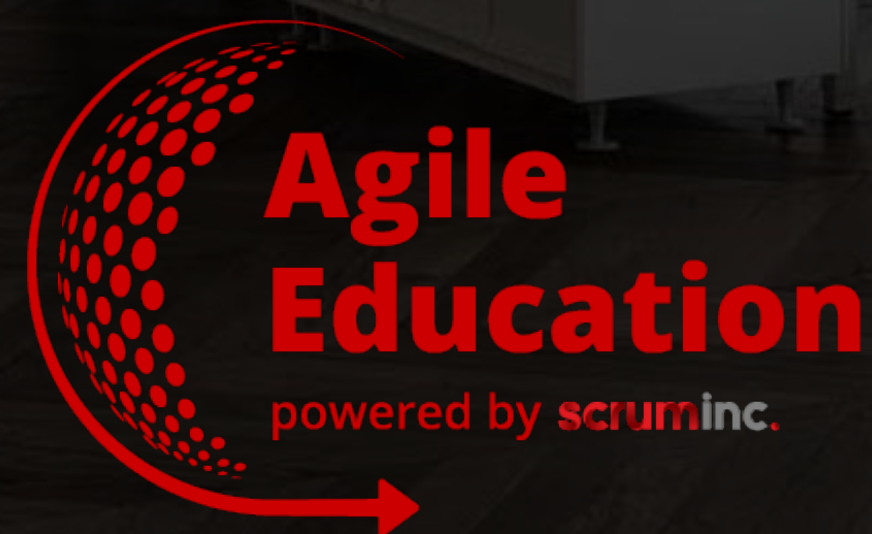# Communication Agility
Understanding Your Team's Unique Communication Styles

October 2022
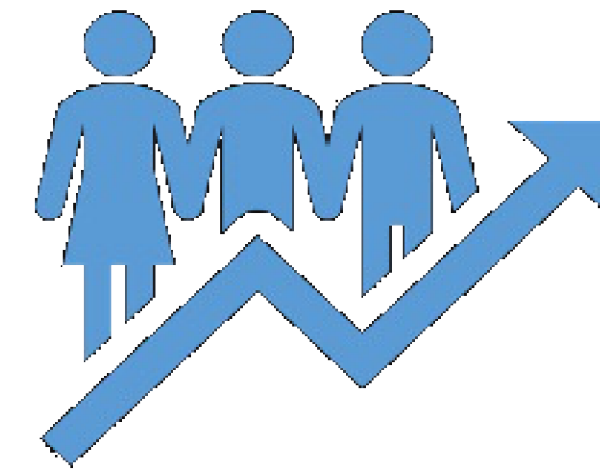Megan Fremont-Smith

D.I.S.C. Helps Teams:

Increase self-knowledge by teaching how you respond to conflict, what motivates you, what causes you stress, and how you solve problems
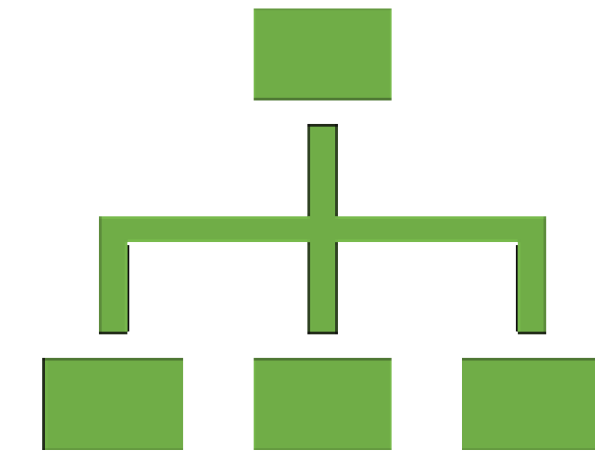
Improve working relationships by recognizing the communication needs of team members

Facilitate better teamwork by facilitating productive conflict resolution

Develop stronger sales and shorten sales cycles by identifying and responding to customer communication styles

Manage more effectively by understanding the dispositions and priorities of employees and other team members

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What is D.I.S.C.?

- A communication assessment tool

- Designed to help team members understand themselves & adapt their behaviors for others

- Everyone is a blend of all four DISC styles, usually one or two styles stand out

- Identifying & understanding these characteristics facilitate better workplace conversations AND the hypothesis is that healthier organizations grow.

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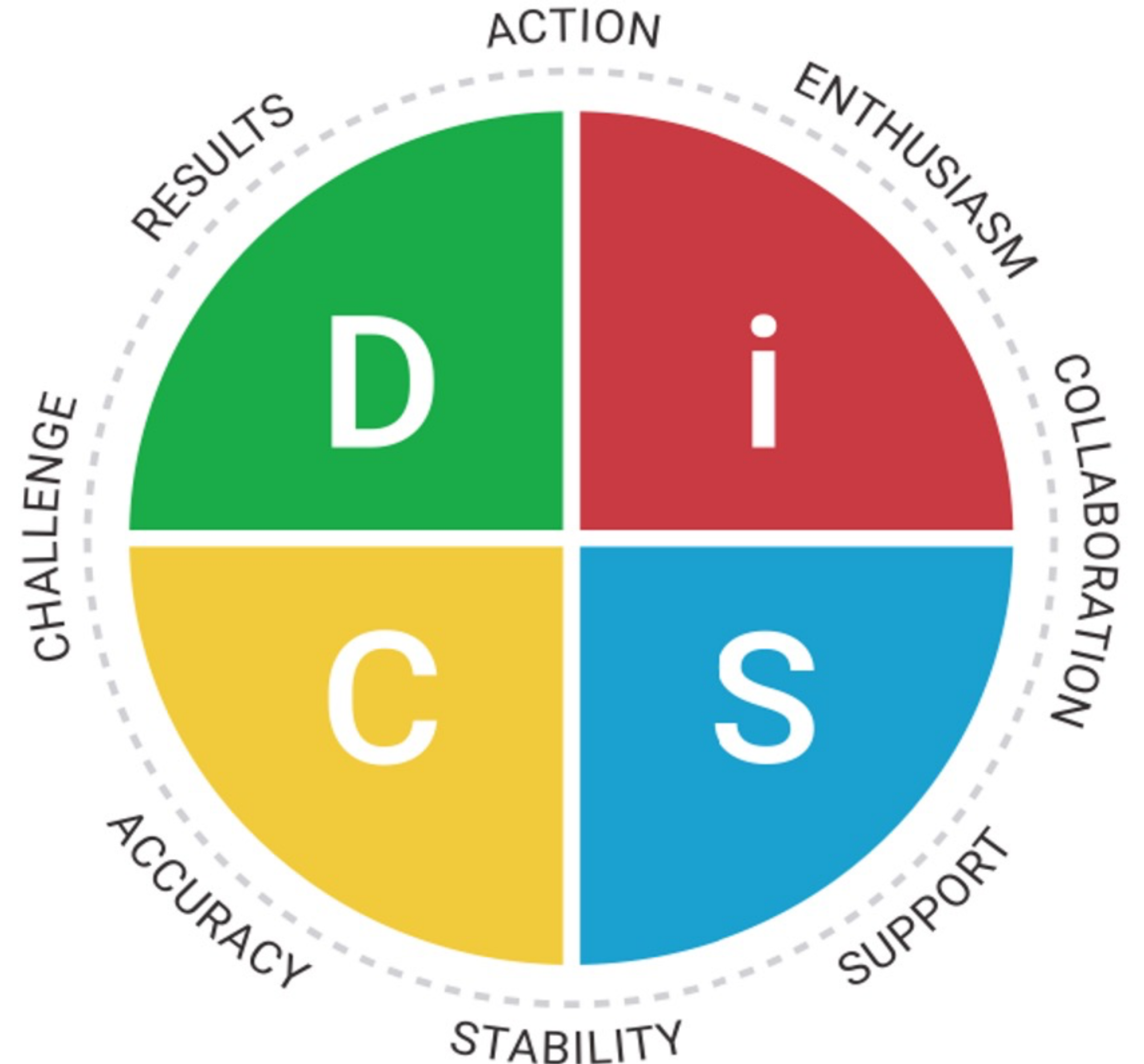
Important Considerations

- These help measure preferences and tendencies

- They do NOT measure skills and abilities

- This is a tool for dialogue, not diagnosis
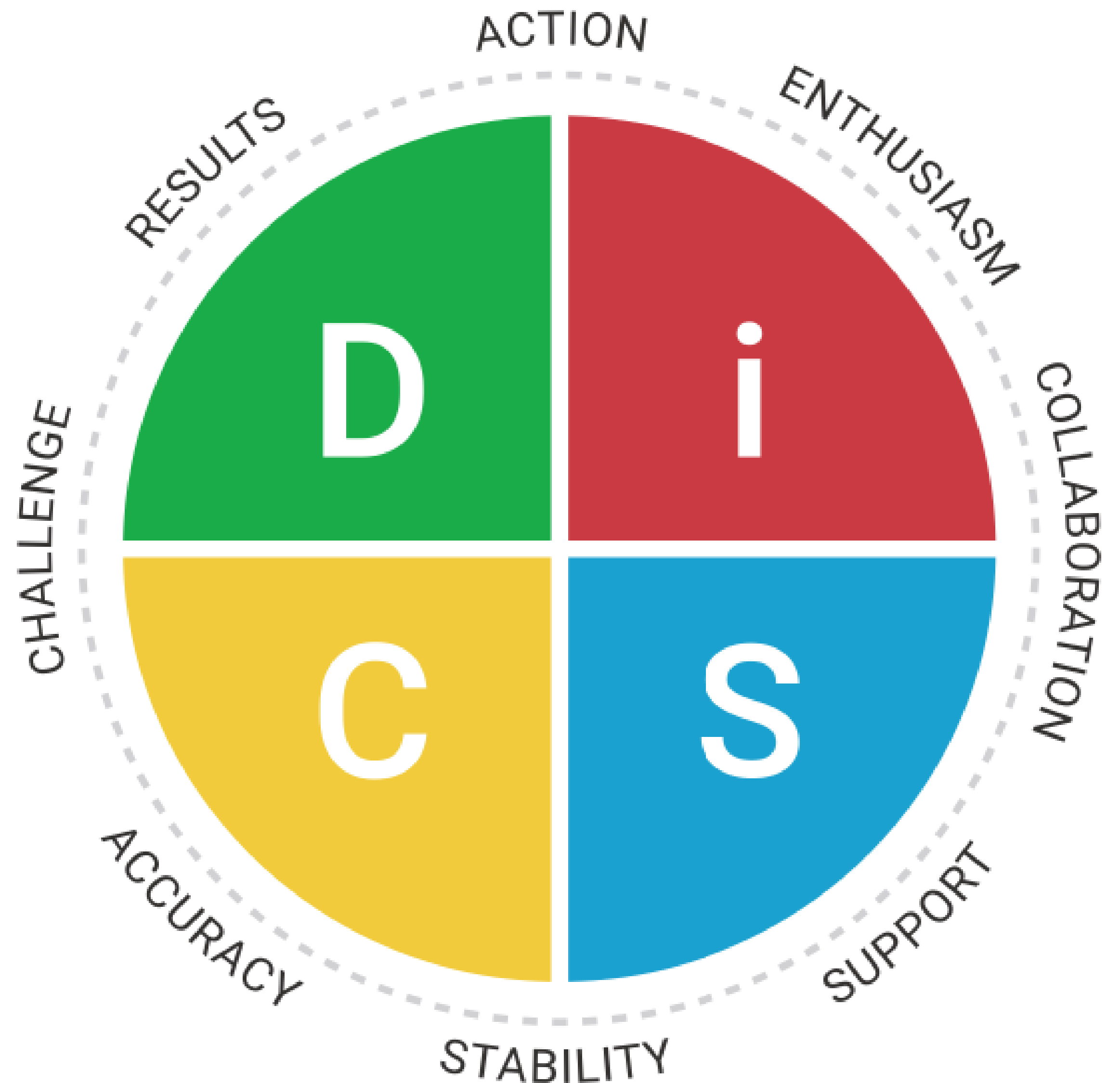
Profile Indicators and Attributes

How Do You See Yourself?
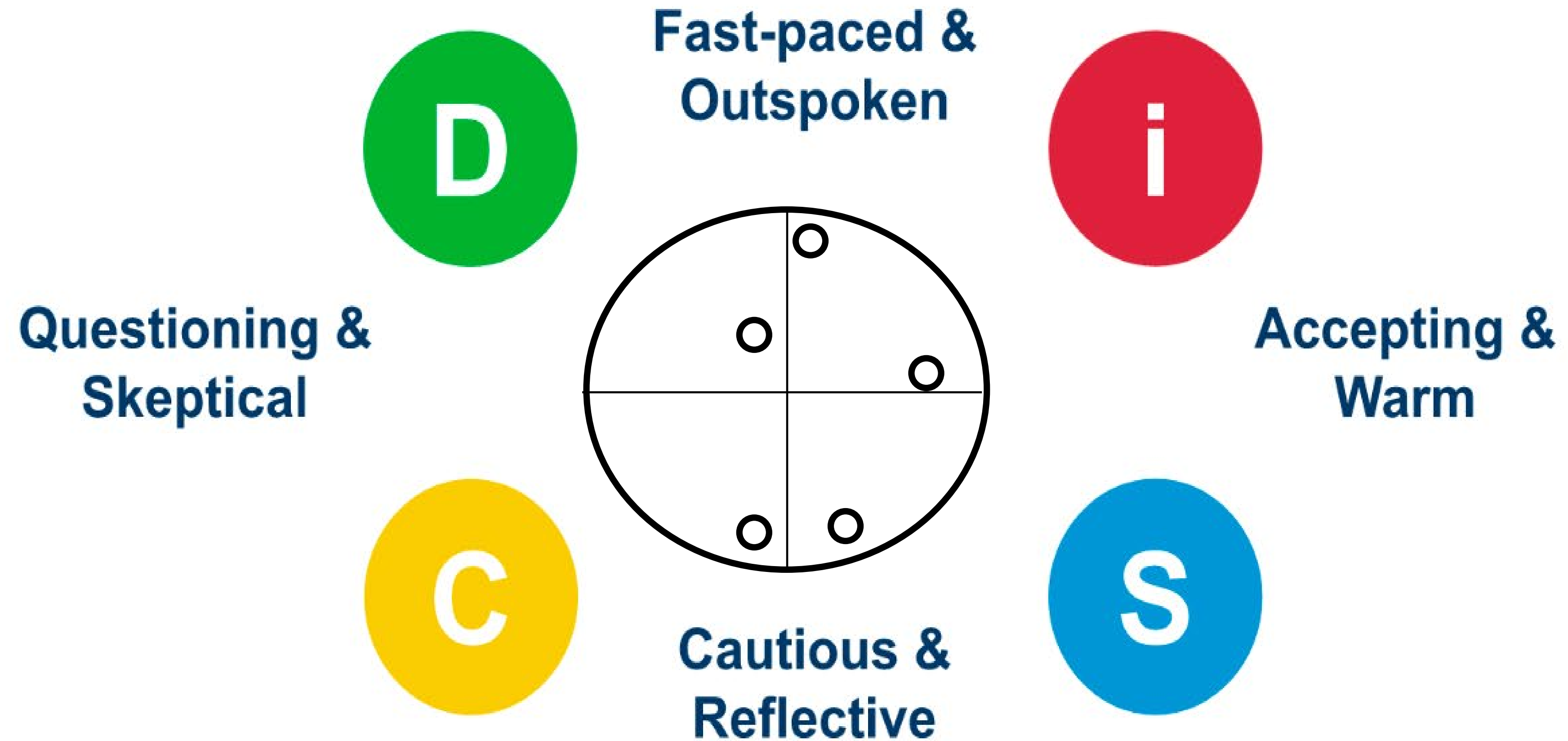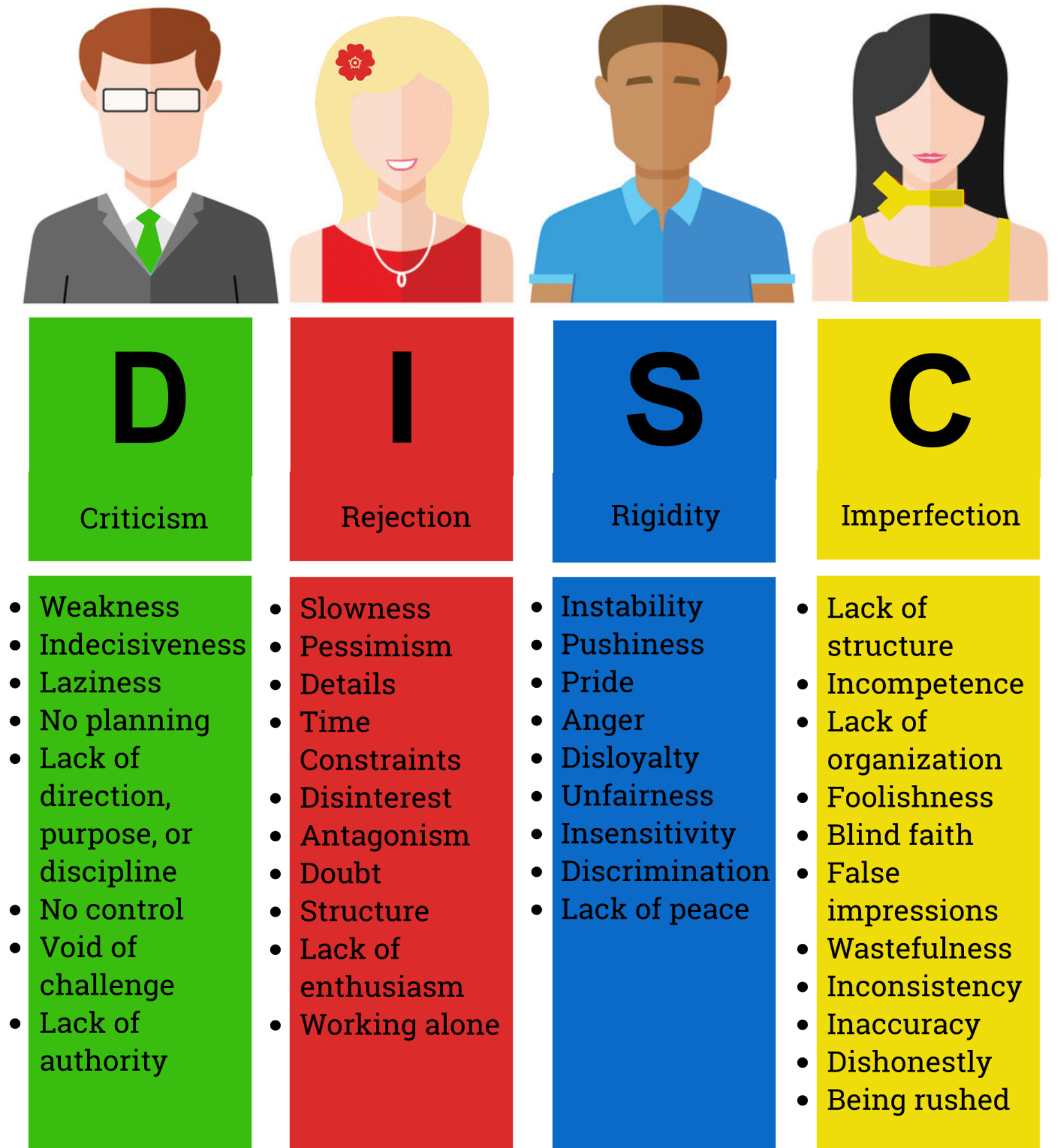
Coaching Considerations

- There are patterns regarding how each profile responds to conflict and is motivated

- This is useful information from a coaching or feedback perspective

- Feedback is a gift and should be presented in a way that is best absorbed

- Using DISC allows you to alter your message so that it can better absorbed

Conflict Hot Buttons

D Criticism	I Rejection	S Rigidity	C Imperfection
• Weakness • Indecisiveness • Laziness • No planning • Lack of direction, purpose, or discipline • No control • Void of challenge • Lack of authority	• Slowness • Pessimism • Details • Time Constraints • Disinterest • Antagonism • Doubt • Structure • Lack of enthusiasm • Working alone	• Instability • Pushiness • Pride • Anger • Disloyalty • Unfairness • Insensitivity • Discrimination • Lack of peace	• Lack of structure • Incompetence • Lack of organization • Foolishness • Blind faith • False impressions • Wastefulness • Inconsistency • Inaccuracy • Dishonestly • Being rushed

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Experiment Assumptions

- Assume the idea of Cross-Functional teams in Scrum, different communications profiles will emerge based on skillsets

- Learning about your team members' profiles will help you better understand their priorities and how their style may differ from your own

Will this knowledge be helpful in Scrum Team environments?

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Experimental Design

- Train two existing teams within Scrum Inc. who deal with outside customers

- Perform individual assessments on each participant to help them understand their unique DiSC profile

- Give a workshop on the team's communication preferences so that the team is aware of how their styles differ

- Teach participants how to adapt their own style to help others on their team

- Track ongoing data for 4 weeks – 4 months to see if it helps and continues to help team communication

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Qualitative Results

Sprint Planning, using DiSC knowledge to:

- Schedule co-trainers based on complementary communication styles
- Plan more productive swarming sessions, leveraging strengths and balancing weaknesses

Role of Producer in Live Classes:

- Better able to answer questions based on the profile of the trainee

Getting to a "no" more quickly from prospective buyers:

- Leaving more room in the pipeline for real opportunities

Psychological Safety:

- Most participants stated, DiSC helped promote an environment of psychological safety

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Powerful Feedback from Customers

Scrum Master Observation:

"We're going to update our working agreement with each team member's motivators and stressors. This will be our guide as we practice communication agility by matching our team members' styles when we communicate with each other."

Product Owner Observation:

"The DiSC training has been an absolute GAME CHANGER for us. We are having the right conversations and I can already feel so much more empathy on the team. Thank you for helping us unlock that."

Team Member Observation:

"This is going to help daily conversations with team members – either casual conversations or 'heavy collaborative sessions.'"

Scrum Master more prepared for difficult coaching conversations:

"In preparing for my interview for the Scrum Team Coach position, I found DiSC to be extremely helpful when thinking through the different scenarios I would need to face in the Team Coach role. With a focus on team culture and connection, team efficiency, and onboarding/hiring, I am certain DiSC will play a major role in my day-to-day as a Scrum Team Coach moving forward."

Better results in Sales:

"I utilize the DiSC assessment to think through how I want to respond to different potential clients and students in the class. I notice how they are responding to certain scenarios and adapt my communication to help them meet them where they are at. This has led to less friction, more enjoyable conversations, and above all, more deep connections made.

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Quantitative Results

Scrum Community Survey Results:

- 92% of students surveyed in a LAC felt DiSC would be beneficial to them as an Agile Coach
- 70% were interested in taking a private class on this topic to further their understanding
- 100% of the surveyed participants felt it was a game changer at the team level
- 100% of the people surveyed felt learning DiSC would be valuable for Scrum Masters, Product Owners, Team Members, and Licensed Agile Coaches

Lead Generation

- Response rates to outbound sales emails increased from **15%** to **50%** when applying DiSC

"I have an improved mentality around sales and conversations as a result of having effective knowledge and strategies."

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Questions?

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