

Communicate and Network Your Way to More Success!

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Welcome to the seventh issue of Communicate and Network Your Way to Success. My 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. I'll also keep you up-to-date on public workshops, events and products I offer to help you hone your skills and grow your network.

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

Extra! Extra! Extra!

- **Win a free DiSC® Classic online profile for sharing your ideas!**
- **Registration site change for Great Chicago Networking Extravaganza**

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What Does Your Group Culture Say?

Individuals are as unique as snowflakes. Likewise, groups (top management, teams, departments such as accounting, human resources, sales, etc.) also develop their own unique style or culture. It is a collection of behaviors, values and attitudes that comprise “how you do things.”

Until recently, I didn't have an effective way to measure this culture easily. Not until the DiSC Culture Report. While it doesn't address all elements of culture, it helps you understand many important needs, goals, fears, emotions and behaviors within your culture. The report is a compilation of group members' individual DiSC styles.

As one client said enthusiastically,

“You hit it right on the head. Now, we have the information we've been seeking, and it has already been the basis for hours of meaningful discussion within our company.”

DiSC is a universal communication language that helps you understand your own and others' personal and working styles. The time-tested DiSC model describes the four major behavior styles as Dominance, Influence, Steadiness and Conscientiousness. The same four styles can help you far better understand more about your culture and if it helps group members feel at home or like fish out of water.

It helps you learn the focus of your group (logic vs. people), its pace (faster, active, bold vs. slower, thoughtful, cautious), and the type of behavior it rewards and encourages (independence, optimism, teamwork, dependability). Then, it helps you move forward to improve communication, increase productivity and your bottom line.

Here's a quick overview of each style/organizational culture.

The “D” Culture:

Encourages independence, decisiveness, directness

Frowns upon hesitation, over analysis, weakness

Advantages include a dynamic, engaging, results-driven environment

Drawbacks include a tendency toward tension, burnout, power struggles and too much risk taking

The “I” Culture:

Encourages collaboration, enthusiasm, passion

Frowns upon rules, introversion, caution

Advantages include a creative, fun, optimistic atmosphere

Drawbacks include lack of attention to details, too much socializing and too frequent change in direction

The “S” Culture:

Encourages cooperation, loyalty, team focus

Frowns upon aggressiveness, disruption, nonconformity

Advantages include comfort, security, high level of teamwork, tactful behavior

Drawbacks include failure to challenge ideas, lack of competitive edge, resentment that may brew beneath the surface

The “C” Culture:

Encourages accuracy, attention to detail and on-time performance

Frowns upon mistakes, illogical behavior, exaggerated enthusiasm

Advantages include thoroughly calculated risk, exceptional quality control

Drawbacks include missed opportunities because of excessive caution; insensitivity to people's feelings; lack of informal communication

Proven Applications:

- Not-for-profit **Board of Directors** found that its high I culture led to too much talk and too little action.
- A **Corporation** found its high “D” management team was hard-driving and lacked sensitivity to employees' wants and needs
- **Three-person partnership** found it needed to modify individual behaviors to accommodate a data-seeking, quality-driven high “C”; a talkative, let's keeping selling high “I”; and the high “S” who spent much of her day trying to make peace between the other two.

Now, It's Your Turn.

What applications do you see for the group culture report in your work environment?

First go to <http://www.duoforce.com/ldb/2800pps.htm> (fourth product down) and print a sample group culture report. Then share your ideas at lillian@duoforce.com. How could the information impact your productivity, profitability and people positively? The winner

will receive a free online DiSC Classic profile for yourself or whomever you choose. **I'm waiting to hear from you!**



Want to Know More About DiSC – the Universal Communication Language?

Visit www.duoforce.com/ldb/direct6-disc.htm and read about (and try) the myriad solutions using the DiSC process. Contact me at lillian@duoforce.com to discuss your needs and ideas. Benefit from my more than 15 years of experience helping customers solve communication and productivity issues. I was among the first in the world to earn a Certified DiSC® Trainer designation from Inscape Publishing.



Time to Sign up for Great Chicago Networking Extravaganza

The time is here! Sign up now for “the” networking event: the fourth Great Chicago Networking Extravaganza from 5:30 – 8:30 pm Oct. 12, 2005. Location is the Mid-America Club (boasting one of the city’s most beautiful views), 200 E. Randolph, Chicago. **Note that the registration site has been changed to www.duoforce.com** We’re also delighted to welcome John Fisher, CIO & EVP at SmithBucklin as the panel moderator. John has a long history of being involved in networking activities in the Chicago area. BTW, if you don’t live or work in the Chicago area, remember to pass this information on to your colleagues who do. They’ll be glad you did!



Ask the Business Networking Authority

Do you have questions about business networking protocol or how to network strategically? Send them to me at lillian@duoforce.com, and I’ll answer as many as I can in this newsletter. Put “question for newsletter” in the subject line.

Several groups I am involved with think they need to cut morning networking events (time-wise) to the bone so people can start their business day. I thought they already had. I’m interested in your thoughts.

Wondering in Washington D.C.

You have every right to be curious. Relationship building is an around-the-clock process that happens in both business and social situations, albeit differently. When I owned a business leads organization and many of the chapters chose to meet at 7:30 am, I always made it a point to remind my leaders to say, “Thanks for coming, and now let’s get on with the rest of our business day.” If you are networking strategically and are at the right events for your business, then you are already working at an early-morning event. In fact, if you are doing it right, you may very well have a solid lead or two before you get to the office. This may be more than you get the rest of the day when you are “working” in the traditional sense. And, another point, when people leave an event because they have to make their “first” sales call of the day ... it’s okay for you to wonder what they were doing at the networking event!

 **Really?**

According to a research at Cambridge University, it doesn't matter in what order the letters in a word are. The only important thing is that the first and last letters be in the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.

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To unsubscribe from this newsletter and all information regarding Lillian's events, send an e-mail to lillian@duoforce.com with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.