

## Improving Communication and Reducing Conflict with DiSC®

### Client

- Leading manufacturer and seller of water management solutions for irrigation, drainage products and lawn care - highly competitive industry
- Consistently number-one in market-share
- Over 500 employees

### Products Used

- *DiSC® Personal Profile System (DiSC PPSS)*
- *DiSC Classic Supplemental Reports*

### Challenge

Early in 2009, the client contacted our company to discuss solutions to improve communication, conflict resolution, teamwork, and overall performance of key team members. They had previously conducted training using the *Oz Principle*, with a focus on accountability and responsibility. The client wanted a solution that would be compatible and complement that training initiative.

### Solution

After several dialogues and demonstrations, the customer decided to implement DiSC-based solutions using the *DiSC Personal Profile System*. They selected PPSS because of the flexibility provided for several different job types and the management and sales supplemental reports. The ability to deliver the report via an online platform (EPIC) was also a key factor in its selection.

Over the course of several months, we conducted a series of half-day programs to integrate DiSC into their company's culture. The critical focus was self-understanding and accountability for one's own behavior and style. Additionally, we wanted participants to use the framework of DiSC styles as a way to understand differences in communication, conflict management, and teamwork.

### Results

Since implementation, our client has reported a significant improvement in the quality of communication and a reduction in workplace conflicts. While other competitors are suffering and, ultimately, closing, our client has experienced resurgence in sales and is positioned well in the economic recovery. They credit this to integrating DiSC with prior training initiatives.