



# Dynamic Communication

*Increasing Communication Through Understanding Behaviors*

## **The Key to Success: Understanding Yourself**

In order to understand your relationships with other people, you must first understand yourself. Achievers throughout history have one thing in common—they know themselves. This means they don't underestimate what they can do, they don't sell themselves short and they know their own limitations. More importantly, by understanding themselves, they are able to develop plans to overcome their shortcomings and take full advantage of their strengths to improve their communication with others.

## **Seminar Objectives**

Dynamic Communication was designed to help people win and achieve a greater degree of success in life and work. This seminar will open your eyes to a new way of viewing yourself and others and will allow you to discover how to communicate more effectively based on the DISC behavioral model.

## **Specifically, the Dynamic Communication seminar will help you:**

- Understand the benefits of applying a behavioral communication model.
- Understand your own behavioral design.
- Recognize, understand and appreciate others' behavioral designs.
- Adapt your behaviors for enhanced communication, understanding and relationships.
- Identify behavioral styles by observing tone of voice, words, body language and pace.

## **What is DISC?**

DISC measures observable behavior and emotions. Behaviors are considered to be the "how" of your life and are apparent in the things you do and how you act. DISC is the language of people watching, or observing behavior and emotions. Behavioral characteristics are categorized into four dimensions of normal behavior, which are referred to as DISC:

- D - Dominance
- I - Influence
- S - Steadiness
- C - Compliance

## **Seminar Workbooks**

Each seminar attendee receives an in-depth workbook that provides a great resource for learning and understanding the language of DISC. With general characteristics, descriptions, examples and exercises, this workbook helps attendees learn how to recognize, understand and apply the DISC behavioral model for better communication.

## **A Life-Long Learning Experience**

Whether your organization or industry requires continuing education or not, Dynamic Communication will help you know yourself and others to improve communication and relationships. Understanding and applying the knowledge of DISC is sure to have a life-long impact, both on and off the job.



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