

Using *DiSC*[®] *Classic 2.0* to Improve Communications in a Metal Manufacturing Firm

The Client:

The president of a multi-billion dollar metal manufacturing firm asked me to help with a communication breakdown among his senior staff.

The Business Need:

Buddy wanted to uncover the source of the client's ineffective communication processes. I immediately started using the DiSC[®] model with senior management to help them establish a common language.

The Solutions:

Using *DiSC Classic 2.0*, I began the process of uncovering the reasons for communication and process issues from ownership and senior management on down. We discovered that all but one of 30 people in the first training session were either primarily D, primarily C, or the Creative Pattern (DC combination). That helped explain why there was so little collaboration and cross-communication, and why vice presidents were involved in the minutest aspects of the business.

The Delivery:

I met first with the ownership and senior executives to address their actions, which, in spite of their good intentions, were at the root of the communication problems throughout the organization. I