



TTI
SUCCESS
INSIGHTS®

Communicating With Style™

Sally Sample

Accountant

ABC Company

4-7-2026

Leadership Resources and Consulting

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Introduction



Behavioral research suggests that the most effective people are those who understand their strengths and weaknesses, because they can best develop strategies to meet the demands of their environment.

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). It is the universal language of "how we act," or our observable human behavior.

In this report we are measuring four dimensions of normal behavior. They are:

- How you respond to problems and challenges.
- How you influence others to your point of view.
- How you respond to the pace of the environment.
- How you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no, and maybe. We are only measuring behavior. We only report statements which are true and areas of behavior in which tendencies are shown. Feel free to delete any statement from the report that may not apply, but only after checking with friends or colleagues to see if they agree.

Checklist for Communicating



Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with Sally. Read each statement and identify the 3 or 4 statements which are most important to her. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Sally most frequently.

Ways to Communicate

- ✓ 1. Put projects in writing with deadlines.
- ✓ 2. Be open, honest, and informal.
- ✓ 3. Support the results, not the person, if you agree.
- ✓ 4. Stick to business—let her decide if she wants to talk socially.
- ✓ 5. Provide systems to follow.
- ✓ 6. Read the body language—look for impatience or disapproval.
- ✓ 7. Understand her sporadic listening skills.
- ✓ 8. Verify that the message was heard.
- ✓ 9. Be clear, specific, brief, and to the point.
- ✓ 10. Use her jargon.
- ✓ 11. Motivate and persuade by referring to objectives and results.
- ✓ 12. Be isolated from interruptions.



Checklist for Communicating

Continued



This section of the report is a list of things NOT to do while communicating with Sally. Review each statement with Sally and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.

Ways NOT to Communicate

1. Leave loopholes or cloudy issues if you don't want to be confronted.
2. Use a paternalistic approach.
3. Forget or lose things, be disorganized or messy, confuse or distract her mind from business.
4. Reinforce agreement with "I'm with you."
5. Try to build personal relationships.
6. Let her change the topic until you are finished.
7. Ask rhetorical questions or useless ones.
8. Direct or order.
9. Forget to follow-up.
10. Be redundant.
11. Come with a ready-made decision or make it for her.
12. Ramble or waste her time.



Communication Flexibility



Since people are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of people and provide you with the strategies to meet their needs.

"Improving Your Communication Flexibility"

When interacting with a person who has the following characteristics:

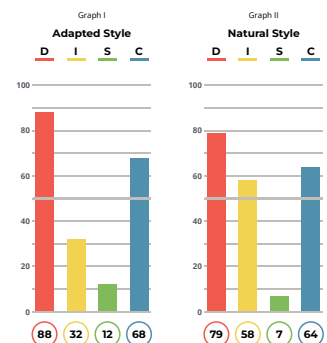
- Fast-paced speech
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

Factors that will improve communication with this Style:

- Be clear, specific, brief, and to the point and value their time.
- Stick to business - let them decide if they want to talk socially.
- Come prepared with all requirements, objectives, support material in well-organized "package."
- Present the facts logically and efficiently.
- Provide facts and figures about probability of success of ideas, or effectiveness of options.
- Take issue with facts, not the person, if you disagree.
- Support the results, not the person, if you agree.
- Support and maintain an environment where they can be efficient.
- Read the body language - look for impatience or disapproval.

Factors that will create tension or dissatisfaction with this Style:

- Over controlling the situation
- Telling them what to do



Communication Flexibility

"Improving Your Communication Flexibility"



When interacting with a person who has the following characteristics:

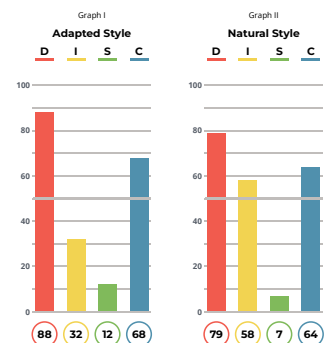
- Friendly and talkative
- Impulsive
- Uses many hand gestures while speaking
- Shows much emotion
- Imprecise about the use of time

Factors that will improve communication with this Style:

- Be positive and upbeat.
- Talk about goals and opinions they find stimulating.
- Deal with details in writing, have them commit to modes of action.
- Ask for their opinions/ideas regarding people.
- Provide ideas for implementing action.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Provide testimonials from people they see as important.
- Provide a warm and friendly environment.
- Read the body language for approval or disapproval.

Factors that will create tension or dissatisfaction with this Style:

- Over controlling
- Displaying your impatience



Communication Flexibility

"Improving Your Communication Flexibility"



When interacting with a person who has the following characteristics:

- Patient
- Easy going
- Unemotional voice
- Reserved
- Deliberate - methodical

Factors that will improve communication with this Style:

- Start, however briefly, with a personal comment. Break the ice.
- Show sincere interest in them as a person; find areas of common involvement; be candid and open.
- Patiently draw out personal goals and work with them to help them achieve those goals; listen; be responsive.
- Present your case softly, non-threateningly with a sincere tone of voice.
- Ask "how?" questions to draw their opinions or comments.
- Watch carefully for possible areas of early disagreement or dissatisfaction.
- Look for hurt feelings, personal reasons, if you disagree.
- Provide guarantees that their decision will minimize risks; give assurance that provides them with benefits.
- Provide personal assurances, clear, specific solutions with maximum guarantees.
- Provide a friendly environment.

Factors that will create tension or dissatisfaction with this Style:

- Overselling or stressing new ideas
- Dominate with active body language



Communication Flexibility

"Improving Your Communication Flexibility"



When interacting with a person who has the following characteristics:

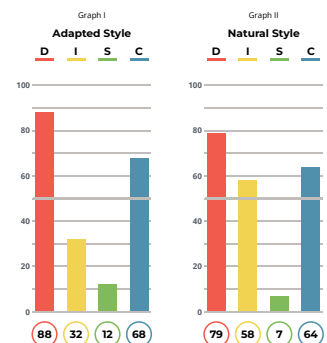
- Speaks slowly
- Asks questions about facts and data
- Deliberates
- Uses few gestures
- Skeptical
- Suspicious

Factors that will improve communication with this Style:

- Prepare your "case" in advance.
- Approach them in a straightforward, direct way; stick to business.
- Make an organized contribution to their efforts; present specifics, and do what you say you can do.
- Take your time, but be persistent and use a sincere tone of voice.
- Draw up a scheduled approach to implementing action with step-by-step timetable; assure them that there won't be surprises.
- Follow through, if you agree.
- Make an organized presentation of your position, if you disagree.
- Give them time to verify reliability of your actions; be accurate, realistic.
- Provide solid, tangible, practical evidence.
- Minimize risk by providing guarantees over a period of time.
- Give them time to be thorough, when appropriate.

Factors that will create tension or dissatisfaction with this Style:

- Being too blunt and direct
- Forcing them to take risks



Situational Strategies



Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation--read the customer's style and apply the appropriate strategy.

Person

Skeptical, Suspicious

Nervous, irritable, high strung

Pessimistic, grouchy, and complaining

Egotistical, opinionated, and pompous

Argumentative and blustering

Silent and secretive

Strategy

Agree on minor points and expand. Be conservative in assertions.

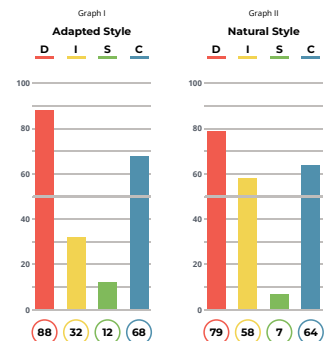
Use a quiet, tactful, and soothing manner.

Listen patiently and ask questions to find out their real concerns.

Flatter their ego. Concentrate on getting results.

Offer a response by challenging in a sincere manner.

Be more personal than usual to draw them out.



Action Plan

Professional Development



1. I learned the following behaviors contribute positively to increasing my professional effectiveness: (list 1-3)

2. My report uncovered the following behaviors I need to modify or adjust to make me more effective in my career: (list 1-3)

3. When I make changes to these behaviors, they will have the following impact on my career:

4. I will make the following changes to my behavior, and I will implement them by _____:

Action Plan

Personal Development



1. When reviewing my report for personal development, I learned the following key behaviors contribute to reaching my goals and the quality of life I desire: (list 1-3)

2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:

4. I will make the following changes to my behavior, and I will implement them by _____:

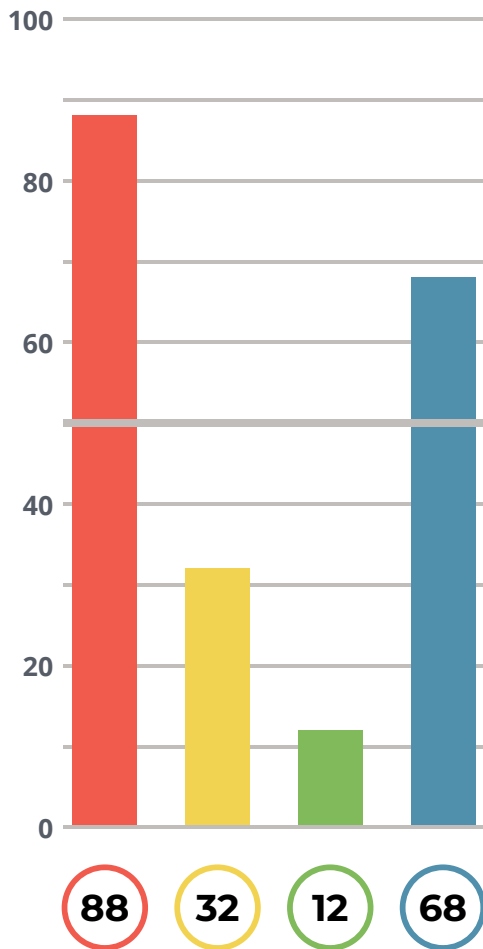
Style Insights® Graphs



Graph I

Adapted Style

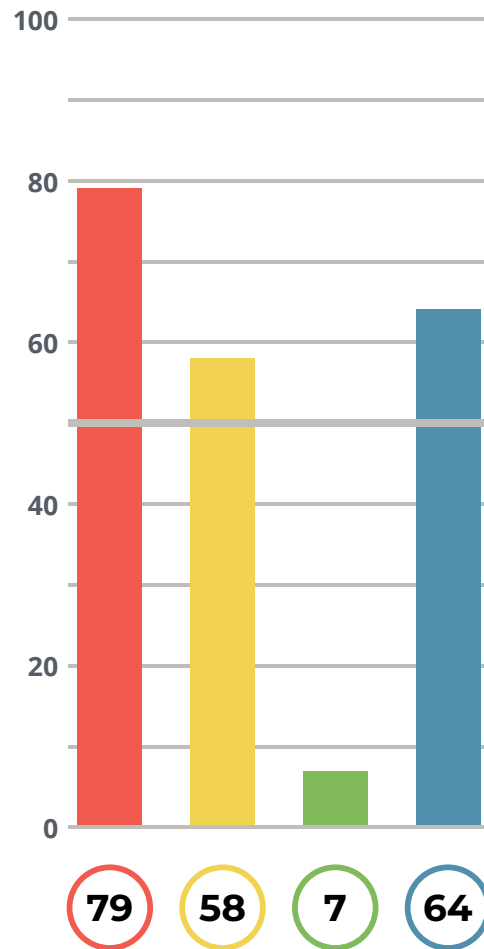
D **I** **S** **C**



Graph II

Natural Style

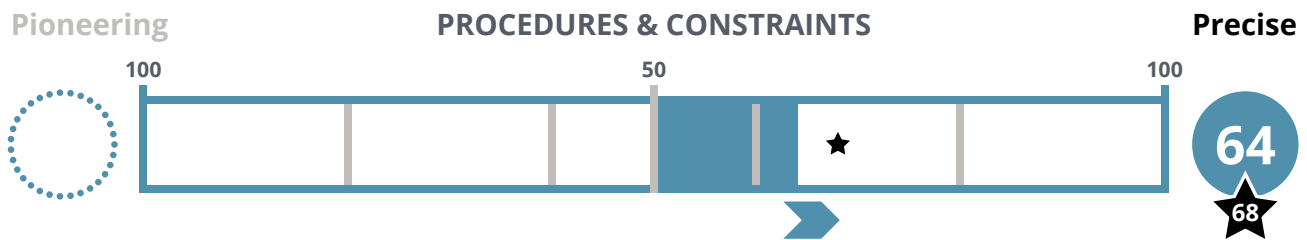
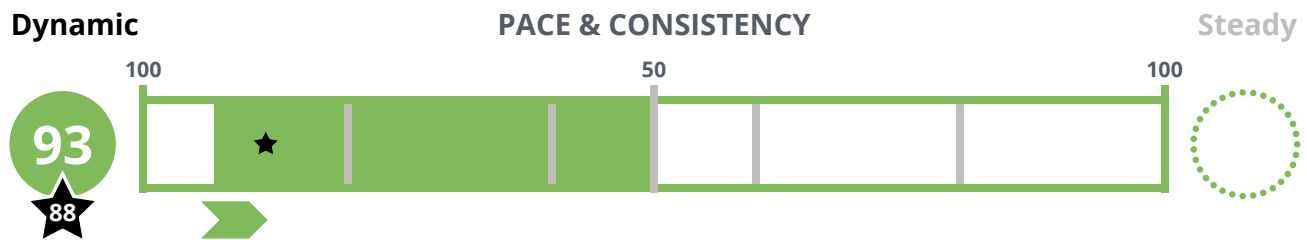
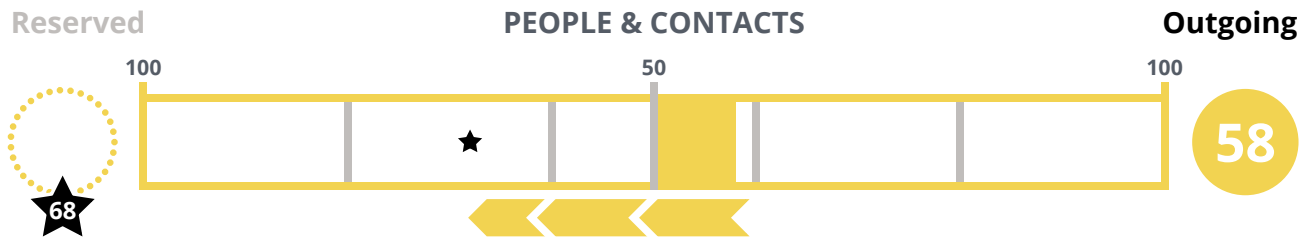
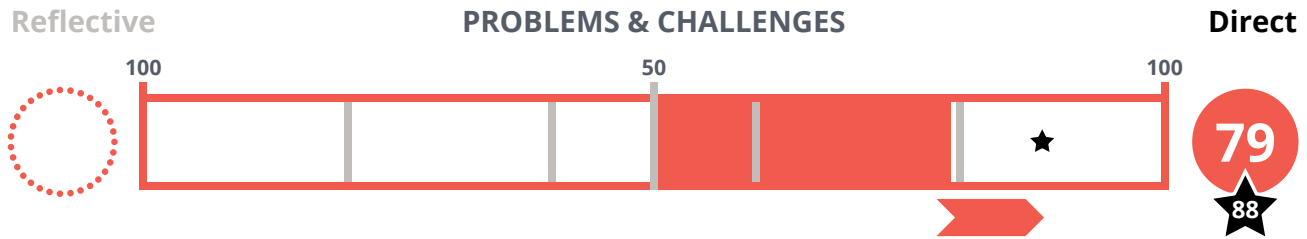
D **I** **S** **C**



Behavioral Continuum



Everyone has a varying level of the four main behavioral factors that create their own personal style. Each side of those factors lives on a continuum, and the combination influences individuals' levels of engagement in different situations. The graph below is a visual representation of where Sally falls within each continuum.



★ Adapted Position
 ◀ Adapted Movement

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The TTI Success Insights® Wheel



The TTI Success Insights® Wheel is a powerful tool first popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree to which you are adapting your behavior.

Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding, and appreciation can be increased.

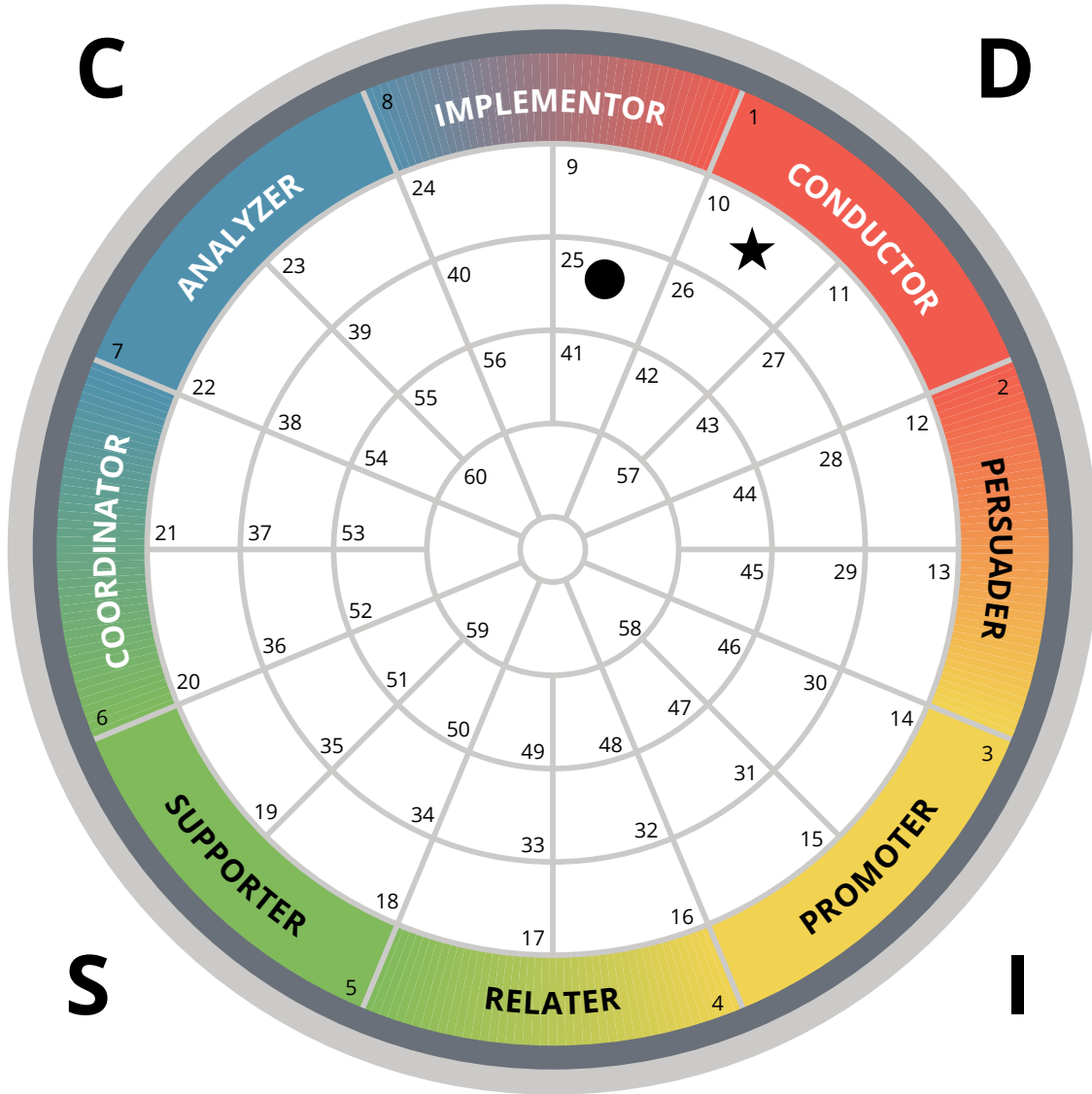
The TTI Success Insights® Wheel



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Adapted: ★ (10) IMPLEMENTING CONDUCTOR
 Natural: ● (25) CONDUCTING IMPLEMENTOR (FLEXIBLE)
 Norm 2021 R4

T: 85:45

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