

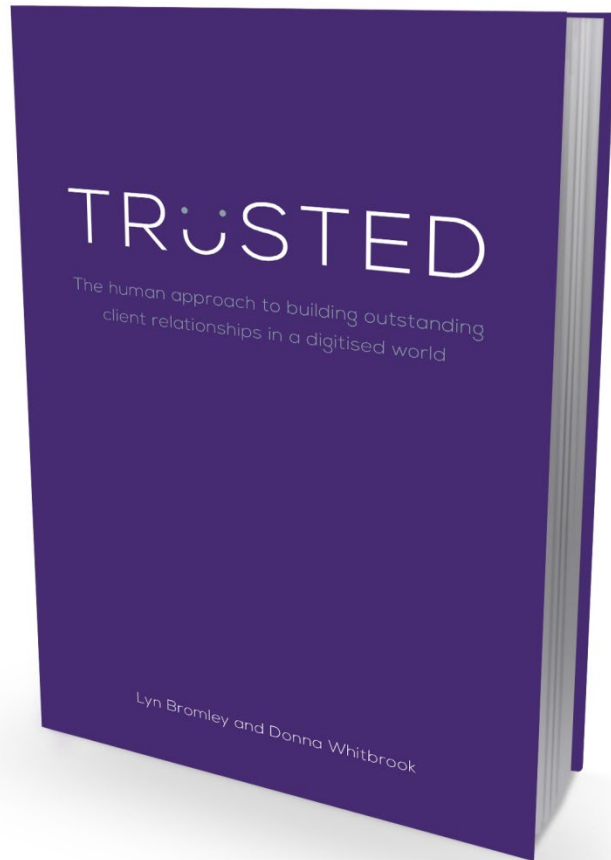
# Building Trusted Relationships

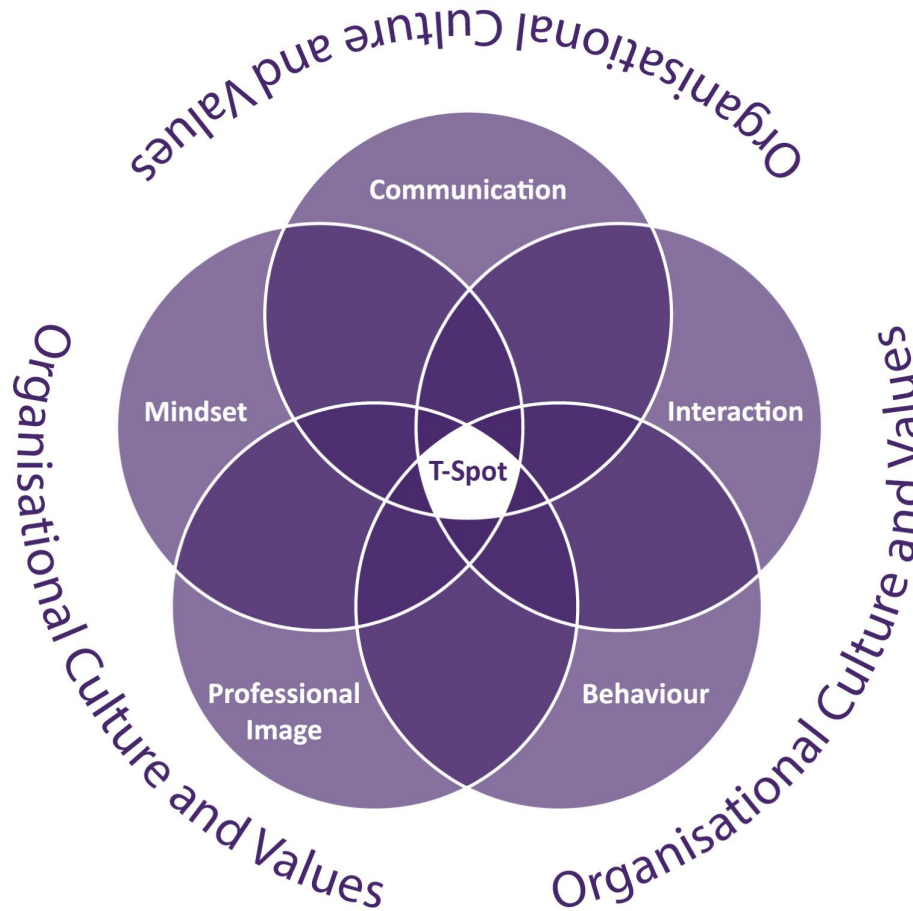
Lyn Bromley

# What we will cover

- The T-Spot Model
- Mindset
- Communication
- Understanding your own style
- Communication preferences of your prospects and clients

# Introducing Trusted



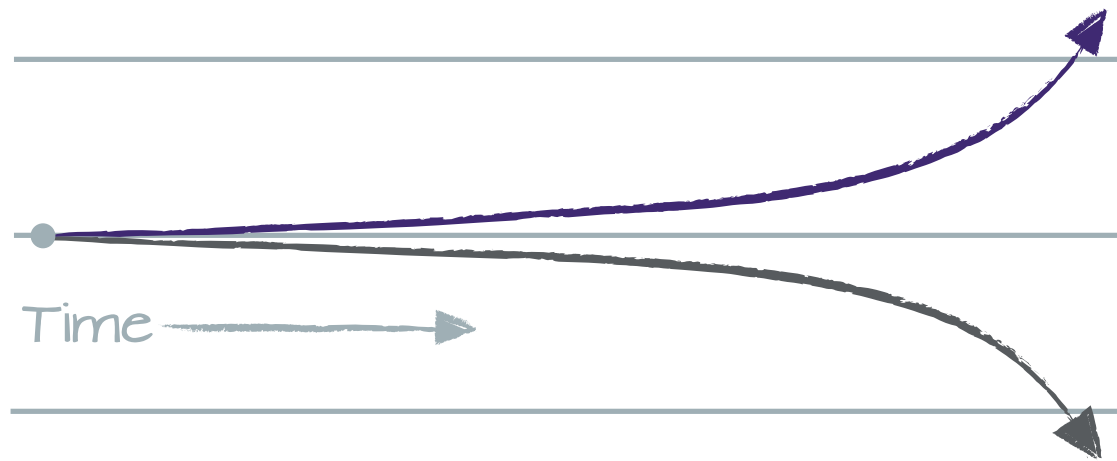


CAN YOU FIND YOUR T-SPOT?

## AGGREGATION OF MARGINAL GAINS

□ 1% Improvement

□ 1% Decline



# Mindset

# Mindset

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***[Noun]*** *The ideas and attitudes with which a person approaches a situation, especially when these are seen as being difficult to alter*

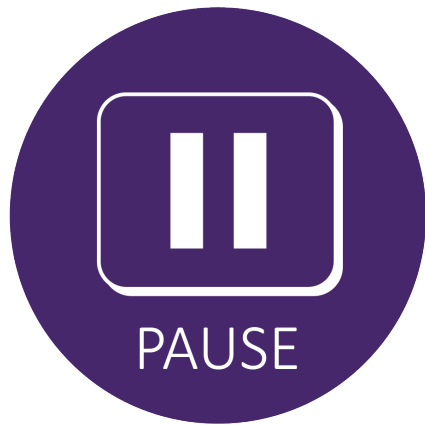


# Mindset barriers

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“  
**Limitations only exist**  
**if we believe they exist**”

# Limitations

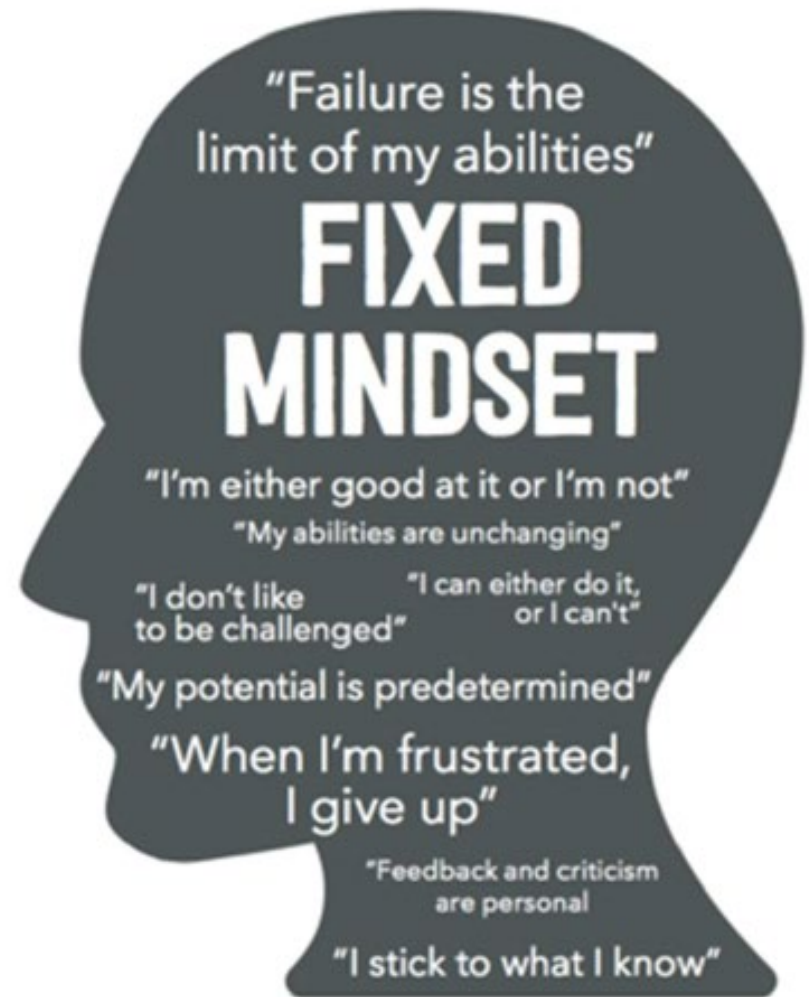


- Have you observed examples of people limiting themselves?
  - For example: 'I'm not good at that'
  - 'I'm not clever enough'
  - 'I feel like I'm going to get found out'

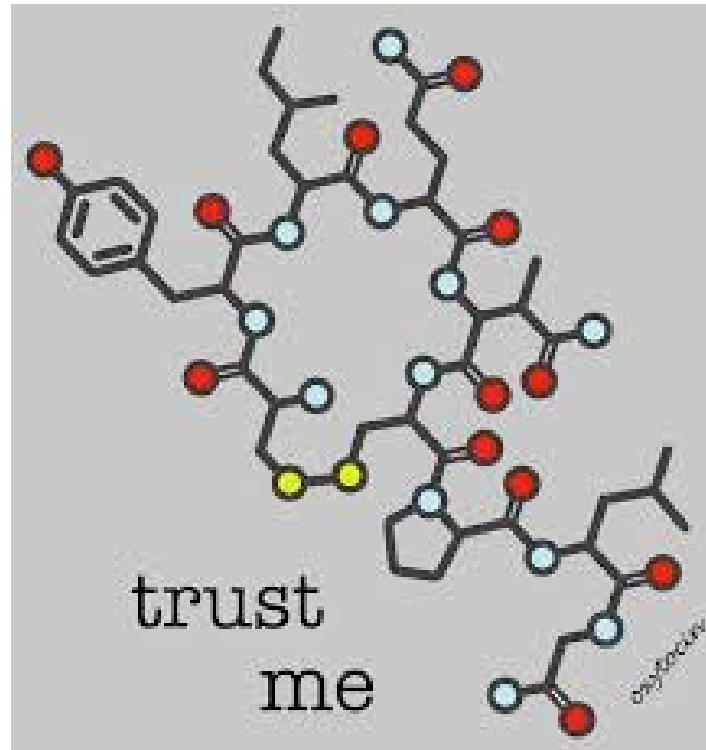
# Priming the mind



# Carol Dweck



# Helpful hormones



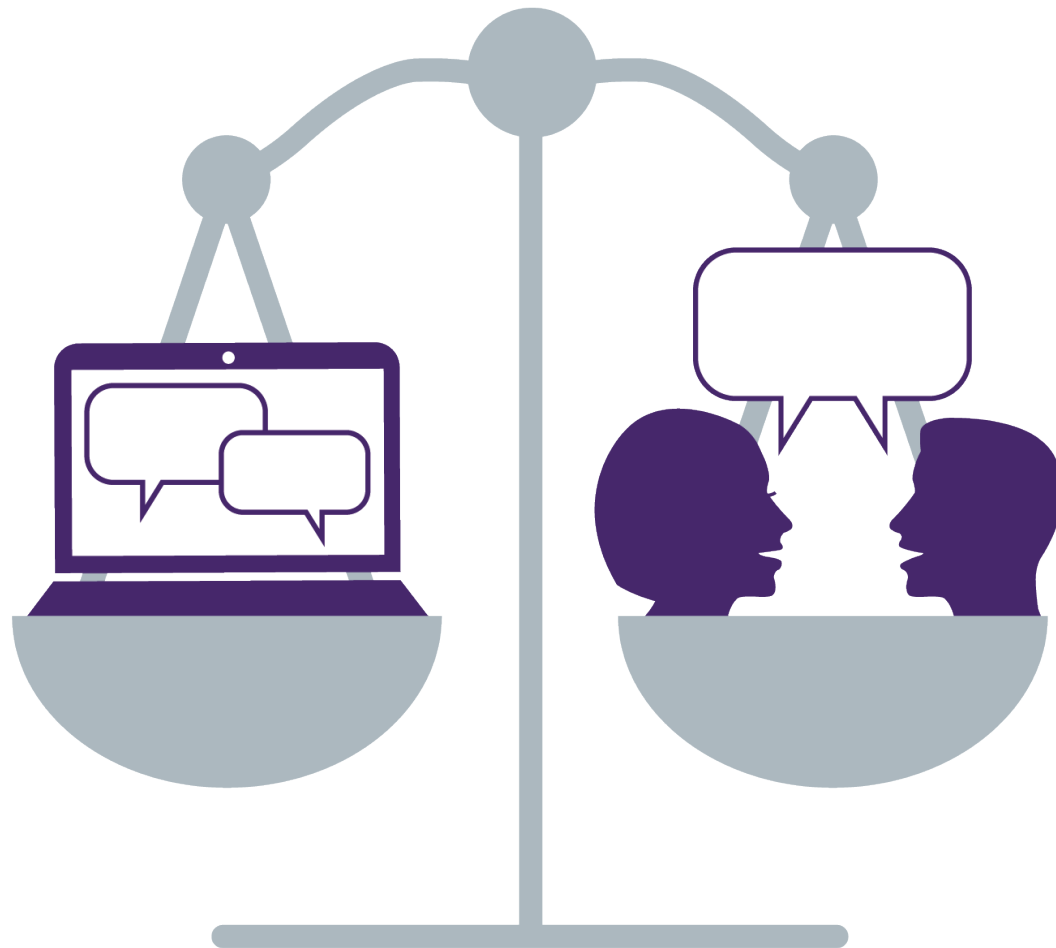
# Fake it, till you become it!

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# The paradox of technology





**“We now have 1/20<sup>th</sup>  
of the interactions  
with people that we had in 1988”**

John Dijulius Group



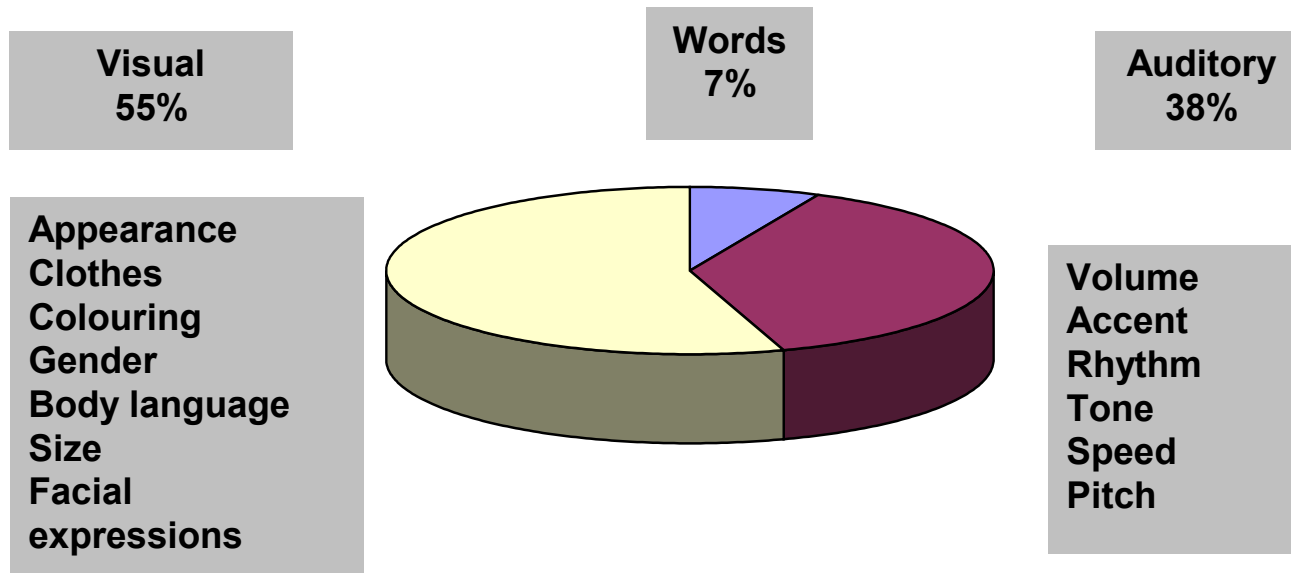
# Creating a first impression

# How long does it take?





# How we communicate



“...93% of what a listener comprehends originates from the speaker's body language and tone employed in the delivery of the words..”

Albert Mehrabian

# Making a Positive Impact



Eye contact

Smile

Dress  
Code

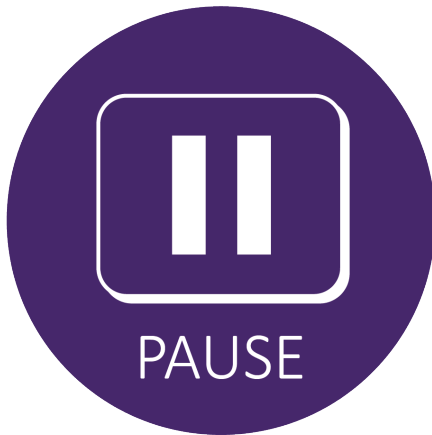


**Making an  
Impact**

Verbal communication

Handshake

# Understanding your communication preferences



- Chatting in pairs, please consider the following:
  - Are there some types of customers who you get on better with than others? What are the behaviours of these customers?
  - Who are the challenging customers (i.e. behaviours, not specific people!)

# What is DiSC?



It's how we do what we do!

# Background

- 1928 - William Moulton Marston introduced ranges of behaviours
- 1940s – first assessments created
- 1970's – widely adopted by organisations
- 2000's – Modernised into specialist workplace tools.
- DiSC has now evolved – Everything DiSC – Wiley & Co
- Helps build better relationships and understanding of how to communicate more effectively

# Cornerstones

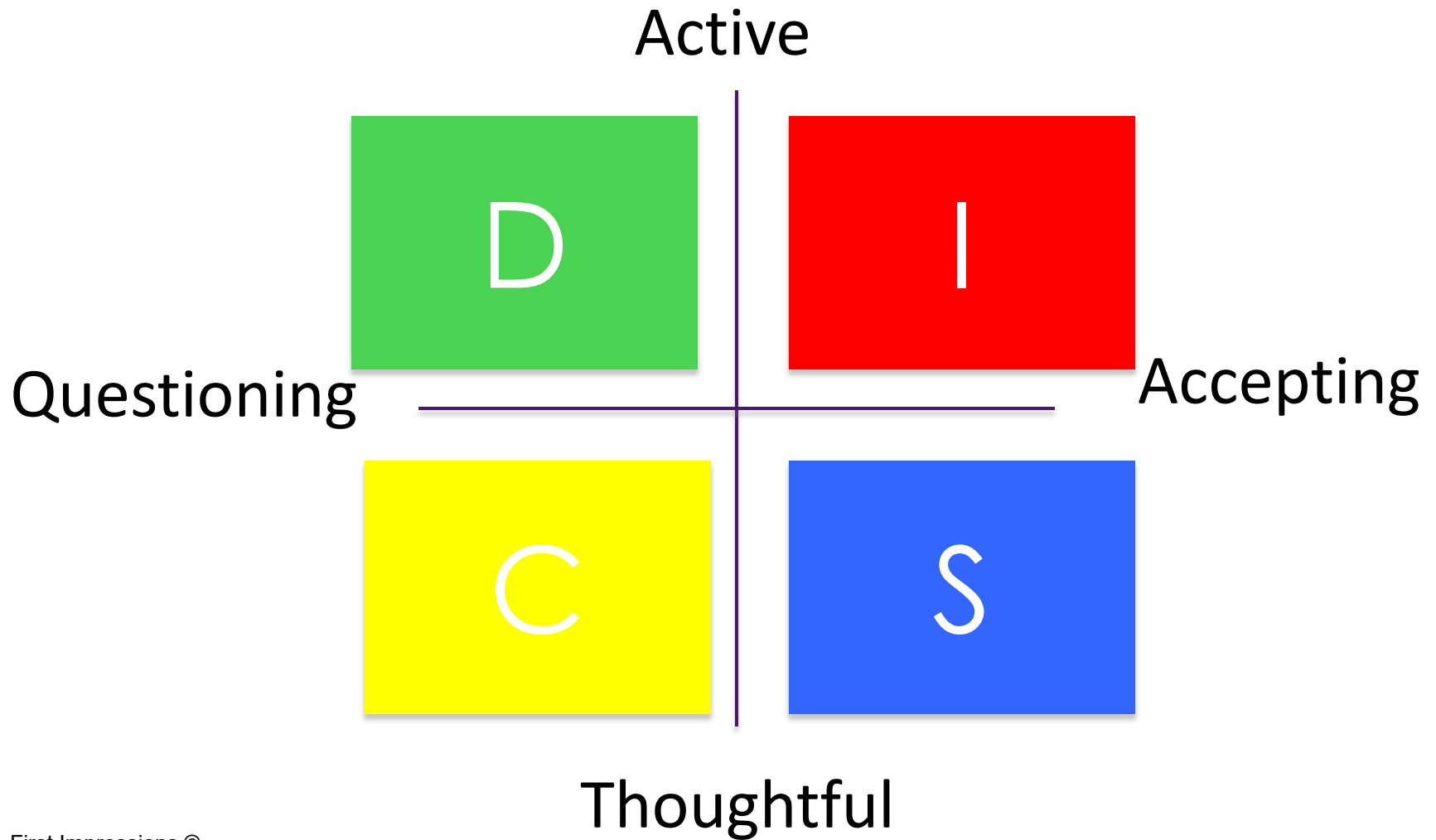
All styles are **equally valuable**, and everyone is a blend of all four styles

Your work style is also influenced by **other factors**:  
Maturity, life experiences,  
education

Understanding **yourself better** is the first step to becoming more effective when working with others

Learning about other's DiSC styles can help you to understand **their priorities** and how they may differ from yours

You can improve the quality of your workplace by using DiSC to build **more effective** relationships



# Behavioural characteristics

D

- More hand gestures
- To the point
- Commands action
- Discusses deadlines
- Is known for being confident

I

- Constant body movement
- Optimistic focus
- Frequent discussions of people & feelings
- Lots of eye contact
- Known for being outgoing, engaging and enthusiastic

C

- Use of narrow gesturing
- Pauses thoughtfully before speaking
- Asks for agreement
- Asks more why questions
- Is known for being detailed, deliberate and careful

S

- Attentive listening
- Discusses agreement
- Uses 'you' and 'we' more than 'I'
- Asks more how questions
- Known for being more patient, service oriented and reliable

# Exercise

- In your style groups, with a sheet of flip chart paper, divide in two and write:

Things other styles should know  
When communicating with us,  
**'Our preferences'**

Things we find frustrating when  
Other styles communicate with us  
**'Frustrations'**

Note: Be prepared to feedback to the group!!

# Behavioural characteristics

Pushy  
Impatient  
Domineering  
Aggressive  
Bullying  
Harsh

D

Direct  
Forceful  
Decisive  
Adventurous  
Risk-Taker  
Self-Assured  
Competitive  
Daring

I

Generous  
Influential  
Enthusiastic  
Persuasive  
Confident  
Gregarious  
Trusting  
Sociable

Disorganised  
Undisciplined  
Manipulative  
Excitable  
Reactive  
Vain  
Over-optimistic

Stuffy  
Prickly  
Judgmental  
Slow to make  
decisions  
Fears criticism  
Critical  
Negative

C

Accurate  
Diplomatic  
Conscientious  
Courteous  
Analytical  
High-Standards  
Fact-Finder

S

Loyal  
Patient  
Team-Player  
Sincere  
Amiable  
Stable  
Relaxed  
Good Listener

Unsure  
Wishy-washy  
Indecisive  
Resistant to change  
Conforming  
Insecure

# Questions for you to consider

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- What will you do differently?
- What insights do you have?
- What have you learned about yourself and others?
- What other areas of your life could you use this new knowledge?



# ACTION PLAN



# Questions

