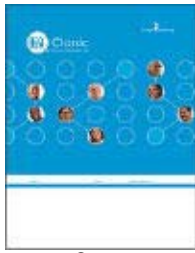


Building Bridges



DiSC® Classic
Profile

The Client:

Cement and construction materials manufacturer

The Business Need:

The multi-state company had recently gone through a re-organization. There had been numerous management changes as well as revised compensation packages for employees. The uncertainty surrounding these changes had helped to create an atmosphere of suspicion and disharmony within the company. There were charges of bias and favoritism toward certain departments. With the spring construction season looming (the company's busiest time of year) the supervisors and sales force urgently needed to needed to restore trust and rebuild teamwork.

The Solution:

We saw the DiSC personal profile as a fast, effective tool for explaining workplace differences and helping people find constructive solutions to the current conflicts.

Delivery Method:

During an eight-hour workshop, supervisors and sales force members from a two-state region came together, for the first time, in a congenial setting. They took the DiSC personal profile, followed by a thorough discussion of how varying work styles affected individual needs and behaviors. Company members learned to see how their differences could be an asset, instead of a stumbling block. And they came to see that accommodating and complementing each other's differences was a good way to build teamwork and enhance productivity.

Results:

The workshop greatly reduced the tension and mistrust that existed between various areas of the company. By learning to understand each other's work styles in specific human terms, mid-level managers were able to avoid the generalizations

and accusations that were causing conflict and hurting organizational efficiency. The company's inter-state units are working to make the business more profitable under the new re-organization.