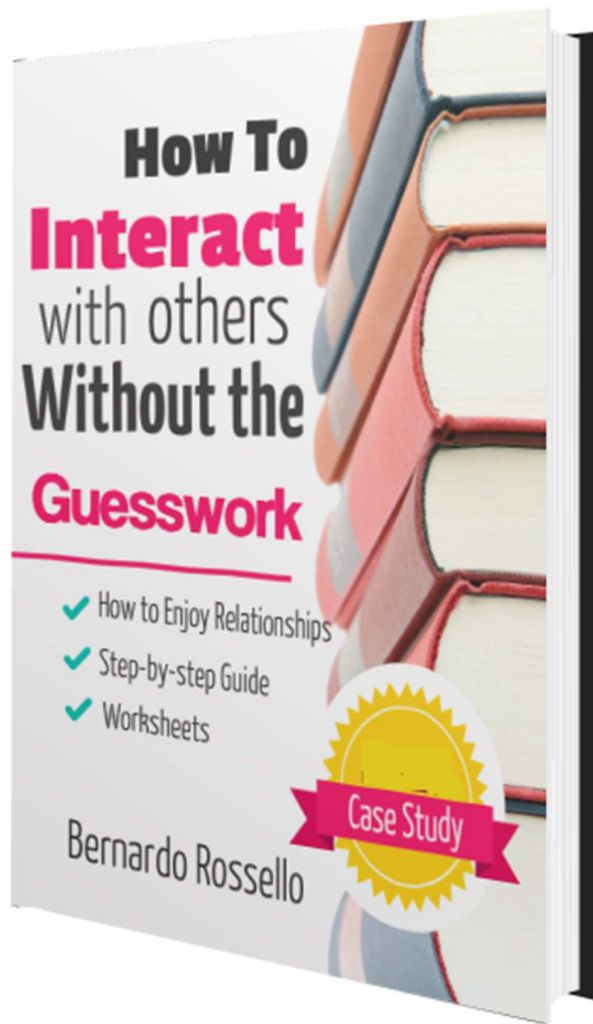




CASE STUDY: THE ELEVATOR TEST

ABSTRACT

With this Case Study you can understand how to solve conflicts, reduce stress and improve relationships in every aspect of your life without the guesswork.

'The elevator doors are about to close on an eager rider who is trying to get on the elevator. Four people are already inside the elevator. One of the people in the crowded box is in a hurry and does not want to wait....'

Bernardo Rossello



Case Study

This case study came about as a result of our working together with a client whose primary need was to find a solution to solve conflicts within their organization. With this Case Study you can understand how to solve conflicts, reduce stress and improve relationships in every aspect of your life without the guesswork.



Hello, my name is Bernardo Rossello and I'm a DISC Model of Human Behavior Master Trainer, DISC is a powerful and simple way to understand people and yourself. My good friend and mentor Dr Robert A. Rohm, founder of Personality Insights always say: "If I understand you and you understand me, doesn't it stands to reason that we will be in a better position to have a better relationship?"



Because of this, in this Case Study I'm introducing to you a simple way to understand and apply The Model of Human Behavior DISC in your life and improve relationship and personal development.

Let's start to Discover... Experiment ... Apply DISC.



Now, you might wonder ***“What Is DISC?”***

DISC, is A Powerful Way to Understand People Using the DISC Personality Concept.

Each Person has Unique Personality Traits

Each person’s perspective is built into who they are. Some people call it “*personality*” and some refer to it as “*temperament.*”

Ever notice how different that your family and friends can be from you? If you are like me, you have asked yourself, “Why did they do that?” or “What were they thinking?”

The ***starting point*** of understanding people is to realize and accept one simple fact:

Everyone is not like you!

Have you ever said the **same thing** to two people and received **two totally different reactions**? How can saying the same words produce such different results?



Each person “heard” you differently based on his or her personality style! You said the same thing, but what they “heard” was different. **Different is not bad, it is just different!** A lack of understanding of ourselves and others can lead to real problems such as tension, disappointment, hurt feelings, unmet expectations and poor communication. As you know, it is hard to work with a problem, especially if you do not understand what is going on inside the mind of another person.

There IS a Simple Way to Understand People!

The good news is that there is a simple key to understand how people behave and how they are motivated. We call the concept ***“The DISC Model of Human Behavior.”*** This concept will allow you to unlock the mystery behind developing good people skills and creating better relationships. You will be able to use what you learn in this introduction to reduce conflict, improve productivity and relate with others more effectively.

Some Background on the DISC Model of Human Behavior

Twenty-four hundred years ago, scientists and philosophers, most notably Hippocrates, began to recognize and categorize differences in behavior that seemed to follow a pattern.

Since then, many psychologists and scientists have explored



behavioral patterns. Dr. William Marston wrote *“The Emotions of Normal People”* in 1928 after earning his

doctorate from Harvard University. Marston theorized that people are motivated by four intrinsic drives that direct behavioral patterns. He used four descriptive characteristics for behavioral tendencies which are represented by four letters of the alphabet: D, I, S and C. Thus, the concept of “DISC” was introduced.

On a side note –Dr. Rohm commented: “I learned about “DISC” over 25 years ago from a good friend who helped me to understand my daughter. The concept was so revolutionary in my own family that I began my own research. Since then I have trained thousands of people and written many books on the subject. No one is more



passionate about what I am sharing with you than I am, because these are the very concepts that changed my life!”

Building on a “Wellness” Model

Many behavioral models focus on what is wrong with a person to identify “**personality disorders.**” The DISC model is based on **normal behavior**, not abnormal behavior. DISC is a “**wellness model**” that is objective and descriptive rather than subjective and judgmental. Therefore, DISC is a practical way to understand yourself and those around in the common settings of everyday life.

A Positive Approach

The DISC wellness model is a good framework for understanding people. DISC should be used in a positive way to encourage a person to be his or her best – not as a way to “label” someone.

Healthy, positive relationships come from having an accurate understanding of yourself and others. DISC is a powerful tool for obtaining a new appreciation for our personality styles and their effect on our everyday lives.

We apply the DISC model with four main ideas that allow it to be used appropriately as an effective and encouraging tool:

- ✓ **We use a POSITIVE approach to highlight and encourage a person in his or her STRENGTHS.**
- ✓ **We use a POSITIVE approach to address a person’s possible BLIND-SPOTS without assuming a weakness exists.**



- ✓ **We recognize that each person has a unique blend of ALL the major personality traits to a greater or lesser extent.**
- ✓ **We recognize that behavioral patterns are fluid and dynamic as a person adapts to his or her environment.**

Dr. Rohm have a saying that, “your strengths should carry you while your blind-spots should concern you.” Being able to identify and articulate your strengths can be very empowering. Being able to identify and uncover blind-spots can also be very empowering!

The next few pages can be the start of your own empowering discovery process.

So, now that you know where the DISC concept came from and the importance of having a positive, flexible approach, let’s take a look at the Case Study ***“The Elevator Test”***



Case Study: The Elevator Test: Which Type Are You?

The elevator doors are about to close on an eager rider who is trying to get on the elevator. Four people are already inside the elevator. One of the people in the crowded box is in a hurry and does not want to wait (outgoing and task-oriented). There is also a bubbly, energetic passenger who holds the door open while



greeting the newcomer (outgoing and people-oriented). A third rider is happy either way and smiles while waiting patiently (reserved and people-oriented). The final passenger is concerned as she calculates the weight to see if the elevator can handle another person (reserved and task-oriented).

While not perfectly scientific, this scenario illustrates the Dominant (outgoing / task-oriented) person who is focused on getting somewhere fast; the Inspiring (outgoing / people-oriented) person who is energized by all the interaction; the Supportive (reserved / people-oriented) person who reacts calmly and tries to get along regardless; and the Cautious (reserved / task-oriented) person who wants to make sure the added person doesn't exceed the weight limit! As you can see, there were four different people who responded to the same event in four very different ways!



In our experience, the most easily understood teaching regarding human behavior are based on the DISC model, a theory devised by Dr. William Marston, a Columbia University psychologist during the 1920s and 30s. Marston identified four major patterns of behavior that are present in everyone, to a greater or lesser degree.

Since that time, exhaustive studies have been conducted by university education and psychology departments, involving hundreds of thousands of subjects, with the aim of validating, refining and improving upon Marston's initial concepts.

A number of other, highly sophisticated evaluation surveys, analysis tools and profiling instruments have been developed over the years. Perhaps you have taken some of these tests, including the Minnesota Multiphasic Personality Inventory (MMPI), the Meyers-Briggs Types Indicator (MBTI), and others. While these are often so technical or diagnostic in nature that they offer little in the way of insights that most average people can apply easily, to enrich



their personal lives, their business pursuits and their developing relationships.

Again, the DISC method of applying these personality concepts meets the needs of average people with information that most individuals can understand quickly, apply readily and communicate to others. We offer a variety of nontechnical assessments and reports aimed at helping you to understand your own personality style blend. This, in turn, allows you to develop a plan of action for greater success in your business and personal relationships.



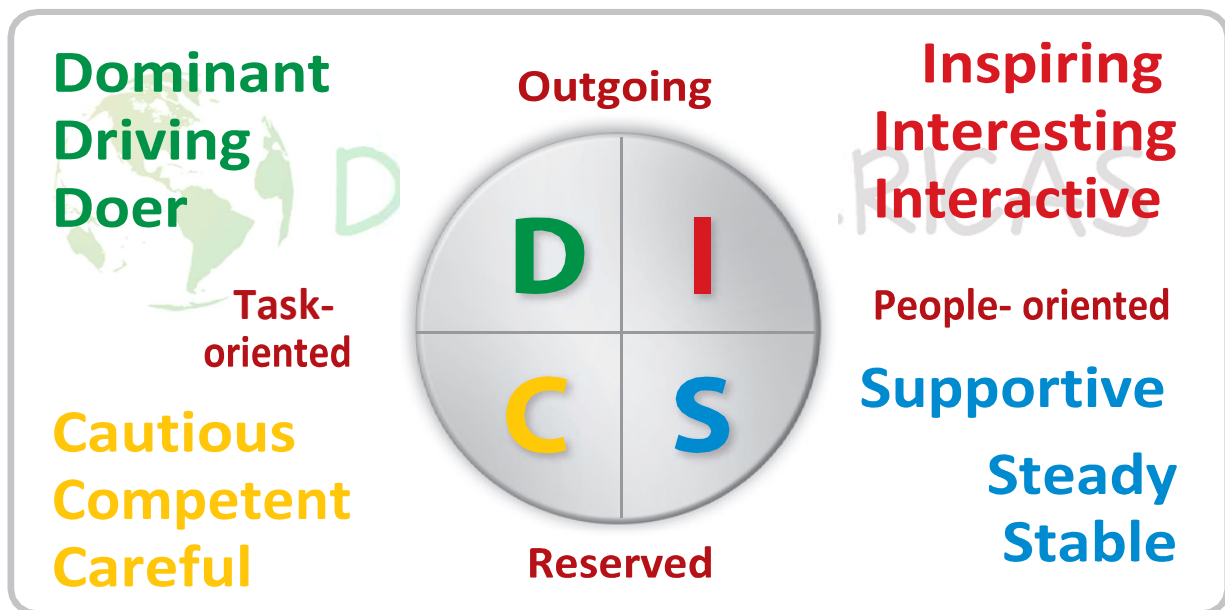
In review, we have 4 behavioral tendencies to help us characterize people:

- **Outgoing**
- **Reserved**
- **Task-oriented**
- **People-oriented**

Everyone has some of all 4 of these tendencies at different times and in different situations. However, most people typically have 1 or 2 of these tendencies that seem to fit them well in their everyday behavior. And, on the other hand, 1 or 2 of these tendencies usually do not fit them well, and these tendencies may even seem “foreign” to their approach to life. The balance of these 4 tendencies shapes the way each person “sees” life and those around them.

As mentioned before, we will add the descriptive terms to the quadrants of the circle in the diagram below.

Notice the letters D, I, S and C appear in the 4 quadrants of the circle in the diagram below.





You will also notice that descriptive terms have been added in each of the 4 corners of the diagram.

Now we can further describe each of the four main personality styles:

The Dominant “D” type – An outgoing, task-oriented individual will be focused on getting things done, accomplishing tasks, getting to the bottom line as quickly as possible and MAKING IT HAPPEN! (The key insight in developing a relationship with this type person is **RESPECT and RESULTS.**)

The Inspiring “I” type – An outgoing, people-oriented individual loves to interact, socialize and have fun. This person is focused on what others may think of him or her. (The key insight in developing a relationship with this type person is **ADMIRATION and RECOGNITION.**)

The Supportive “S” type – A reserved, people-oriented individual will enjoy relationships, helping or supporting other people and working together as a team. (The key insight in developing a relationship with this person is **FRIENDLINESS and SINCERE APPRECIATION.**)

The Cautious “C” type – A reserved, task-oriented individual will seek value, consistency and quality information. This person focuses on being correct and accurate. (The key insight in developing a relationship with this individual is **TRUST and INTEGRITY.**)



...And this is just the beginning, now please take a moment to fill the

next exercises which help you to experiment and apply this valuable information in yourself and people how is important for you.



The Elevator Test – Case Study

WORKSHEET

1) 3 difficulties in your communication with yourself, family and at work?

2) Why do you think you have those difficulties?

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page for more information www.discamericas.com
info@discamericas.com (800) 523-1967