

Communicate and Network Your Way to More Success!

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Welcome to the first edition of Communicate and Network Your Way to Success. Our mission is to provide you with valuable information that you can use immediately in the office and at off-site meetings, conferences and other opportunities to build relationships. We'll also keep you up-to-date on public workshops, events and products we offer to help you hone your skills and grow your network.

Contact us directly for conference and meeting keynotes, workshops, in-house training or skills coaching in vital business development, communication, networking and team building skills. You ... and your audience/employees ... will be glad you did!

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DISCover How to Communicate Better

Each of you is as unique as a snowflake. Like snowflakes, you also have similarities, enough so that we can group behavioral characteristics into four major categories. Each of you exhibits varying amounts of all of them. Most of you have the tendency to show dominance in one or more categories, i.e., this is the behavior or behaviors you feel comfortable exhibiting.

Most of you also show signs of a low amount of certain behavioral characteristics, i.e., you prefer not to act in a certain way when you have a choice. It is not as natural or comfortable for you.

This variety can make our lives more interesting ... or more traumatic! Those who use "right" and "wrong" labels often find themselves in conflict with others. Those who believe that different behavior is simply different and to be appreciated and valued will learn and grow daily.

The key to getting along better is to appreciate the differences.

Imagine how much easier that is when everyone speaks the same language. When employees take the same communication skills, customer service, team building and sales workshops and speak the same tongue afterwards. When families are on the same wavelength.

That universal human behavioral language is DISC.

DISC represents four different types of behavior. The four-style theory dates back to Greek mythology and was written about as far back as 450 B.C. by Greek physicians Hippocrates and Galen.

DISC stands for

- Dominance/Dauntless
- Influence/Indefatigable
- Steadiness/Supportive
- Conscientiousness/Careful

DISCern Different Styles

Here are some intentionally exaggerated (or maybe not!) examples of the four different styles of behavior doing the same activity:

Getting on an elevator

- **“D” – repeatedly pushes lighted button believing it will make the elevator come more quickly.**
- **“I” – Holds the door open and invites everyone to come in; then shares lots of information about self even if no one responds.**
- **“S” – waits patiently. Will even gladly take the stairs because it is better for his/her health.**
- **“C” - divides the weight limit by the number of people and may ask someone to get off ... and certainly will not allow more to get on.**

You may be showing too much of a style when you:

- **“D” - arrive at work at 8 am and by 8:05 am no one is talking to you.**
- **“I” – spend so much time talking about what you have to do you have no time left during regular work hours to do it.**
- **“S” – listen patiently for 30 minutes to a swimming pool pitch ... in December.**
- **“C” – form a quality control group to improve the taste of the cafeteria coffee.**

Recognizing different styles is important; what is even more so is the ability to adjust, flex and adapt to each situation. It's vital to know how to use or temper your naturally high tendencies to behave in a certain way ... and to call upon your “lower” or less-used styles when needed ... to reduce conflict, improve communication and strengthen relationships.

We help you learn those techniques!

Call on our 15 years of award-winning experience to help you build better teams, communicate and network more successfully, improve your customer service and sales and train your supervisory and top management teams! Ask us for testimonials! Here's what a former Aon manager said:

First of all, you have an incredible knowledge of how to interpret and apply the DiSC® Dimensions of Behavior. Secondly, your delivery style would make even a reading of the IRS Tax Code a fun experience for your participants! All in all, it made for a great interactive learning experience.

When can we assist you?

To learn more about the myriad DISC-based products, visit www.duoforce.com/disc.htm Contact *Lillian directly to DISCuss programs and training sessions based on these often life-changing tools.*

Ask the Networking Guru

Do you have questions about networking protocol, working a room or how to network strategically? Send them to us at lillian@duoforce.com and we'll answer as many as we can in this newsletter. Put "question for newsletter" in the subject line. Here's our first one:

One of the hardest things for me is to pay close attention when I'm talking with others. My mind wanders, I interrupt, etc. Do you have any listening tips for me?

**Trying to pay better attention.
Chicago IL**

Start by rearranging the letters in "l-i-s-t-e-n" to get a word that is important in mastering this communication skill. Did you get "s-i-l-e-n-t?" Being quiet, however, is not enough. Listening is a participatory sport requiring you to be passive (quiet) and active (watching the sender's body language, observing the speaker's vocal tone and, of course, listening to the words). Only then can you respond intelligently.

Another major challenge is that 90 percent of people listen autobiographically (What's in it for me?) while only 10 percent listen emphatically (What's in it for the person I am talking with? How can I help them?). Therefore, you need to consciously focus on the other person.

Here are some tips to help you:

- Allow people to finish speaking before you start. Count to 2-3 under your breath to make sure they are done.
- Ask open-ended questions ... then keep quiet while others answer, even if they have to think for a few moments.
- Encourage the speaker to go on with verbal responses such as "Tell me more." "What can I do to help you?" "What kinds of leads are best for you?"
- Give positive nonverbal feedback such as an affirmative nod, a smile, turning your body toward the speaker, keeping your legs and arms uncrossed and leaning toward the speaker.
- Give others their moment in the sun. Resist the urge to share (tell!) how you did something bigger, better or more often.
- You might wish to invest in our *Shhh! Listen Don't Just Hear* workbook and/or audiotape. They are available at www.duoforce.com/book.html We also can customize a listening workshop for your company or organization.

Duoforce Adds Online Learning Center

Now, you and your employees can polish your skills 24 hours a day ... in the comfort of your home or office! Duoforce teams with leading-edge speakers and trainers around the country to offer you almost 400 web-based course and seminars in more than 40 topics.

And there's more! I have an arrangement with my provider (a leader in e-learning and employee development services) to share revenues with you (or reduce the cost to your employees or members) when you work with Duoforce. And, what's even better is that the courses are offered from your own website!

Preview my demo at www.duoforce.com (and learn more about body language, too!). Of course, you can take the entire course by clicking on the “online seminars” link. Then contact me to discuss how we can work together to bring 21st-century learning opportunities to your employees/members through a mutually beneficial relationship.

Upcoming Programs

- **May 20, 2004. Chicago American Marketing Assn, 5:30 – 7:30 pm, Maggiano’s, Chicago.**
Cost is \$25 members, \$35 non-members. Lillian will present, “Power up Networking Skills to Build High-value Business Relationships” followed by speed networking. Call 630-790-6046 to register.
- **June 5, 2004. First Annual Affirming Diversity Conference, 8:30 am – 4:30 pm, Drury Lane, Oak Brook.**
Cost is \$60. Lillian will lead networking activities and be among many presenters that also include panel discussions, poetry recitals and multicultural performances. Sponsorships and vendor space are available. Call 708-369-2522 for more details and to register.
- **June 16, 2004. Camp Monadnock, 6 – 9 pm, 8th Floor Conference Center, Monadnock Building, 53 W. Jackson, Chicago.**
Cost is \$45. Space limited to 15 people! An opportunity to learn more about DISC at Lillian’s “Improve Your People Smarts to Build Better Relationships,” at the camp’s summer sessions. http://www.campmonadnock.com/sc04_012.htm
Lillian will be offering one more open-to-the public DISC training session in 2004 at a date to be announced. Call her for details.
- **Oct. 7, 2004. 5:30 –8:30 pm, The Third Great Chicago Networking Extravaganza, Oak Brook Hyatt. Oak Brook.**
Cost is \$45. Sponsorship opportunities are available. Come join the growing crowd that gathers to grow its network and relationship-building skills! More information at www.duoforce.com

New members join Lillian’s Inscape Team

Lillian is pleased to sponsor and mentor coaches, consultants, counselors, trainers, speakers and others who wish to add the DISC and other Inscape Publishing products to their tool chest. If you wish to join her growing team of distributors throughout the United States, contact her at lillian@duoforce.com. Meet the newest team members:

- Stasia Carr, executive coach, Empower U Coaching, Ltd.
- Diane Krause-Stetson, executive and career coach, Lead Your Life, LLC

Also, you can check out www.duoforce.com/bbtpcard.htm to review *why* it makes good sense to add Inscape products to your offerings!

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