

# A Voyage of DISCoverry



Tina Dulieu

Can we predict how a person will act in a particular situation? Or whether someone is suitable for a certain job? Or how they will react under stress? **Tina Dulieu**, Mwaah's Business & Executive Coach believes she can answer 'yes' to all of these questions.

**T**ina, owner of locally based Coaching Dynamics has trained, qualified and introduced DISC Personality Profiling into her business coaching toolkit and has been very impressed by its accuracy and usefulness in recognising a person's strengths, weaknesses, management styles and their ability to deal with particular situations and people.

## DISC RECOGNISES 4 PERSONALITY TYPES:

- D = Dominant/Driving**
- I = Influential/Inspiring**
- S = Steady/Stable**
- C = Correct/Compliant**



"According to the percentage of each personality type a person has in their profile, very accurate predictions can be made about how they deal with situations, people and decision making – it is fascinating!" Tina explains, "the person takes a 10 minute test in which they consider statements and say instinctively which statements are most like them or least like them in the work arena."

From the results of this test, 3 graphs are produced which identify how others see us, how we react under stress and a mirror image of the two determining the final profile. "I can then analyse these graphs (and not the answers to the statements) to identify the person's personality strengths, weaknesses and reactions under pressure. It is spookily accurate!" continues Tina.

Before Dawn and Chris, Mwaah's publishers, undertook the test, Tina provided us with two of the many case studies where she has used DISC effectively:

"A business owner of hair dressing salons that I coach was keen to identify and appoint three key positions from among his 20 staff" she told us. "He was looking for: Assistant Manager for his largest salon who would eventually become Manager of his next salon; Head of the Creative Team who go to fashion shows and competitions; and a Training Manager to oversee and plan the training of Apprentices.

Together we discussed the required attributes for each position and what combination of DISC personalities would best suit those roles. I ran a two-hour DISC Workshop for 15 of his staff, explaining the personality types, the system and then they all took the test and compiled the graphs. There was much amusement at the accuracy of the results among the staff when their individual personality types were analysed and revealed!

Afterwards, the business owner and I spent time going through all the results and he was absolutely amazed at how clearly the people suitable for each job became apparent according to the strengths that he required for each role. The three roles were duly appointed and he and his staff have been delighted with the outcome.

In another instance, two directors of a firm who were largely at odds with each other were also getting frustrated that two of their senior staff, who were very good at their respective operational jobs, were not doing enough to promote or sell the services of the company. To help them move forward positively, I needed to know the personality types of each of them.

I discovered that the two directors had almost identically dominant and driving personalities, each always believing that their way was right and not listening to the other. By working on a joint vision for the company and then clearly identifying and defining their respective

roles that they took ownership of and were responsible for, the clashing of personalities was considerably diminished.

The DISC profiles of the two senior operational staff revealed that although they were excellent support staff, they did not have the required personality strengths to front-face promote and sell the company; they were best employed by utilising their strengths operationally. As a result, a sales manager was appointed to drive the business forward by bringing in new clients – the candidates were DISC profiled as part of the interview process to ensure they had the correct personality strengths required by the role.

Now we have the top 5 team of senior management all working to their individual strengths and, with coaching and further business development, the business is soaring!" reports Tina.

And from Mwaah's own perspective, having known each other for over 30 years, our first thought was that having a DISC profile conducted was probably going to be akin to teaching our grandmothers to suck eggs. Not so! DISC has enabled Dawn and Chris to objectively understand why certain areas of the business were not best suited to their personality profiles and identify some new ways of working together that are proving both fruitful and enjoyable (and not a P45 in sight!). Our verdict? A truly impactful DISCoverry. 

## \*\*STOP PRESS NEWS FROM TINA DULIEU\*\*

**GrowthAccelerator** achieve your business ambition

Tina was excited to tell us of a recent development in her business to do with the Government's investment in developing businesses with high growth potential of achieving 20% growth per year over the next 3 years.

Her involvement allows her to make this official statement:

"I am a registered and approved Growth Coach for GrowthAccelerator helping ambitious businesses achieve rapid and sustainable growth by providing tailored expert advice. Find out more at [www.growthaccelerator.com](http://www.growthaccelerator.com)." Tina is delighted to discuss this further with interested business owners.

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