and empathetic - Negotiates conflicts	

S/C - Coordinator: People who tend to be fact-oriented and adhere to proven methods to complete projects and tasks.

Potential Strengths	Potential Weaknesses
- Implement and fine-tune the plan - Identify problems, rules, errors, and procedures - Make tough decisions without letting emotions interfere - Shows self-discipline - Work for a leader or a cause	- Downplay accomplishments - Suppress feelings - Hide true feelings - Resist change without reasoning - Lack confidence in self and team
Words that Work	**Words that DON'T work**
- Proven - Standard - Organized	- Unfamiliar - Hectic - Incomplete
Value to the Organization	
- Objective outlook - Conscientious and steady - Looks for logical solutions	

BEHAVIORAL SEGMENTS - C, C/D

C - Analyzer: People who tend to seek out accuracy in all activities and ensure the highest quality possible by gathering precise data.
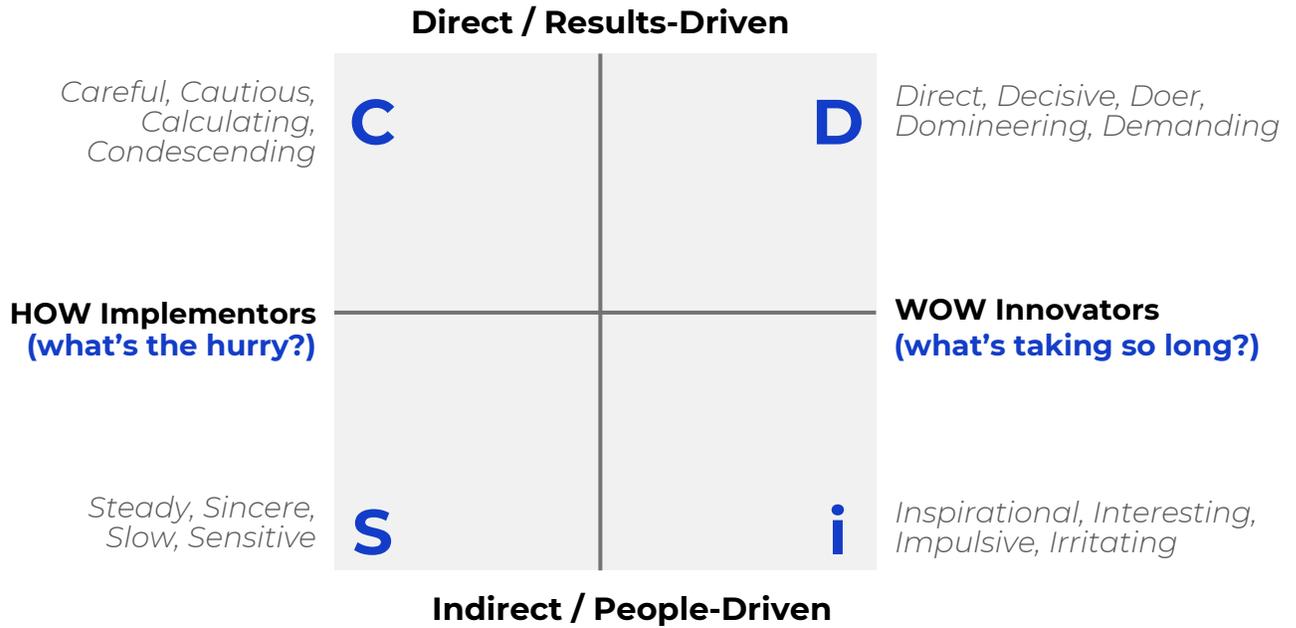
Potential Strengths	Potential Weaknesses
- Accurate and precise - Use facts to support their opinion and cause - Think critically - Maintain high standards for self and subordinates - Operate in a self-disciplined manner	- Do the work themselves and do not delegate - Bound by organizational procedures and methods - Lean on team leader or supervisor - Hesitate to act without sufficient facts - Conceal new ideas
Words that Work	**Words that DON'T work**
- Factual - Precise - Verified	- Imagine - Educated guess - Experimental
Value to the Organization	
- Maintains standards - Accurate and intuitive - Comprehensive problem solving	

C/D - Implementor: People who tend to assess, leverage facts and figures, and advance toward a solution.

Potential Strengths	Potential Weaknesses
- Aware and sensitive to the cost of errors and mistakes - Make tough decisions using insight and facts - Share creative ideas - Finish tasks quickly - Understand all facts before starting a project	- Come across as insincere - Disregard the feelings of team members - Become demanding under stress - Make decisons inconsistently - Overuse facts and figures
Words that Work	**Words that DON'T work**
- Function - Action - Data	- Relax - Perception - Assume
Value to the Organization	
- Excellent troubleshooter - Objective and realistic - Strong-willed	

Team Grid

Based on observations, map your team and other key stakeholders on the DiSC grid.

Direct / Results-Driven

Careful, Cautious, Calculating, Condescending
C

D
Direct, Decisive, Doer, Domineering, Demanding

HOW Implementors
(what's the hurry?)

WOW Innovators
(what's taking so long?)

Steady, Sincere, Slow, Sensitive
S

i
Inspirational, Interesting, Impulsive, Irritating

Indirect / People-Driven

What strengths do you observe from the team grid?

_____

_____

What challenges do you observe from the team grid?

_____

_____

How does this insight inform you as a leader?

_____

_____

_____

_____

Personal Action Plan

What behaviors contribute to your effectiveness as a leader?

_____

_____

_____

_____

What potential blindspots do you need to modify?

_____

_____

_____

_____

Who are the people you will ask to read your report and give you feedback?

_____

_____

_____

_____

Who is someone with whom you need to improve connection. How will you leverage your knowledge of DiSC to speak their language?

_____

_____

_____

_____

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LEAD Resources and Application

Leadership: https://yellingroup.com/truenergy-leadership-resources-2025/
Foundations: https://yellingroup.com/truenergy-foundations-resources-2025/

I commit to:

The team commits to:

> What you say is rarely what they hear. What you intend is rarely what they experience.