



Identify Communication Styles

Measure Behavioral Talents

Build Coaching Competence

Improve Sales

Enhance Customer Service

DISCoaching™ **Certification**

Increase Team Performance

Build Relationships

Improve Leadership Effectiveness

Resolve Interpersonal Conflicts

The DISC train-the-trainer program builds expertise to use as an internal/independent trainer, coach or consultant.

What a tool! I was amazed at the accuracy of the DISC assessment. It nailed the behaviors of a sales team member on the head! Using the DISC assessment will definitely give you an idea of the type of behaviors you may be employing (or are thinking of employing). Certification made sense for us!

Alice Curry, HR Manager
Hammer Packaging

Talent Management Professionals:

DISC has become one of the leading behavioral talent and communication style assessments used on a global basis. It is validated and a reliable predictor of human behavior, which directly impacts performance. **Try it for free.** Request an online link and password at rpeter@insights2improvement.com.

Whether you are currently using DISC resources or you would like DISC to complement your existing tools, **DISC Certification will make you the expert.** Become a Certified Professional Behavioral Analyst (CPBA) or send a colleague who you'd like to be your in-house DISC guru.

Certification ensures that you have the knowledge and skills necessary to get the most value out of your DISC-based assessment, coaching and training. **Eliminate external consultants and trainers saving thousands** while having the convenience of administering your own talent inventories.

DISC (dominance, influence, steadiness, compliance) applications are many and varied. If people and relationships are involved, DISC can help improve results.

- **New hire quality**
- **Team productivity**
- **Employee engagement/retention**
- **Talent management**
- **Sales and service**

For more on what is DISC? Visit <http://ttidisc.com> and follow the DISC Assessment link. We are authorized distributors for the two largest DISC publishing companies, TTI Performance Systems, Ltd. and Inscape Publishing, Inc. The best DISC assessments and resources are available to all of our certified clients.

We have certified Human Resource professionals from some of today's top companies who are now putting DISC to work in their organizations to improve results.

DISC CERTIFICATION

Seating is limited. Please register today. We are so confident in our program that if after completing our process you are not fully satisfied, we will refund 100% of your tuition. A \$500 SHRM discount is available. References are available upon request.

Contact us at 585-426-7520 or visit our registration site at <http://www.discoaching.com>.

We appreciate your time and consideration. Thank you.

Robert Peter, CPBA
Insights2Improvement, Inc.

Nancy Roberts, CPBA
Insights, PPS

P.S. The DISC Wizard DISCoaching Certification program is approved for 14 credit hours by the HRCI. You may apply these credits toward **PHR, SPHR, and GPHR recertification.**



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK



DISCoaching™ Certification



Developing internal assessment, coaching and training experts who improve business results beyond providing an insightful DISC training experience.

Feedback Interpretation

Business Applications

Training & Team Integration

Expertise

to coach and train with today's most powerful human behavior and communication resources.

DISC/Behaviors

DISC is the universal language of observable human behavior and emotions. Every day we live in a wonderful laboratory where we can observe people and learn how to communicate more effectively. Scientific research has proven that people, in terms of "how they act" universally, have similar characteristics. By learning these characteristics, we can increase communication, therefore, increasing our understanding of each other.

DISC is the "HOW" of your actions. Research has consistently shown that behavioral characteristics can be grouped together into four quadrants, or styles. People with similar styles tend to exhibit specific types of behavior common to that style. This is not acting. A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). The DISC model merely analyzes behavioral style; that is, a person's manner of doing things.

TTI's Success Insights Collection™ contains a variety of assessments that are molded around the DISC model. The various assessments allow us to concentrate on everything from enhancing work performance to building family relationships.

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ASSESSMENT
COACHING
TRAINING
TEAMBUILDING

DISCoaching CERTIFICATION PROCESS

The IDE training process includes a comprehensive set of *training resources* and a learning program that combines *independent study*, *individual coaching*, *group facilitation* and *peer-based learning*.

Certification training outline:

- I. Complete Success Insights DISC Assessment
- II. Success Discovery Process (SDP) pre-work including worksheets and coaching
- III. Pre-session self-study of The Universal Language of DISC
- IV. Certification training
- V. IDE certification exam
- VI. Complete 3 SDP coaching debriefs

IDE DISCoaching Certification Training

Insights2Improvement, Inc. DISC certification course is designed to provide participants with in-depth understanding of the DISC model, graph interpretation, the Success Insights® Wheel, training programs/materials and the Success Discovery™ Coaching Process. ©2006 Target Training International, LTD

Curriculum

- Module 1: The Power of DISC
- Module 2: History & Understanding the Language
- Module 3: Reading & Interpretation
- Module 4: The Success Insights® Wheel
- Module 5: BSM-Coaching with Style
- Module 6: Success Discovery™ Coaching Process
- Module 7: Coaching & Development Resources
- Module 8: DISCoaching Certification Exam
- Module 9: Success Discovery Coaching Others
- Module 10: Internal DISC Expert Network

*Workplace Motivators – Personal Interests, Attitudes and Values Certification Training is also available.

DISCoaching CERTIFICATION TRAINING IS PROVIDED BY

Insights2Improvement, Inc.
Contact us for training program details.

Insights2Improvement, Inc.
34 Saddleback Trail
Rochester, NY 14624
585.426.7520
rpeter@insights2improvement.com
www.insights2improvement.com



DISC Certification Contract

34 saddleback trail | rochester, ny 14624 |

www.insights2improvement.com | tel/fax 585.426.7520

First Name		Last Name	
Email Address			
Address			
City	Prov/State	Postal/Zip	
Mobile Phone	Business Phone	Fax	
Shipping Address (if different from above)			

_____ 2 day DISC Certification Training Workshop \$1997 or applicable discounted tuition \$ _____

_____ One-to-one DISC Certification Training \$1997 or applicable discounted tuition \$ _____

The DISC Certification program will be provided to the above individual. This program will include all outlined resources (DISC assessment, pre-work preparation, study guides, job aids, facilitation/coaching, certification exam and DISCoaching). Payment must be made prior to program delivery and is subject to the following cancelation terms:

- φ Twenty one (21) days prior to the workshop/initial coaching session, eligible for refund on tuition only, material cost of \$400 will be charged.
- φ Twenty (20) or fewer days prior to the workshop/initial coaching session, no refunds will be rewarded

A substitute participant may be sent in the event of a schedule conflict with the original participant. Participants must attend both days, complete the certification exam and post-session Success Discovery Coaching Process with three others before receiving their certificates from Insights2Improvement, Inc.

Current client reference PO# _____ for prompt payment by invoice.

<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX	<input type="checkbox"/> CASH Initial _____ Amount \$ _____	<input type="checkbox"/> CHECK * Make check payable to Insights2Improvement, Inc.
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Credit Card Number	Expiry Date	V Code (3 digit code on back of card)
Full Name on Card	Authorized Signature	
Cardholder's Billing Address (if different from above)		
City	State/Prov	Zip

Please fax the completed contract to 585.426.7520.

Module Flexibility

Workshops

Coaching

Seminars

½ Day, 2-hours,
1-hour, 30min

DISC Integration Model

Value Question

Is effective communication and employees working more effectively together important to you? Clarify what this looks and feels like to measure DISC effect.

DISC Training/Coaching
Teams, Leadership, Communication, Conflict, Change

Module-based

Coaching

Individual Development

Teams Process

DISConflict

Leveraging Talents

4-D Manager
Problem Solving
Delegation
Motivation

Job Aids
Activity Plans
Exercise Worksheets

Leaders
One-to-one Success
Discovery Coaching
Provided by DISCoach
*RX CD's
*DiSC Action Plan
*Sharing Feedback

Team Members
Leaders coach employees
*1-to-1 debrief
*team debrief

Job Benchmarking
Behavioral Talents
Behavioral Demands

New Hire

Current Employee

Assessment

Individual/Benchmark Comparison

Action Plan
Coaching, Training,
Learning Resources