

NOT FOR COMMERCIAL USE



## COMMUNICATION PROFILE

COMMUNICATIONS - SALES - PRESENTATIONS

04  
07

2020

Smith Demo John

Organization



**INSUNRISE**  
PSYCHOMETRIX

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## INTRODUCTION

This document is a report on your behavioral style.

Assessment System DISC INSUNRISE® is based on the behavioral model developed by the American scientist PHD, Doctor William Moulton Marston of Harvard University (May 9, 1893- May 2, 1947).

In 1928 Dr Marston published "The Emotions of Norman People" in which he described the DISC theory. The main concepts of this theory are the foundation of the DISC Behavioral Model.

Thousands of scientific experiments and tests based on the DISC model have been carried out. These tests proved that individuals possess both unique characteristics and common patterns. The common patterns help to measure and define individual style of personal behavior.

Research shows that behavioral style cannot be "good" or "bad". Each person can be successful and efficient if he understands his own strengths and weaknesses. DISC INSUNRISE "Individual Style Report" does not grade personal behavior but only describes and measures it.

Better self-awareness may help you to improve your interaction with the others and better adapt to the environment.

Treat the Behavioral Style Report in a creative way. Just cross out the statements you disagree with but only after consulting with people you trust- your friends, relatives or colleagues. You may not be aware of some traits of you character!

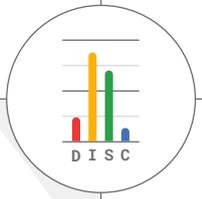
Try to create your own Personal Development Plan based on this survey.

Use only professional tools!

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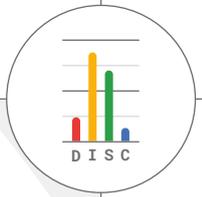


## General Descriptions of Behaviour

This chapter of the report deals with the main tendencies of John's behavior. These are the traits that he is most likely to show in his natural environment, when John is not under stress or influence of other factors and is not trying to fit a situation.

- Sympathetic, friendly, cooperative, attentive to people, eloquent, witty, optimistic, inventive, enthusiastic, independent, cautious, convincing, non authoritative, facilitates establishing contacts, individualist, methodical in certain situations, doubtful, seeks stability, avoids conflict, sensible, calculating, seeks changes and stability at the same time, trusting, socially active, predictable, undemanding, peaceful, agreeable, relaxed, willful, inattentive to details, inspirational.
- John is a sociable and socially active person. He has an optimistic view of his ability to persuade other people and make them take his side.
- John tends to act only if he has the support of his team. He likes his achievements to be recognized publicly.
- He tries to trust people and wants others to trust him in return. However, in certain situations he can be cautious and even indecisive preferring not to risk without reason.
- He is not inclined to dictate his conditions to others. He does not like to take charge and will try to avoid competition and confrontation.
- When solving conflicts, John will not risk losing good relationships with people, because he considers them a priority.
- John tries to earn everyone's affection and recognition for his willingness to help others.
- Often process is more important for John than achieving results. He can be so engrossed in a conversation that he can lose track of time.
- He tries to be patient and understanding with people.
- Usually, John attempts to assess the situation objectively and from different angles. However, sometimes his emotionality prevents him from being unbiased.
- John seeks independence. He feels better when he does not have to deal with a lot of rules and requirements.
- He may delay making an undesirable decision hoping the situation will resolve itself.
- Being optimistic and enthusiastic, he can stir up enthusiasm in others when he wants to.
- He is a very ingenious person and can answer difficult questions if they do not require detailed explanation.
- John tends to be a little infantile. Often, he wishes that the responsibility for making a decision be assigned to someone else or be equally distributed among all members of the team.
- John is able to find common ground with unfamiliar people. However, he tries to maintain friendly long-term relationships with people whom he knows well and for a long time.
- John appreciates uniqueness of each person.

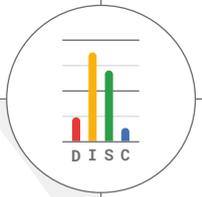




## General Descriptions of Behaviour

- He can talk on different subjects and often shows knowledge on unusual topics; he often changes subject in a conversation.
- John has a rather acute sense of urgency. He does not forget about existing plans.
- He varies his tones of voice, speaks emotionally and vividly, supporting his words with gestures. In spite of the fact that John tries to control his emotions, usually, people are aware of his mood.
- John wants diversity on the condition of maintaining stability.
- John is an individualist and ignores existing regulations rather easily if he thinks that they limit his actions. However, he does not dictate his own rules.
- He can be described as a creative person with an atypical mind-set.
- John looks at rules as guidelines that help him not to stray from the established course.
- When people try to impose their own ideas on him, he will most likely do the complete opposite.





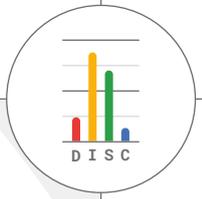
# Basic Competences Analysis

This chapter make an overview of the main John`s behavioral competences. These are the qualities that John will demonstrate in the situation most comfortable for him, when he is not under stress and is not making an effort to conform to a situation.

● Natural Style                      ● Adapted Style

	<p><b>8.6</b> 8.3</p> <p>A focus on broad communication and networking</p>
	<p><b>8.1</b> 7.3</p> <p>Optimism and trustfulness</p>
	<p><b>7.9</b> 7.1</p> <p>Cooperation and teamwork</p>
	<p><b>7.1</b> 6.9</p> <p>Ability to negotiate, find common ground</p>
	<p><b>5.7</b> 6.3</p> <p>Creativity</p>
	<p><b>5.7</b> 4.4</p> <p>Stress tolerance. Poise</p>
	<p><b>4.3</b> 3.8</p> <p>Loyalty. Commitment to ideas, people, norms, the Status Quo</p>
	<p><b>4.3</b> 3.8</p> <p>Traditionalism. Orientation towards previous experiences</p>
	<p><b>4.3</b> 5.6</p> <p>Orientation towards novelty and a high pace of action</p>
	<p><b>4.2</b> 4.8</p> <p>Independent decision making</p>
	<p><b>3.4</b> 4.2</p> <p>Adaptability to the requirements of others</p>
	<p><b>2.8</b> 4.2</p> <p>Result orientation</p>
	<p><b>2.1</b> 3.0</p> <p>Self organization</p>
	<p><b>1.5</b> 1.7</p> <p>Gathering and organising information</p>



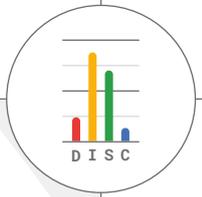


## Communication and Convincing Style

This chapter measures such parameters as: level of trust, openness, outgoingness, ability to express ideas, ability to persuade, analytical thinking, the degree of reliance on facts etc. These parameters above all determine the communicative style of a person. Analyze carefully the information stated below.

- John is open and friendly with most people, but he is especially close with a limited number of close friends and colleagues.
- He feels that other people expect him to be positive in order to achieve greater success at work.
- John likes social interaction and can be rather chatty and eloquent in a comfortable environment.
- He respects the uniqueness of each person and enjoys interacting with different types of personalities.
- John is capable of establishing new contacts and inspiring others; however, he does not dominate conversations.
- He values people for their personal qualities and not for their position or power.
- John avoids using his power or position as an argument in a conversation.
- John wants people to see him for what he really is.
- Most people think that John is easy to talk to because he is both a persuasive speaker and a good listener.
- He often uses his charm and unobtrusiveness when trying to convince someone.
- John is capable of assuming the role of a representative of his team.
- John likes people to pay attention to her; however, he may feel shy if he becomes the center of attention.
- He tends to have deep emotions when he has to be harsh in order to defend his position or prove himself right.
- During a discussion, John will be more assertive if he is well informed on the subject; he will try to make sure other people listen to him and understand his position.
- If he fails to convince his opponents on the first attempt, John may cede in order to get better prepared and then try again.
- Lack of conflicts and animosity is an important incentive for John.
- As opposed to those who prefer to use printed materials such as reference books and reports, John believes that his eloquence and ability to adjust to each situation will be enough to win the other person over.





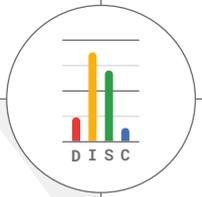
# Business and management communication

This chapter analyses John's communication style as a manager. The scales show the degree of manifestation of the most important leader's competences. A low score would indicate a developmental zone. Nevertheless, each management Job position implies the need for a particular level of a particular competence, and a score of 10 is not a universal ideal.

● Natural Style                      ● Adapted Style

	<b>8.6</b> <b>CHARISMA.</b> Emotional persuasion with the aim of winning opponent's favour <b>8.3</b>
	<b>7.9</b> <b>FLEXIBILITY.</b> The ability to adapt rhetoric to the situation and to the perceptions of opponents. <b>7.1</b>
	<b>7.0</b> <b>WIN-WIN.</b> Demonstrating the benefits of your offer, taking into account the mutual benefits of the parties. <b>6.9</b>
	<b>6.6</b> <b>DIPLOMACY.</b> The ability to avoid entering into conflict in controversial situations by softening the rhetoric. <b>6.1</b>
	<b>5.7</b> <b>INVOLVEMENT.</b> Involving opponents in order to increase their engagement and interest. <b>6.3</b>
	<b>5.5</b> <b>PERSPECTIVE.</b> Managing the opinions of opponents through a focus on benefits and perspectives. <b>5.5</b>
	<b>4.3</b> <b>CORRECTIVENESS.</b> Accurate, complete, correct and competent handling of incoming questions <b>3.8</b>
	<b>4.2</b> <b>LOGIC AND CONSISTENCY.</b> Logic in presenting a position/opinion/argument. <b>3.0</b>
	<b>3.4</b> <b>SCANNING.</b> The ability to clarify and perceive the arguments and objections of opponents. <b>3.1</b>
	<b>3.1</b> <b>CONCENTRATION.</b> Maintaining focus on the objectives and purpose of the negotiation. <b>2.6</b>
	<b>2.1</b> <b>STRUCTURE.</b> The ability to structure and optimise the presentation of the information presented. <b>3.0</b>





# Presentation Skills

In this chapter are assessed John's public speaking skills and his ability of presenting information, including understanding and management of audience, as well as his way of structuring and conveying of information.

● Natural Style

● Adapted Style



7.9 Adequate response to the negative reaction of the audience.  
7.1



7.9 Presenting the material according to the audience.  
7.1



5.7 On-the-spot change of strategy  
6.3



5.7 Ability to establish and maintain productive contact with the audience.  
6.3



5.5 Optimization of density of presented material  
5.5



5.2 Maintaining the balance between audio and visual presentation.  
5.8



4.3 Logical and structural presentation of the material.  
3.8



3.4 Ability to confidently and professionally answer the questions posed  
4.3



2.3 Aspiration to meet ad hoc requirements  
3.8

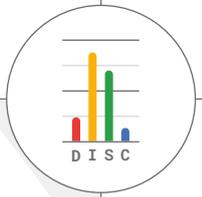


2.1 Effective time management.  
3.0



1.5 Detailed preparation of a presentation, its revision and double-checking  
1.7

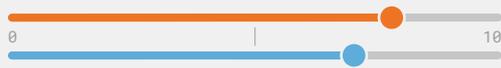




# Style of Working with Clients

Skills reflected in this chapter give a complete picture of John's communication skills and abilities to maintain long-term relationships with Partners.

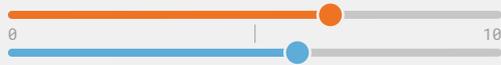
● Natural Style                      ● Adapted Style



**7.9** Building up trust-based relations with a client  
7.1



**6.8** Considerate conduct in the course of protracted negotiations  
6.2



**6.6** Gaining friendship with clients for the purpose of mutual benefit  
5.9



**5.7** Ability to involve a client in the discussion of business matters  
6.3



**5.7** Motivating the client in accordance with his/her own interests  
6.3



**5.7** Aspiration to establish contacts with influential people of the client-company  
6.3



**5.7** Focus on long-term customer relations  
4.4



**5.2** Preparation of a client to a voluntary decision in favour of a purchase  
5.2

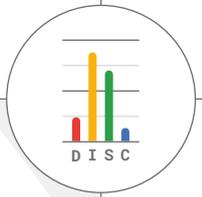


**5.2** Ability to identify client's true intentions and needs  
5.8



**4.3** Planning and running deals that require processing large amounts of paperwork  
3.8



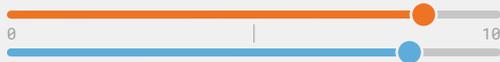


# Behaviour in Conflict Situations

This Chapter gives a complete picture of John's skills in dealing with conflict. Compromise approach skills as well as those related to constructive ways of avoiding conflict are evaluated.

● Natural Style

● Adapted Style



8.6 Ability to minimize conflicts through personal contacts and humor.  
8.3



7.9 Ability to act as a mediator in disputes  
7.1



7.9 Preventing conflicts.  
7.1



7.2 Showing empathy / View of the situation through the eyes of the opponent.  
5.8



7.2 Aspiration to find compromises  
5.8



6.9 Constructive approach in conflict situations  
6.4



5.5 Search for innovative solutions for old problems.  
5.5



4.8 Ability to make the most of the situation using arguments of every sides of the conflict  
4.5



4.8 Search for solutions from the "win - win" position  
4.2



4.5 Being diplomatic in management of conflict situations  
4.6

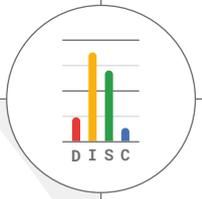


4.3 Loyalty and adaptability  
3.8



2.1 Reforming the existing relations based on the analysis of the conflict.  
3.0



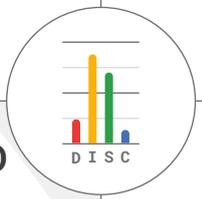


## Recommendations for better communication – WHAT TO USE

Below you will find the list of recommendations, which are advisable to consider, when communicating with John. Read this chapter carefully and pinpoint 4-5 statements, which are the most significant ones for him. These recommendations will be especially useful for those, who are often in touch with John.

- Express your opinion softly; John should not hear threat in your words.
- Be informal and unstressed.
- Express interest in John as a person.
- Speak simply and frankly.
- Try to find mutual interests.
- Begin interacting with John with a personal conversation or personal comment.
- Turn to discussing issues that interest you after you establish contact with him.
- Speak to John about himself, his goals and important perspectives.
- Watch what the situation has to offer; do not force the conversation.
- Be prepared to deviate from protocol.
- Spend time motivating John; joke and interact with him.
- Make sure that he heard and understood what you had said.
- Explain in a written form what you expect of John at work.
- Use amiable tone of voice that will show your sincere interest.
- Praise and encourage him a lot, especially in front of his team. Popularity is the most powerful incentive for John.
- Try to find in time and point out mistakes to John.
- Stimulate him and encourage him to be more determined and not to be afraid to take up risky assignments.
- Watch his gestures and movements for signs of agreement or dissatisfaction.
- Offer solutions to problems.
- If you want to convince John of something, try to present the positive advantages of your suggestion in an optimistic light. Your plan should be attractive but not radical.
- Speak emotionally, but don't try to out-talk him.
- Refer to the opinions of people whom John respects as an argument.
- Express new ideas.
- Remember that innovation and changes should not affect John's usual order of things.



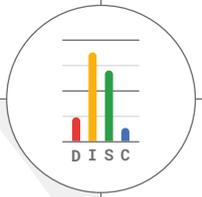


## Recommendations for better communication – WHAT TO AVOID

This Chapter analyzes situations where it would be better to avoid contact with John. The chapter helps and work out with him together the best way of communication.

- Do not be aloof or superficial.
- Do not tell John to keep quiet and do not limit his speeches.
- Do not try to use your position of power when talking to John.
- Avoid formalism.
- Do not force him to give quick answers.
- Avoid saying phrases such as: “Well, as I see it...”
- Do not be dogmatic.
- Avoid being condescending or showing him that your position is higher or more important.
- Do not express opinions that lead nowhere.
- Do not leave problems unsolved.
- Do not burden John with assignments that involve working with details or following instructions closely.
- When assigning something to John, try to find a compromise between following the plan and a relatively free schedule for him. John will do the assignment but possibly with some deviations.
- Do not raise your voice to John.
- Do not try to present his ideas as yours.
- Do not let John talk to you too much.
- Avoid urging him to do certain things. He prefers to decide everything for himself and work at his own pace.

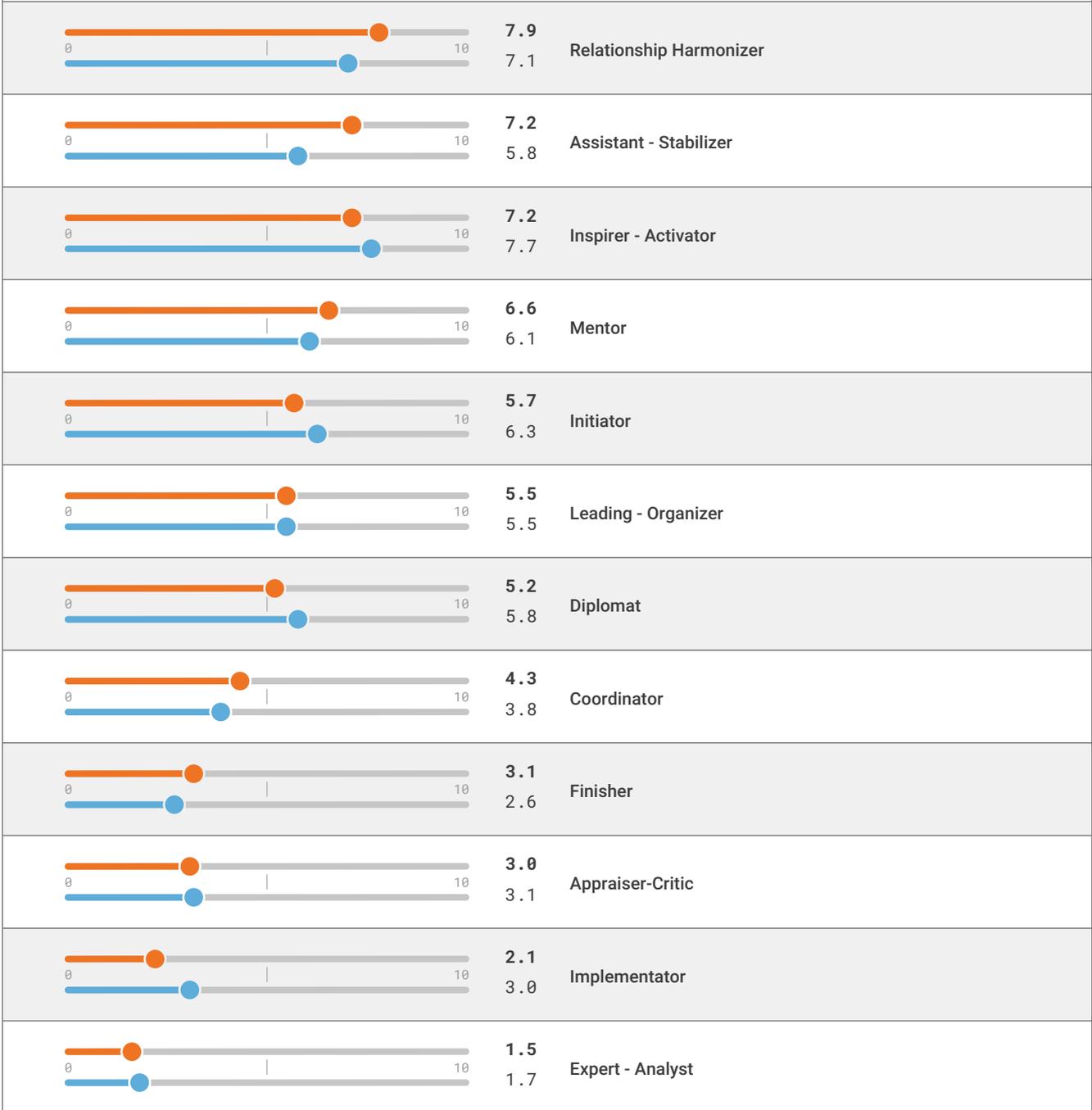


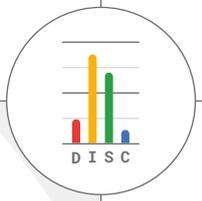


# Employee functional profile

Each person can fulfill certain roles with better or worse returns. This chapter analyzes from the point of view of individual motivators and preferences, how much John can take on the front of work in a particular role in the organization.

● Natural Style      ● Adapted Style





## Recommendations to improve John's own efficiency

A person's self-perception may significantly differ from the way other people perceive him. This difference manifests itself in less conscious behavior. Point out the most important in your opinion statements and compare your choice with the opinion of people, who know you well.

### JOHN WOULD BEHAVE MORE EFFECTIVELY IF:

- To behave more persistently and decisively.
- To be less concerned with people's opinion about him.
- To display greater consistency in his requirements to others.
- To learn giving precise tasks without omitting any details.
- To dedicate more time to prioritizing.
- To be more organized and punctual.
- To mind his movements and gestures.
- When convincing someone not to be exclusively reliant on his eloquence and charm, but rather resort to additional materials and accurate information more often.
- To be more realistic in setting work deadlines.
- To try to attend to projects all the way to the end.
- To engage in open confrontation more often without being afraid to escalate relations.
- To have a feeling of belonging to a team, sense of fellowship.
- To make decisions more rationally.
- To take greater initiative; to be proactive and less concerned about his independence.
- To have a regular feed-back from colleagues and managers regarding his traits or actions which have a negative impact on work.
- To be more realistic in evaluating skills and capabilities of other people.
- To master new approaches aimed at overcoming clients' disagreement and objections.
- To eliminate peak moments in work.
- To receive material signs of recognition of his efforts, rather than mere verbal encouragement and praises.
- To find a compromise between his desire to act quickly and the necessity to comply with quality standards.
- To be more focused on discussing work-related, professional topics and spend less time discussing side matters.
- To realize the necessity of annual medical check-ups due to his busy lifestyle and high level of stress.



## Interview Supporting Questions

This section gives the list of questions that can be used during the interview. The order of questions can stay the same or can be changed to suit the style and the goals of the interviewer. We recommend to combine the following questions with those professionally oriented.

This interview process was specially designed with the objective to define John's selfassessment level and his personal achievements.

### SUPPORTING QUESTIONS

1. Describe what you would like to achieve in your personal career?
2. How do you plan to achieve your goals?
3. What are the main obstacles that can be in your way to success?
4. What do you expect of your direct supervisor?
5. What other people qualities can prevent you from communicating with them?
6. What is your main principle of setting priorities?
7. What do you think are your most significant (considerable, important) achievements?
8. How do you usually deal with the people you do not like?
9. How do you get people listen to your opinion?
10. What is more important for you - to get the job done at any price or to consider someone's interests first?
11. What do you think are the main difficulties you can come across if you get the position you claim?

Use only professional tools!

Your INSUNRISE Psychometrix Inc.



## GUIDELINES FOR EFFECTIVE COMMUNICATION

Here you will find recommendations that can help in finding the right communication strategy taking into account knowledge of basic behaviors. The ability to communicate with others in a language they understand according to their style of behavior is a sign of high behavioral intelligence. To do this, use the following guidelines:

D

In communication with individualistic, strong-willed, direct, fast, bold, result and rivalry-oriented persons:

- Speak directly, clearly, and briefly. Be deliberate.
  - Keep the business tone of communication.
  - Be prepared, effective, organized.
- 
- Praise them for the result and achievements.
  - Avoid personal comments.
  - Avoid unrealizable promises.

I

In communication with a bright, sociable, trustful, emotional, positive, and optimistic persons:

- Be friendly and informal.
  - Joke, speak enthusiastically.
  - Ask them for an opinion. Refer to famous personalities.
- 
- Engage their creativity.
  - Do not theorize. Sell your ideas! Take care of the attractiveness of words.
  - Do not show coldness, detachment or hostility.

C

In communication with a cautious, task oriented, attentive to instructions and details, formal and neat persons:

- Keep your distance, talk about the case and the details.
  - Answer questions informatively, relying on facts.
  - Give time for quality preparation and completion errands.
- 
- Avoid risks and mistakes
  - Do not be disorganized or negligent.
  - Avoid unrealistic judgments and excessive pressure.

S

In communication with a calm, ready to assist, patient, warm and empathetic persons:

- Be sincere, friendly and consistent.
  - Speak softly, without pressure.
  - Give them time to think through and ponder the new information.
- 
- Ask them about their personal opinions and feelings.
  - Do not rush while speaking. Do not push them to quick decisions.
  - Do not wait for a quick response



# PERSONAL DEVELOPEMENT PLAN

The generation of personal goals is often more effective than targets provided by outside authority.

We have prepared a list of skills which you might decide to improve. It is necessary to choose one or more of the proposed options, after that sketch certain steps which John should take. Turn to the Report to make the task easier.

Try to set real deadlines rather than to just plan actions.

- Relations
- Discipline and Self Organization
- Delegating tasks
- Decision making
- Efficiency
- Self development
- Planning and time management
- Self-confidence
- Career goals
- Leadership

Development zones:	Development Initiatives:
1.	<hr/> <hr/> <hr/>
2.	<hr/> <hr/> <hr/>
3.	<hr/> <hr/> <hr/>
4.	<hr/> <hr/> <hr/>

Development Plan start date: \_\_\_\_\_

Date of its Revision: \_\_\_\_\_



## DISC Behavior Style - Instructions for Reading Graphs

### NATURAL AND ADAPTED BEHAVIOR

This individual report is based on the interpretation of Graphs of Natural (II) and Adapted (I) behavior.

### GRAPH I

Graph I represents our "Professional mask" or the behavioural style that we wish or consider appropriate to show to other people. Adapted behaviour is less intuitive and may be either in the line of or Natural behavior or be quite close to it.

Graph I measures an ability of an individual to adapt his behaviour consciously to particular situations. If you ask a candidate to fill questionnaire keeping in mind not his work, but his family life, where he (she) is performing the role of a father (mother), Graph I will reflect his (her) behavior which he (she) considers to be adequate to be successful in this role. Graph I can change much more easily and quickly than Graph II. To a certain extent, we all adapt our behaviour to the environment, work situations included.

### GRAPH II

Graph II describes less conscious instinctive behaviour of an individual. This Graph is more informative and reflects our true image that is what he (she) really is when he (she) does not try to control himself (herself). In normal conditions, Graph II changes very little in time. However, some event or accident, which can give rise to strong emotions in a person, may change the shape of Graph II, e.g. a serious surgical operation, a car crash, changes in a family life, the loss of a job, etc. The price we pay for the adaptation of our behaviour is our energy. The following should be kept in mind:

- Long term behavioural adaptation may exhaust one's energy.
- If a person is seriously motivated to adapt his (her) behaviour, he is able to conduct himself in accordance with the demands of the environment.
- To restore the energy supply a person has to turn back to his Natural style of behaviour.

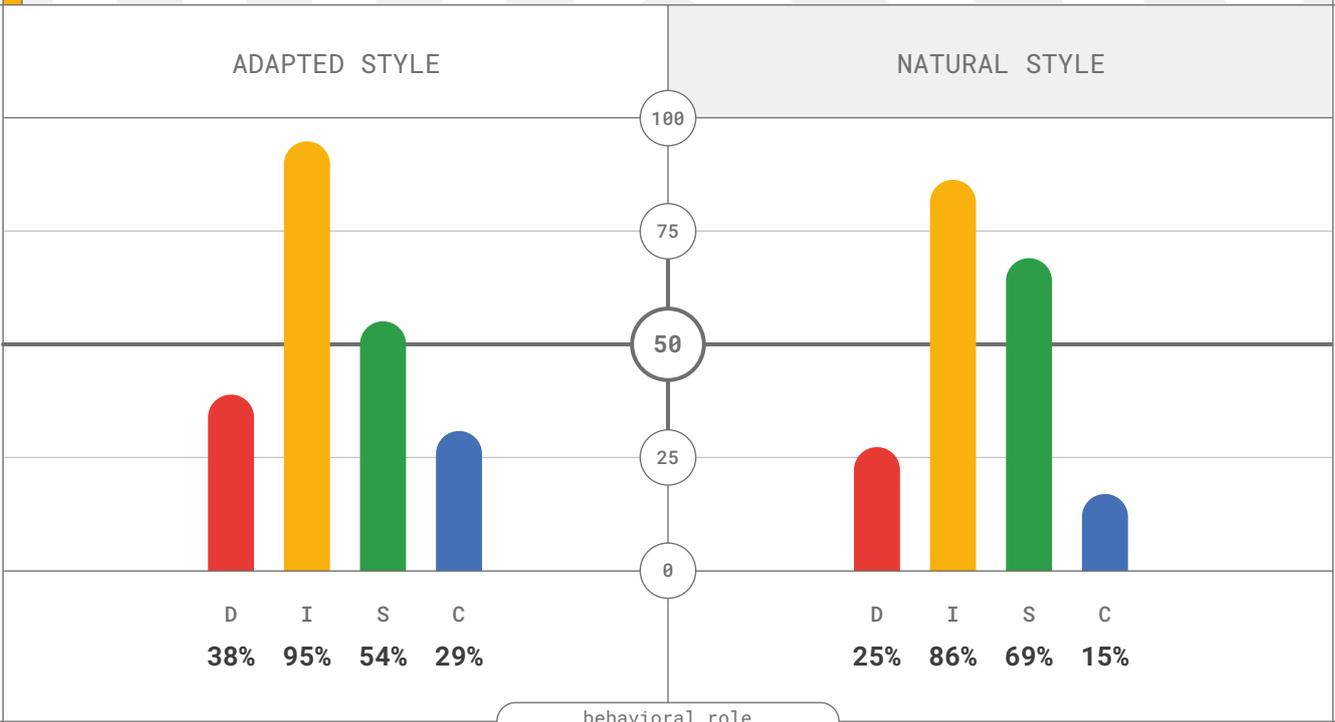
Comparing Graph I and II you can judge of the difference between the person's self-perception and what his natural performance. When the gap between the Graphs is minimal, a person feels more energetic and dynamic and can fulfill different tasks for a long time, being under minimal or without stress at all.

Mindfulness directly affects the quality of decisions made!  
Be successful!

Always with you, INSUNRISE Psychometrix Inc.

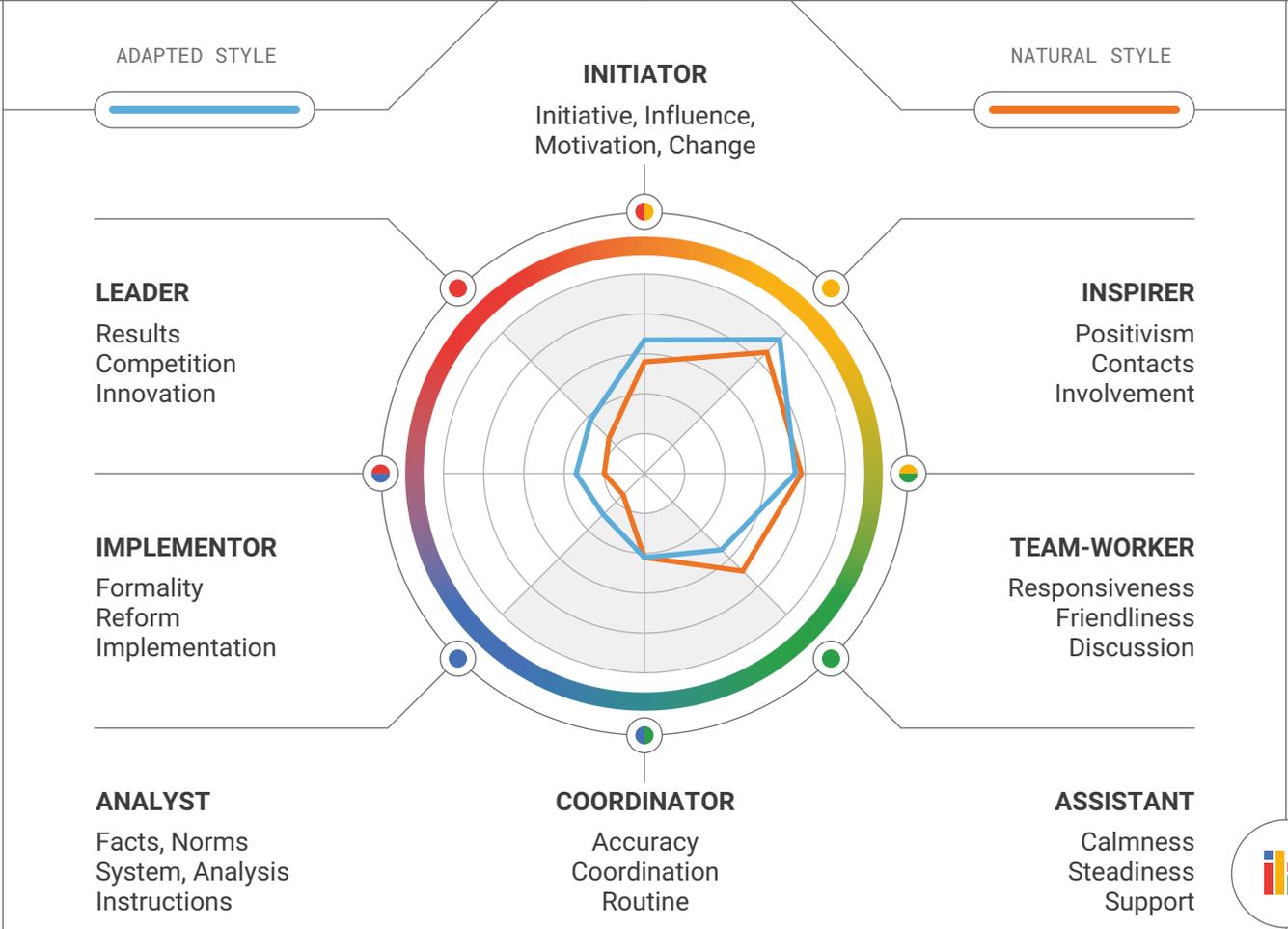


# John's Behaviour Style - DISC Graphs



behavioral role

**INSPIRING-TEAM-WORKER**                      **INSPIRING-TEAM-WORKER**



## INSUNRISE ROSE - Instructions

INSUNRISE ROSE is Helicopter view diagram and a powerful multifunctional tool that can be applied independently or combined both, with the individual or Job Profile reports.

INSUNRISE ROSE was developed on the basis of DISC Model, designed to help each applicant to understand both himself and others better.

### INSUNRISE ROSE HELPS TO:

- Identify job matching
- Fix the difference between one's conscious and unconscious behavior;
- identify and prevent inner stress;
- Minimize inconsistencies between one's way of behaviour at work and outside it;
- Work out strategies to improve team spirit

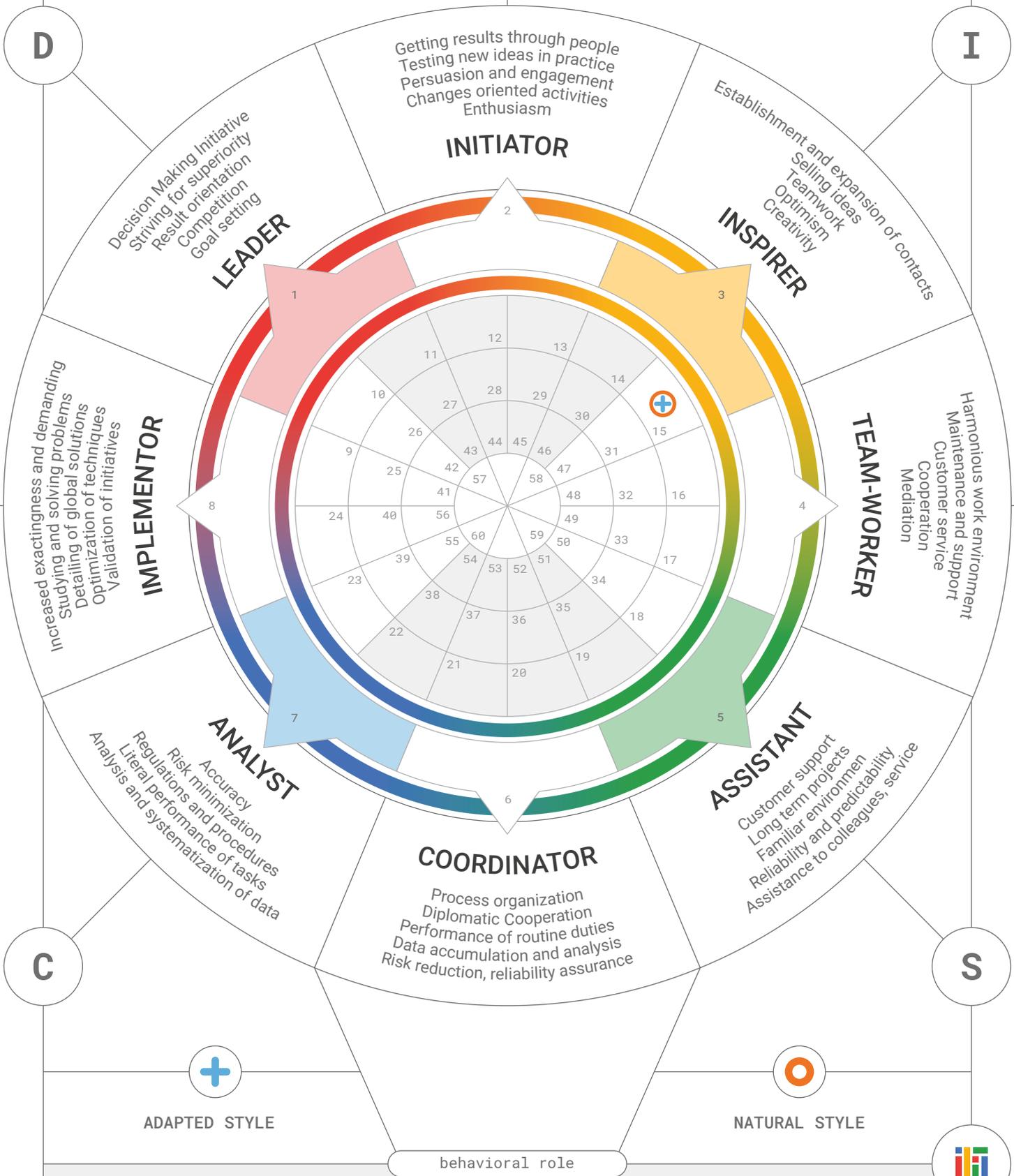
To analyze the degree of job matching or direction of adaptation of behavior, it is necessary to compare the distance between the indicators of the Job (briefcase) and Natural (Circle) or Adapted Behavior (Cross) of one or more employees.

To observe the team dynamic it is advisable to place on the INSUNRISE ROSE the indicators of the Job position and then the ones of Natural and Adapted Behaviour of all members of the team and analyze the correlation between them.

Such method allows to identify quickly the areas of possible conflicts between members. You will be also able to see how to improve interaction and mutual understanding within the team.



INSUNRISE Rose® - Personal



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