

# Relate and Communicate

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*Building Bridges and Connecting with Others*



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Interpersonal communication skills are the most powerful skills you can possess in your career or personal life. Understanding and applying simple DISC concepts will help you to “Relate and Communicate” more effectively with anyone you meet.



# Introduction

The most successful people share this common trait: self-awareness. They understand themselves very well and knowing communication styles.

The DISC-Index™ measures your preferred style. When you know and apply your strengths, you are able to behave in your most authentic, natural style. This causes you less stress and allows you to maximize your true potential.

I learned about DISC early in my Army career, where I discovered my strengths, and my blind spots, extremely important if we want to avoid any unnecessary problems. Knowing your blind-spots will help you.

I found that understanding the four communication styles was extremely helpful. As my understanding of each of the four DISC styles deepened, it helped me navigate a number of situations that would have been difficult otherwise.

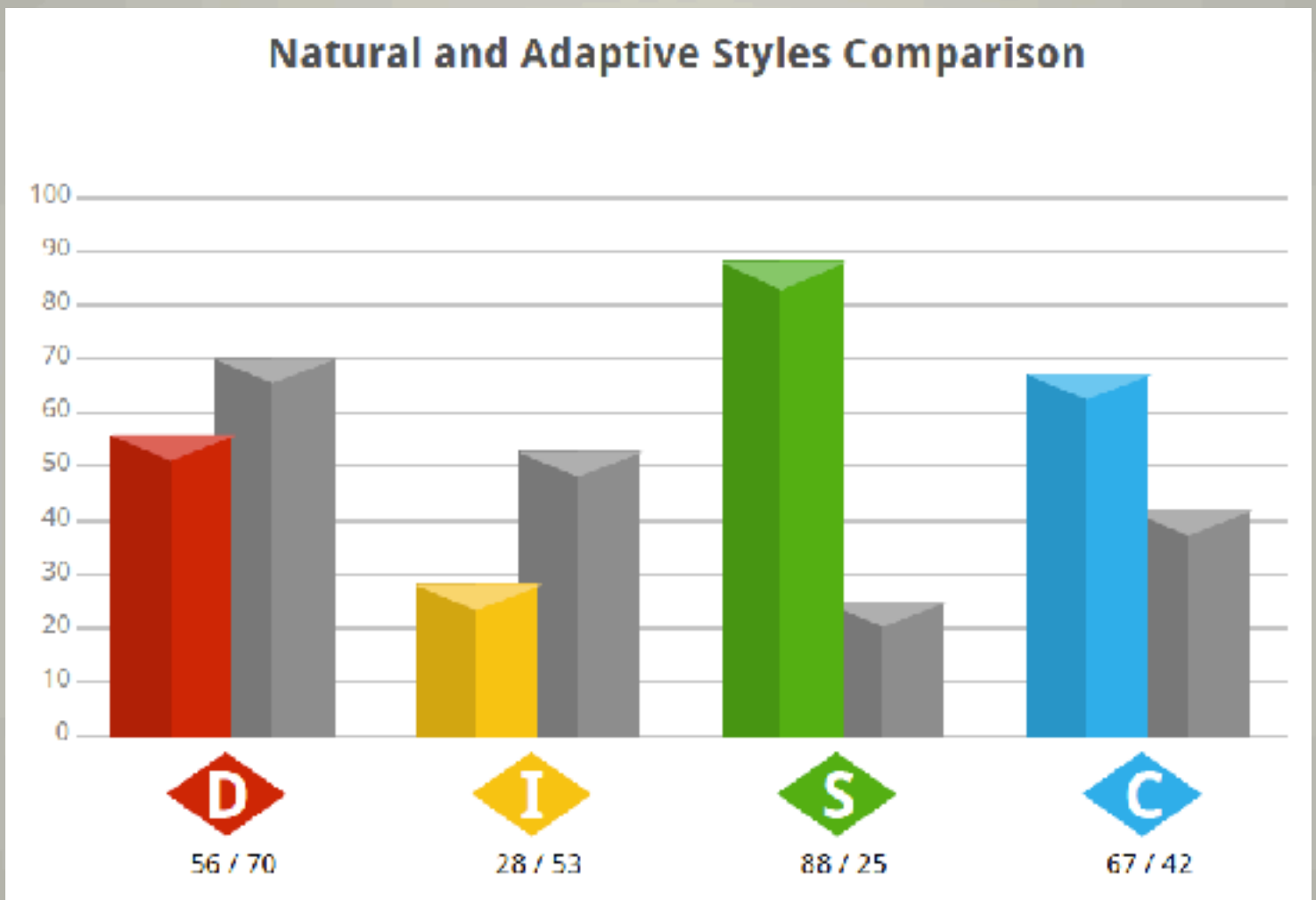
I hope this eBook will be a jump start for you in learning concepts that will help you “Relate and Communicate” better with everyone you meet.

All the Best,

Tom Crea

Your natural style (colored bars) is how you behave when you are being yourself. It is the style you adopt when you are being authentic and true, and, the style that you revert to when under stress or pressure. Behaving in this style reduces your stress and tension. When true to your style, you will be more comfortable, thereby maximizing your true potential.

### Example



The adaptive style (grey bars) is how you behave when you feel you are being observed or when you are aware of your behavior. This style is less authentic, and you avoid your natural preferences. When forced to adapt to this style for too long, you may become stressed and less effective.

## Chapter 1

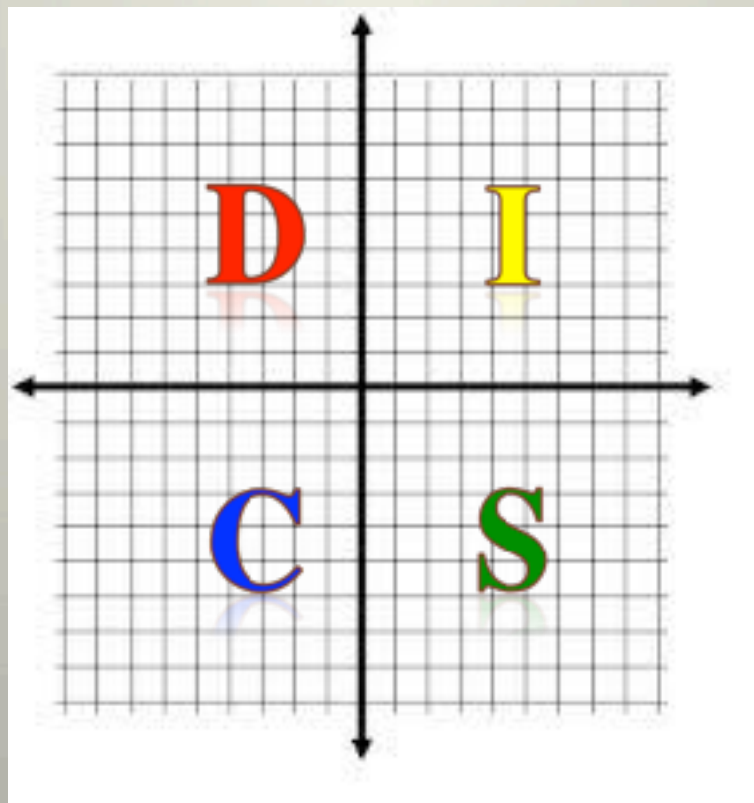
# Understanding the Four Styles

The beauty of DISC lies in its straightforwardness; you merely have to answer two questions about yourself or another person:

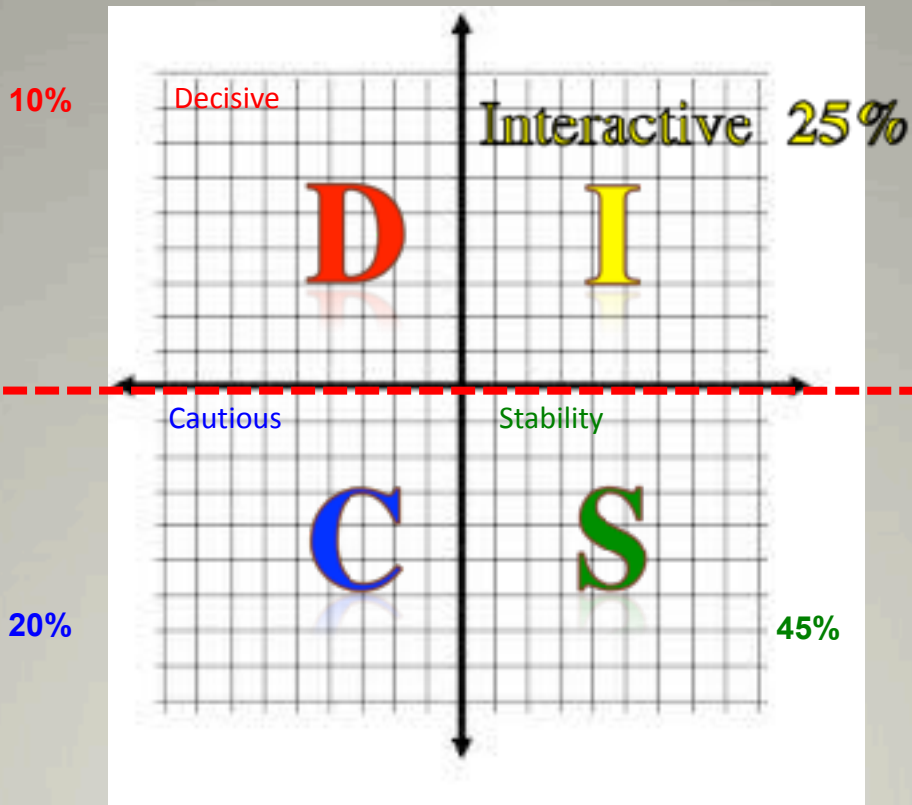
- introvert or extrovert?
- people- or task-oriented?

Once you answer these questions, you will identify one of four styles. Then, you'll be on your way to communicating more effectively.

Let's get started understanding DISC so that you can apply this simple, but essential, information in your daily interactions.



Extroverted



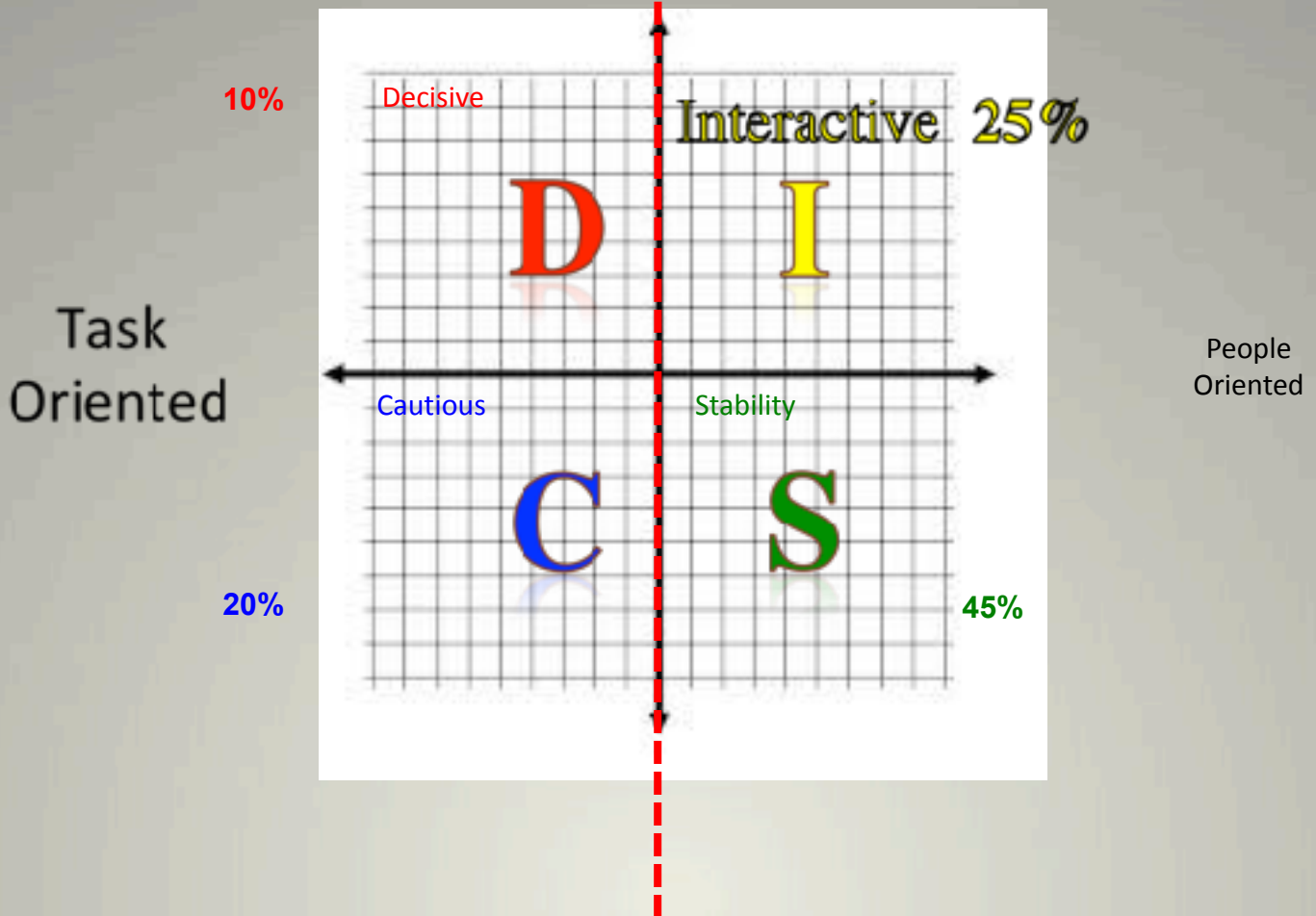
In the top-half, are the Ds and the Is, are the extroverts of the world.

In the bottom-half, the Ss and the Cs make up the introverts.

- Statistics will help:**
- 35% are extroverts
  - 65% are introverts

The percentages may seem counterintuitive, but they are based on hundreds of thousands of assessments.

\* See my tip sheets to help you determine other styles.



On the left, the Ds and Cs are task-oriented.

On the right, the Is and Ss are people-oriented.

**Do the math:**

- 30% are task-oriented
- 70% are people-oriented

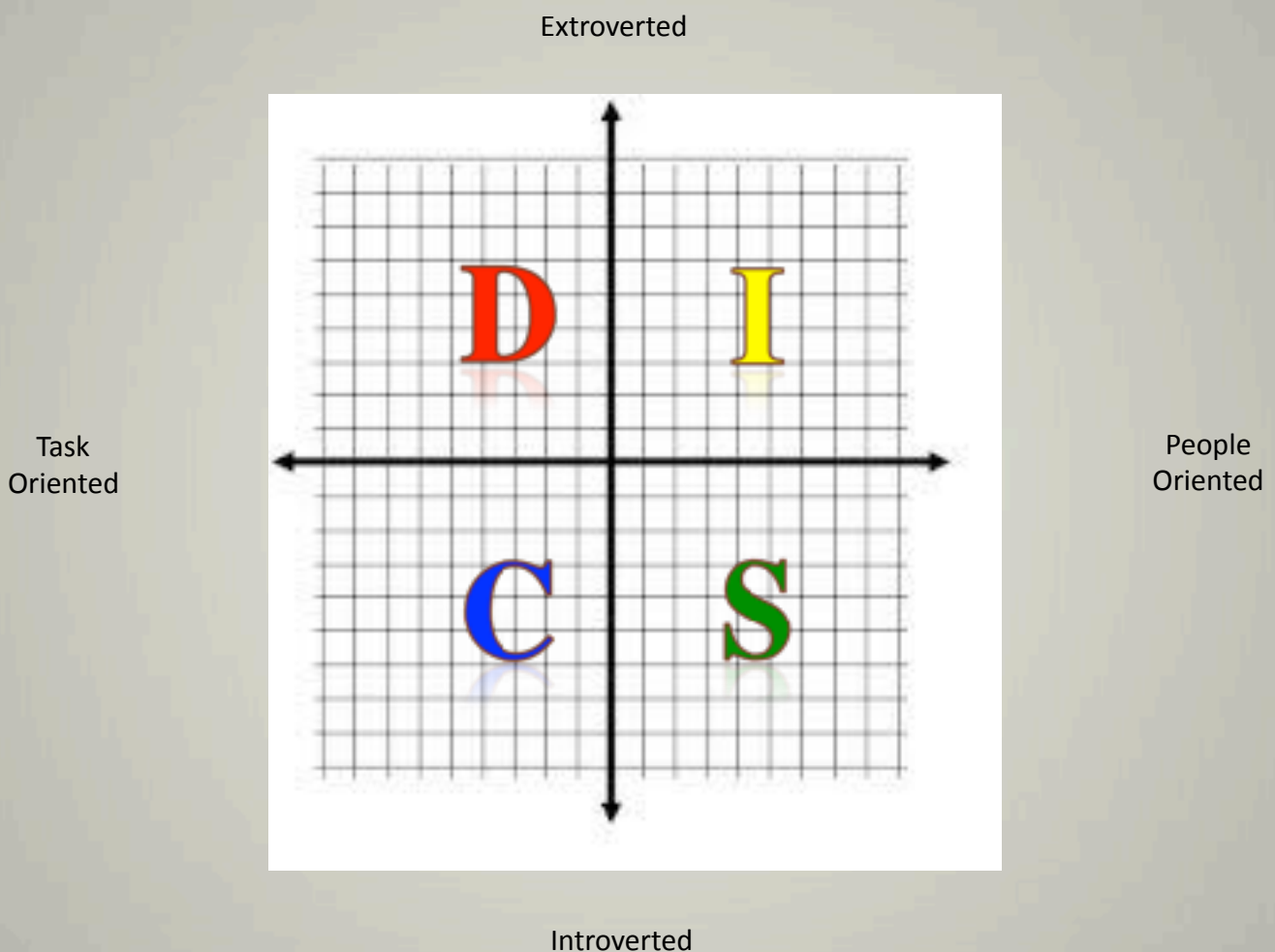
The percentages are based on hundreds of thousands of assessments. You'll want to know these percentages.

\* See my tip sheets to help you determine other styles.

## Chapter 2

# Identifying Others

Now that you understand what makes up the four styles, the next step is to start identifying others and understanding their style.



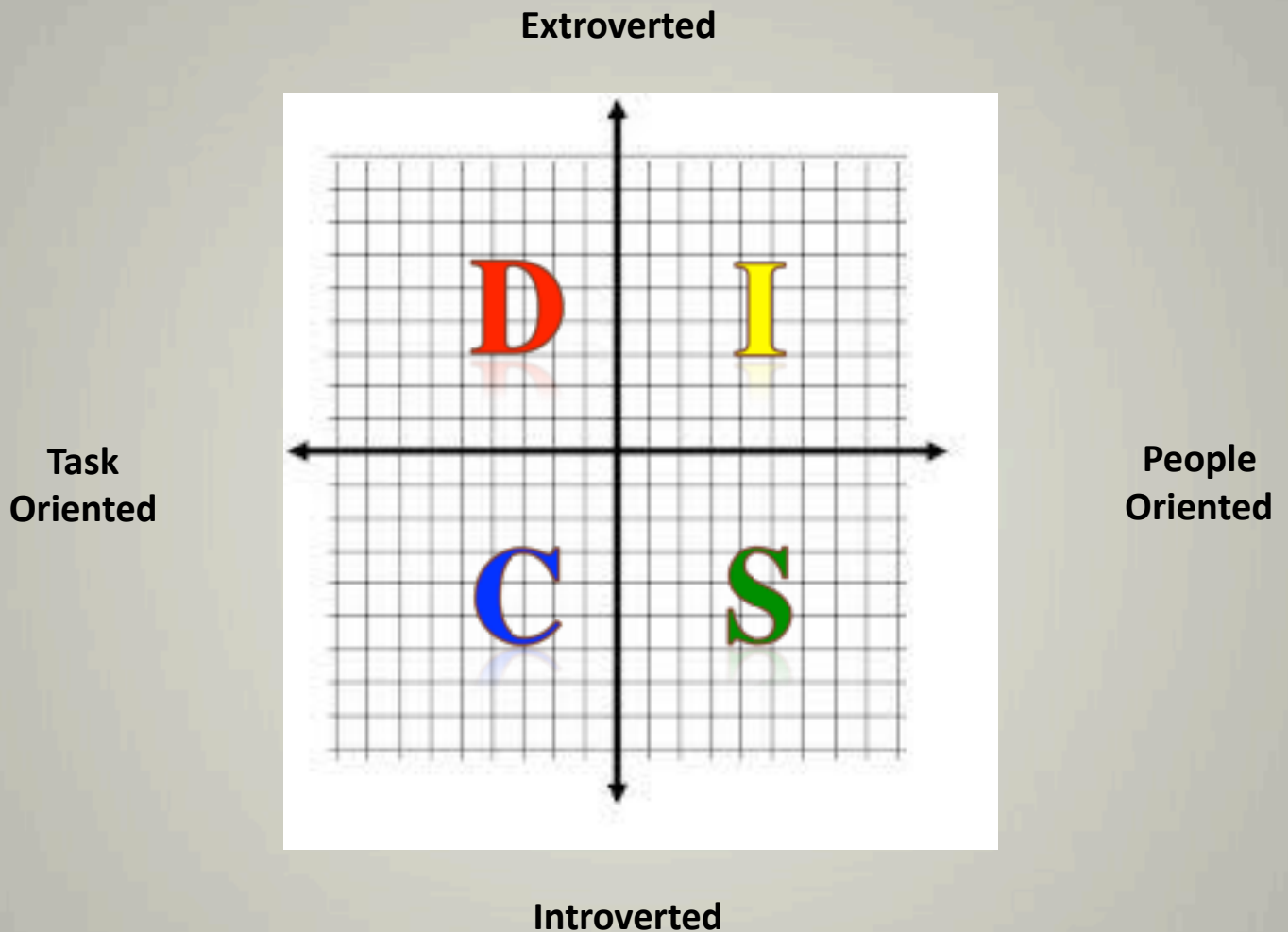
The Ds are drivers or decisive types. Extroverted and task-oriented, they tend to be the CEOs or the directors of the world, **focused on goals**.

The Is are influencer or interactive types. Extroverted and people-oriented, they tend to enjoy sales and marketing positions that **focus on interacting others**.



The Ss are stable, supportive types. Introverted and people-oriented, they do well in customer service positions **focused on serving others**.

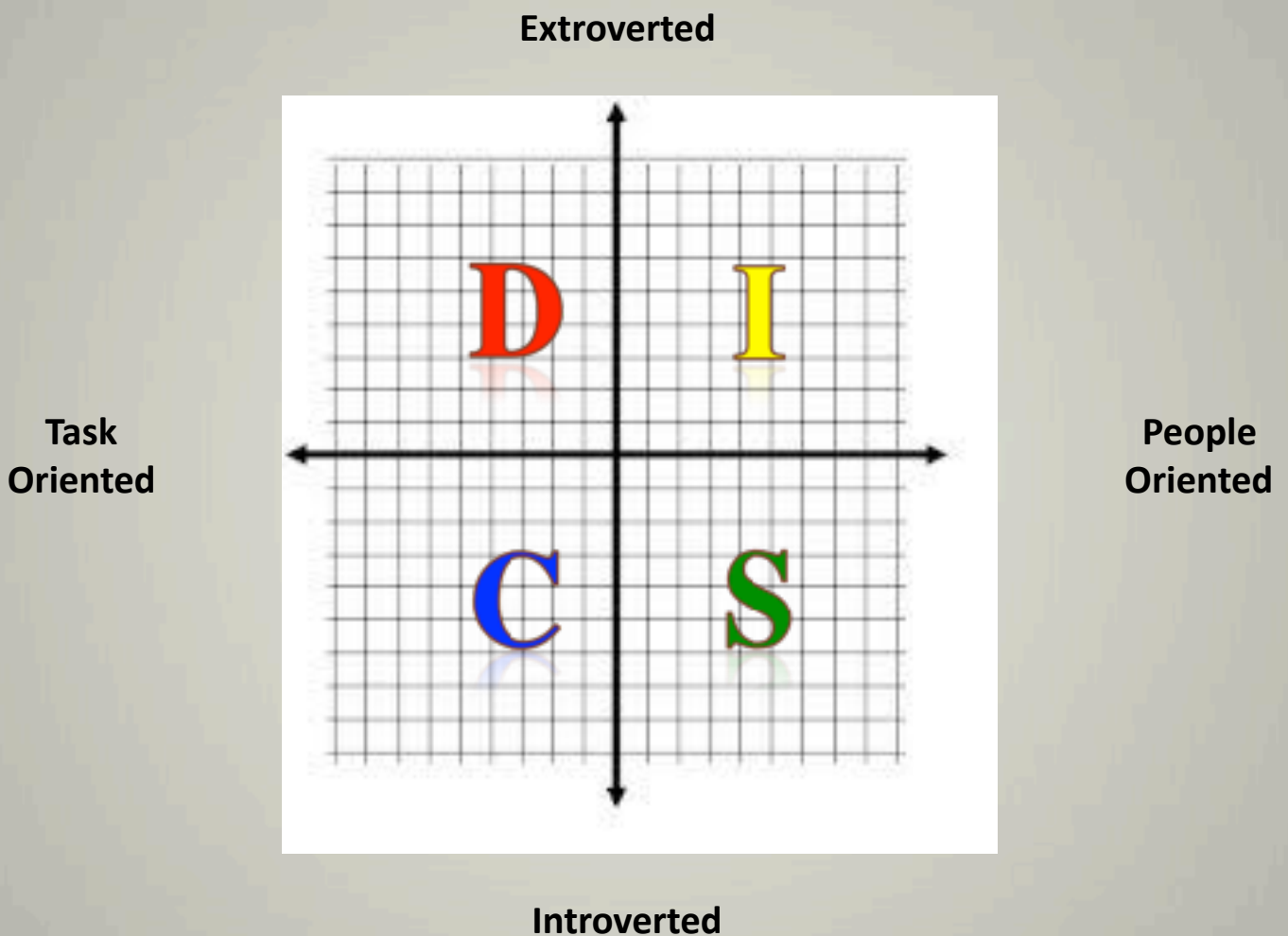
The Cs are the cautious or analytical types. Introverted and task-oriented, they enjoy STEM and other positions\* **focused on tasks**.



\*STEM – Science, Technology, Engineering, and Mathematics  
and other positions – Computer Science, Finance, Accounting

# Compare and Contrast

Ds and Is are both extroverts, but the D is task-oriented with a focus on **goals**, while the I is people-oriented and focused on **interaction**.

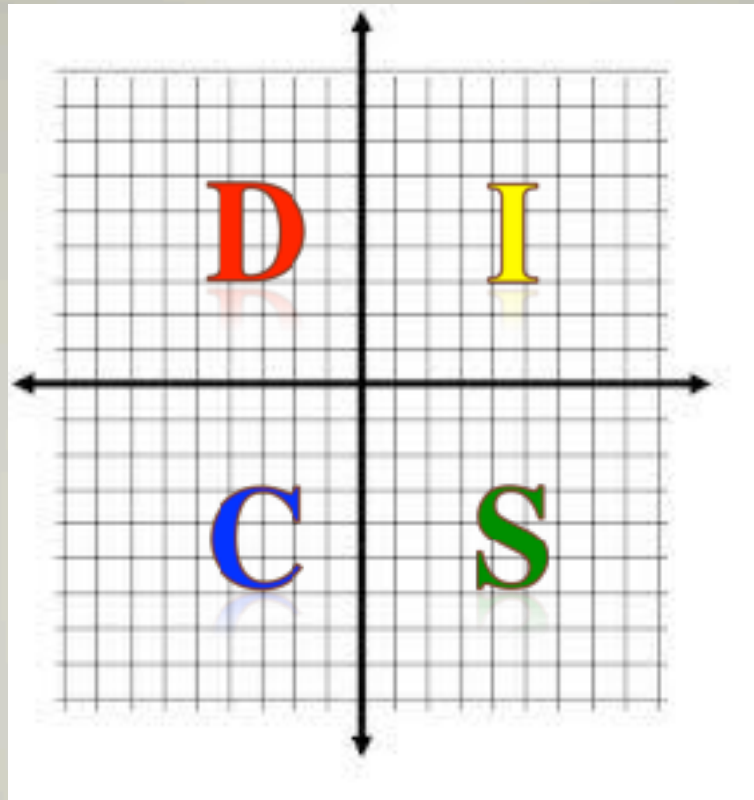


Ss and Cs are both introverts; the S is people-oriented and focused on **relationships**, while the C is task-oriented with a focus on **tasks**.



Is and Ss are both people-oriented, but the S who is introverted is more interested in **servicing** others, while the I extroverted and more interested in **interaction**.

Extroverted



Task Oriented

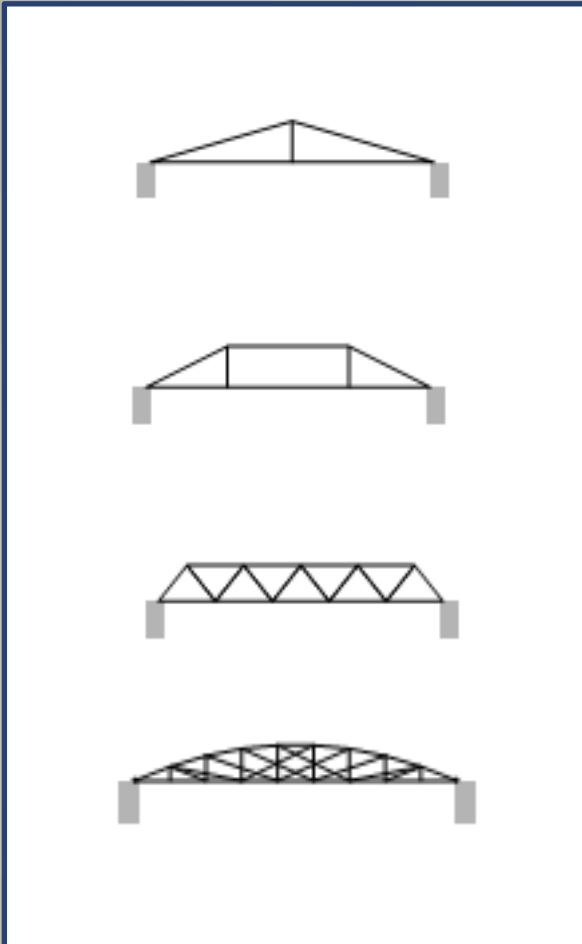
People Oriented

Introverted

Cs and Ds are both task-oriented, but the introverted C is focused on details, or **tasks**, while the extroverted D is focused on broader **goals**.



# Building Bridges



In order to succeed when communicating, you want to be able to Speak Their Language,

- What's the real purpose here?
- Why should you know the other person's style?

If you know their style, you know the type of bridge that you need to build.

Each bridge is different because the D, the I, the S, and the C all speak a different language.

Communicating is about relationships. It involves building trust, key to connecting with anyone.

- How much effort should you invest?
- When you think of relationships, do you think 50/50?

If you go into any relationship with a 50/50 approach, you're going to fail. Why?

Imagine a relationship with another persona and you try to build a bridge over a river. We're all human, we all make mistakes; your bridge will never form; a 50/50 approach never works.

Instead, and especially as a leader, you need to invest 75% with others. If you do your part, you'll build trust if they even attempt to do their part, at least 50%. If they are unable to invest at least 25%, they are in the wrong place; it's time to help them relocate.

When you are in a leadership, or sales, or any role where you want to influence, you want to be able to communicate and you want those relationships to work.



*Photo courtesy hin255 at freedigitalphotos.net*

*The beauty here...*

*if you go the extra distance (75%), you'll start to find others reciprocating...*

*quite often investing 50%, 75%, or more.*



Developing relationships means knowing which bridge you need to build.

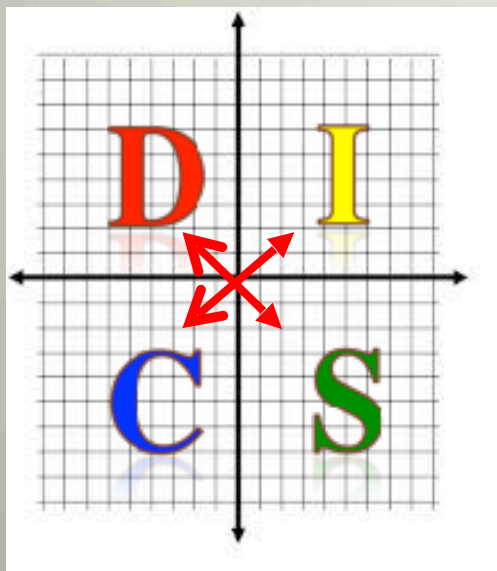
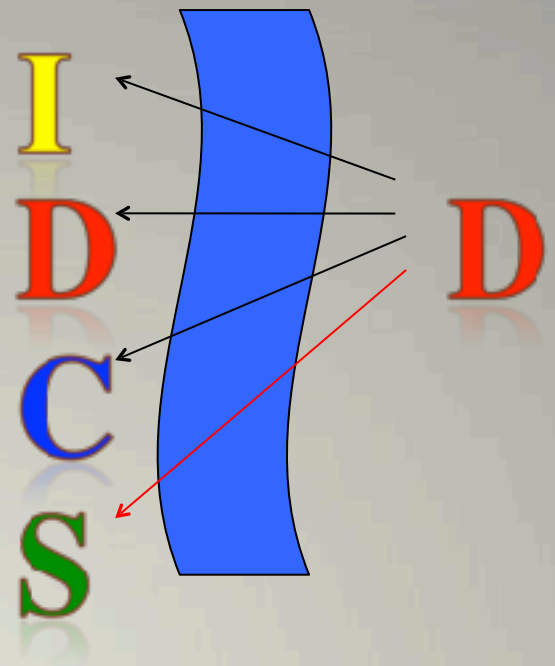
- What is your style?
- What is the other person's style?

For this example, let's look at a D.

The shortest bridge for a D is to another D. They get each other, so this person is easiest one to understand.

Next, you see similar distances between the D and the I, and the D and the C, but the bridge from the D to the S is longest:

- Why?



The Ds are extroverted like the I, and they are task-oriented like the C, so they have something in common.

But, the S is an introvert and people oriented, while the D is extroverted and task oriented; they have nothing in common.

# Self-Awareness

Do you know your primary and secondary styles? What about your natural and adaptive styles? What is your blind spot, and how do you prevent that blind spot from becoming a weakness?

Think back to when you were in Driver's Education. Your instructor taught you to turn your head left and right while driving, especially at intersections. Why?

Because we have blind spots, one 45-degrees off of our left front, and another 45-degrees off of our right front. If you don't turn your head, you might have a terrible accident.

**When it comes to your communication style, are you aware of your blind spots, and potential weaknesses?**

A blind spot *becomes a weakness* if and only if you are not aware, don't recognize it, or you choose to ignore it.

***We all have them*** — It's how you respond to your blind spots that matters most!

It starts with self-awareness.

If you know and understand who you are, you are on the path to success.

But first, you have to truly know who you are.



## Chapter 6

# Communicating with Confidence

Knowing your DISC Style offers you additional insight and puts you on the path to greater self-awareness. When you have a good grasp of who you are, knowing your strengths and your blind spots, you begin to understand others better too.

The first step in communicating with another is deciding styles, so you know where there is common ground. It also helps knowing the differences that you'll need to overcome.

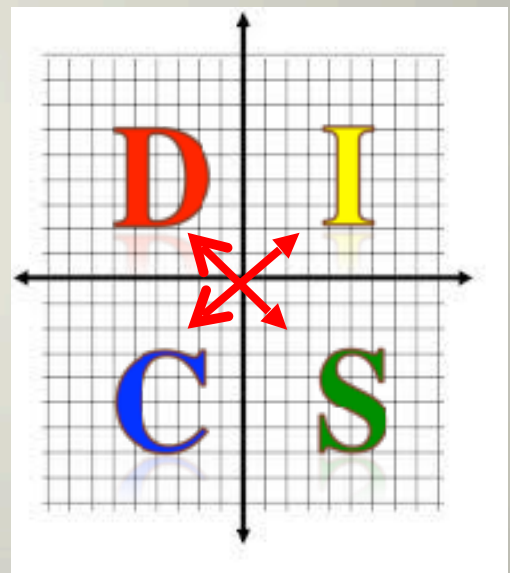
Are you certain that you know and understand your...

... primary and secondary styles?

... natural and adaptive styles?

Can you determine another's style?

Can you proceed with confidence, so that you will "**Relate and Communicate**," successfully?



There are multiple DISC assessments on the market, but only the DISC-Index™ addresses your natural and adaptive styles. And, it includes a 20+ page report addressing a number of areas in your life.

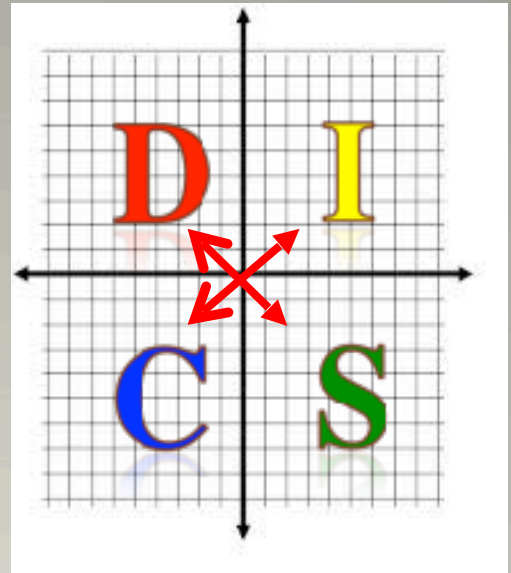
To decide another's style, use my tip sheets and discover 19 identifiers that will help you determine another person's style.



Are you ready to start exploring DISC?

How well can you answer the questions that determine another's person style?

- Introvert or extrovert?
- People- or task-oriented?



For access to my Tip Sheets, DISC-Index™, or other assessments,

**Contact**

[tom@blackhawkspeaks.com](mailto:tom@blackhawkspeaks.com)

*Take Off to New Possibilities  
with*



[blackhawkspeaks.com](http://blackhawkspeaks.com)  
[tom@blackhawkspeaks.com](mailto:tom@blackhawkspeaks.com)

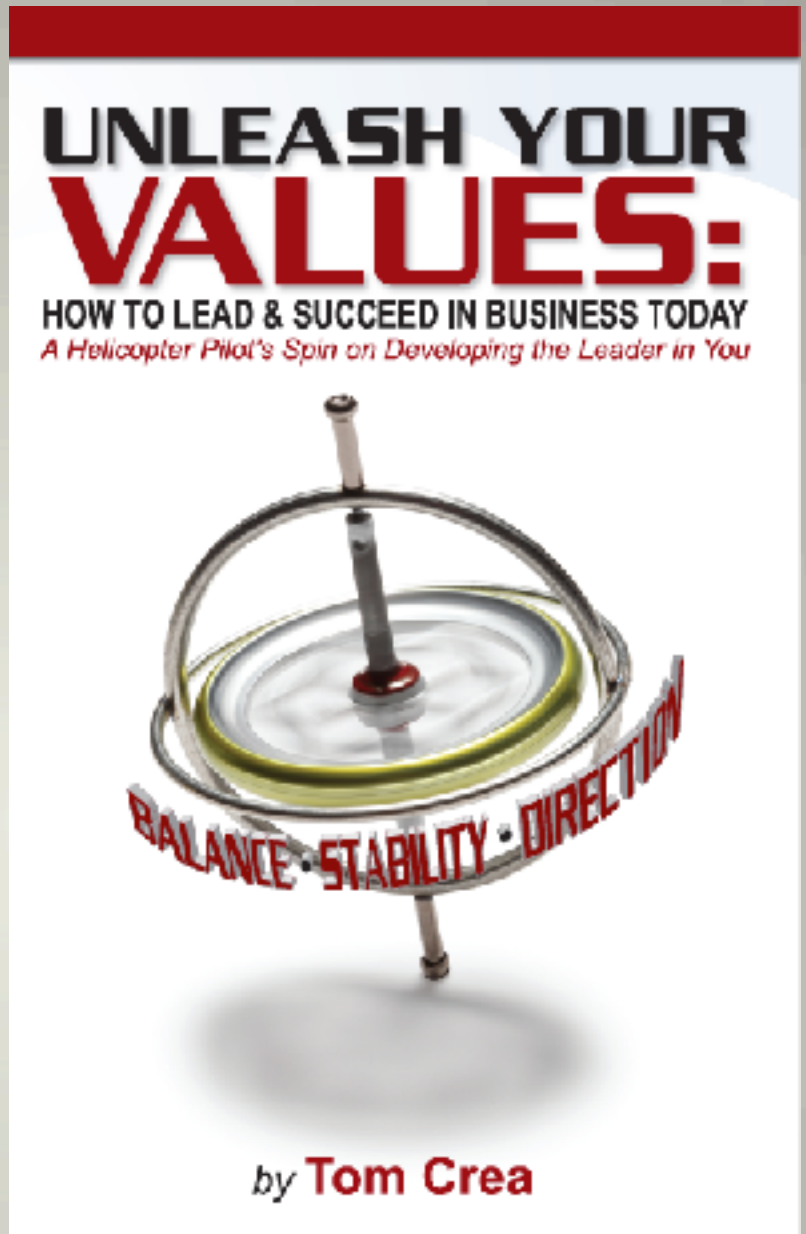


Tom Crea served as a career Army officer. He is an author, speaker and leadership development coach.

Today, his passion is sharing lessons learned in

- leadership,
- teamwork, and
- communication

with experienced managers, as well as new and emerging leaders.



[blackhawkspeaks.com](http://blackhawkspeaks.com)  
[tom@blackhawkspeaks.com](mailto:tom@blackhawkspeaks.com)