

DISC OVERVIEW

One of my first mentors gave me a great piece of business advice that has stuck with me...

"Hire slow, fire fast".

What he meant by that is that interviewing, hiring and training someone takes a lot of time and effort.

Building a team and training them is one of the most important things you can do for your business. But its essential that you find the right people for the job- the first time, or as close to it as possible.

You team will make or break your success in real estate (and any other business). This is the ultimate form of leverage. Set up properly, you will collect about 60-70-% of the profits from your business...while only doing 20-30% of the work. That's much better than all the profits from doing all the work yourself.

Why?

Scalability. There's only one of you, so implicitly there's a cap on how much work you can do (and how much money you can make).

Here's a quote from John D. Rockefeller, one of the wealthiest men on the planet while he was alive (making him someone we should model in business):

I would rather earn 1% off 100 people's efforts than 100% of my own efforts.

This is far and away THE MOST IMPORTANT lesson you can learn as an entrepreneur. You can't do it all yourself. The true test of an entrepreneur is his ability to share a vision and motivate people to get behind it and work for it.

Hiring

In order to help you through the hiring process, we've put together an overview of how we hire people in our businesses. It is extremely effective, intuitive and pretty straightforward to learn.

These guidelines are based on the DISC Personality Profile test. This test measures and assesses people's most prominent communication styles.

This ultimately makes for stronger relationships, quicker rapport building, and major productivity improvements in the workplace.

Once you're aware of the distinctions in how people think and communicate, it's much easier to choose the right people for specific roles and maximize the working relationships on your team. Basically, you're putting yourself (and everyone on your team) in the best position for success.

An obvious example is that you wouldn't hire a really shy person to do your sales and marketing. No matter how well you trained them, it just wouldn't work. Kind of like pushing a square peg into a round hole.

The DISC Test helps you find the round peg that fits really nicely into the round hole :)

Quite often, hiring decisions are much less black-and-white than in the example above. And that's where this kind of communication assessment really changes the game.

Ok, let's dig into the meat and potatoes...

DISC personality profiling separates people into 4 different categories, based on their dominant personality and communication styles.

It's important to note that everyone is a combination of several of these categories. When you're choosing people to hire, you want to find someone who has the right combination of characteristics.

At its heart, this is an efficient, effective way to identify patterns in the way people behave. Every single trait might not be 100% accurate, but your main goal is to quickly peg people so you know how they will fit into your business structure.

Here are the 4 categories:

- D:** Dominant (Task-oriented extrovert)
- I:** Influencer (People-oriented extrovert)
- S:** Steadiness (People-oriented introvert)
- C:** Conscientious (Task-oriented introvert)

Remember, there are no value assessments linked with each category (i.e. none are "good", "better", "best"). As you'll see, all of these types of people will play an important role in your business.

You'll get insight into:

- a) What motivates different people
- b) What attracts people to certain types of opportunities
- c) What challenges they typically face
- d) How you should communicate with them
- e) What roles they are best suited for

As stated above, most people will exhibit strong tendencies of 2 of the DISC categories. Your job is to look for the right combinations.

Here's what you need to know:

Dominant (High "D")

Suited for leadership roles. Very results oriented. These are your CEO types. They aren't concerned with the minutiae. They are often a "by any means necessary" type that shoots from the hip. They are "straight to the point" when things need to be done, sometimes at the expense of other people's feelings or desires.

Don't send them long emails, or bore them with minute details. Even if it's important, they likely won't absorb the information.

Bullet points and concise action items work best to communicate with a High "D".

Strengths: Leadership, focus, drive, motivation, project management

Weaknesses: Aggressiveness can push people away, overlooks details, "my way or the highway" mentality is resistant to compromise

Role best suited for in your business: Sales manager, Marketing manager, CEO (you)

Influencer (High "I")

Very outgoing. Thrives in social situations. Constantly seeks out connection, relationships and interpersonal contact. People are drawn to them.

Affectionately referred to as "the life of the party". Usually have a plethora of new ideas and exciting plans. May never actually do any of them. But loves talking about these things and getting people excited!

Strengths: Networking, sales, certain types of marketing, front of the house tasks

Weaknesses: Lack of follow-through, poor attention to detail, individual (i.e. not social) tasks

Role best suited for in your business: Sales manager

Steadiness (High "S")

More reserved manner. These are your caretakers. They love being around people. They're flexible and empathetic, which makes them great team members. They are willing to sacrifice for the good of the group.

A High "S" will give you consistency in their role, day in and day out.

They thrive in a structured work environment. Even more, they need to FEEL like everything is in order. So, it's important to exude confidence with these folks who are on your team.

Changes (especially quick or frequent changes) make them uncomfortable.

Strengths: Pleasant to work with, very empathetic, detail oriented, warm demeanor, "low-maintenance"

Weaknesses: Leadership, independence, quick decision making, calculated risk taking, keeps problems to themselves (rather than make waves with other people)

Role best suited for in your business: Office Manager

Conscientious (High "C")

These are your detail-oriented folks. Think "accountant" or "computer programmer".

They are extremely analytical, and typically leave no stone unturned. This is both a gift and a curse!

They are great researchers and due diligence people. They'll uncover things that most people wouldn't.

But they often struggle with indecisiveness because they don't feel like they ever have enough information (see how this might be a problem for a sales manager that needs to act quickly?).

The High "C" is a perfectionist. They will give you very high quality work, but have difficulty recognizing when things are "good enough".

They live their life based on logic and rationale, not feeling or emotion.

Surface level information is not enough for them. They work best when given a detailed breakdown of every aspect of their responsibilities.

These folks are task-oriented. They want a checklist of things that need to be done. They thrive on organization.

Strengths: Follow through, organization, project management, extremely thorough

Weaknesses: Indecisive, people skills, risk-averse

Role best suited for in your business: Office Manager

Putting This To Use

As we talked about earlier, most people demonstrate prominent tendencies of 2 of the DISC categories. Your job is to apply to applicants with the right combinations of traits for each specific role.

Here are the combinations you are looking for when hiring:

Office Manager: S, C

Sales Manager: D, I

Marketing Manager: D, C

You can start profiling people as soon as they fill out an application. That will help you quickly eliminate people who wouldn't be a good fit for that role.

As you have more contact with qualifying applicants, you can hone in on your assessment of them, based on how they fit into the DISC categories.

It will also be extremely helpful to take a look in the mirror and analyze yourself.

What are your dominant communication styles? How is that helping or hurting your relationships (personally and professionally)?

If you'd like to take the DISC test, please contact us at info@cashflowinfusion.com.

You'll get a comprehensive assessment of your strengths and weaknesses, as well as detailed reports of how you can improve your communication and become a more effective leader.

On a personal note, we NEVER hire anyone in our businesses without making them take the official DISC Test. You may not be at that point yet. But if you are, it will help you skyrocket your accuracy and efficiency in the hiring process.

But remember- you don't need to understand the DISC test perfectly in order to effectively use this in your business. Simply by going through this part of the course, you have a better understanding of these concepts than 98% of the world. So you're ahead of the game by a long shot!