

# Global DISC<sup>™</sup> for GrowthSpace

Find out why and how Global DISC can deliver at least 3 X more value to you and your clients than standard DISC and intercultural solutions

# People are the greatest asset or liability depending on how much they understand themselves and others

Companies spend a fortune on recruitment and employee engagement program, yet they are struggling to attract new talent and keep their best people.

# 60-80% of all problems in a company are due to *clash of values, personalities* and *leadership challenges*.

They stem from the same source, **the lack of understanding of why people think and behave differently** and how to turn those differences into synergy instead of painful liability. 8 out of the 9 most critical skills and mindsets are directly linked to cultural intelligence (ICQ).

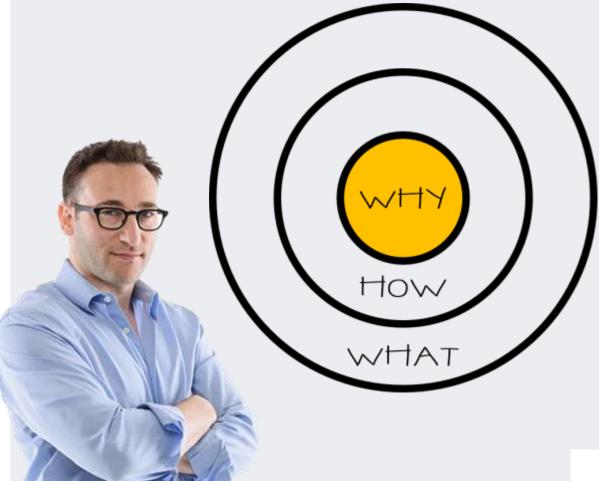


95% of companies use solutions based on the challenges of people who grew up and worked without internet and EU. These are the results they deliver:

- 89% of hiring failures within the first 18 months are due to a poor cultural fit. (LeadershipIQ, 2016)

- 75% of employees leave managers, not companies (Gallup, 2016)
- 79% of potential in a team is lost due to interaction gap (3circlepartners, 2016)
- The most disengaged layer of a company is middle-management. (Gallup, 2017)
- 80% of CEOs believe their customer service is outstanding, 92% of customers disagree with them (Salesforce, 2017)
- 86% of leaders see themselves as inspiring, 82% of employees think they are not. (McKinsey, 2016)
- 70% of leaders believe they are in the top 10% (Marshall Goldsmith)

### The reasons why psychometric and intercultural models might not deliver the results they promise



Standard DISC, MBTI and other psychometric models explain WHAT personality types are and HOW they tend to behave if they are not influenced by their cultural background and others around them.

- A situation that is highly unlikely to happen as most people conform to group norms.

Intercultural models focus on statistically average values, the WHY, of different nationalities and maybe generations.

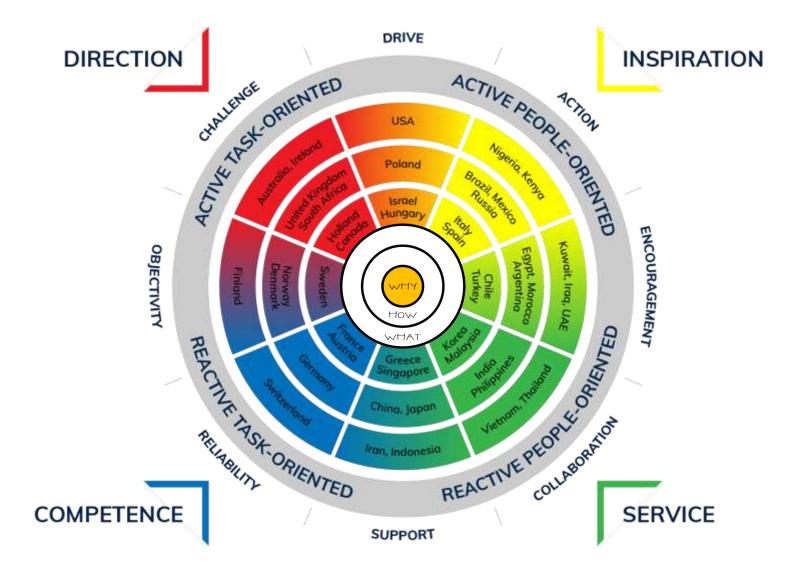
- 80% of cultural differences are within countries, not between them as we all belong to 15-20 cultural groups at once.

### The only 21<sup>st</sup> century, integrated system

Global DISC<sup>™</sup> is an ICF accredited, multi award-winning coaching solution for unlocking potential within *and* between people by leveraging individual *and* group mindset.

It introduces the topic of cultural intelligence (ICQ) using the language of the most widely used behavioural model, DISC.

It explains WHAT, HOW and WHY people think and behave so differently and how to turn their diversity into synergy.



# ICQ is to the coaching and leadership field what CrossFit is to the fitness industry.

It seamlessly integrates the most practical skills with a powerful mindset to prepare people for whatever challenge they might face.

ICQ is the foundation of Uncommon Mindset and Global DISC is the technology behind it.

# CERTIFICATION

# **A BUSINESS IN A BOX**

### **Global DISC<sup>™</sup> for Executive Coaches**

### The multi award-winning blueprint of why people think and behave differently

### ICF ACCREDITED CERTIFICATION AND SOLUTIONS:

- The complete Global DISC<sup>™</sup> training material (2 gb of sales and marketing material, 200 ppt slides with notes)
- GDPR compliant individual online portal
- 40% discount on Global DISC assessments
- Global DISC Quest interactive coaching program included with every Global DISC assessment
- Unlimited comparison and group reports free of charge
- 10 Global DISC<sup>™</sup> credits (value £970)
- 10 Global DISC Quest<sup>™</sup> credits (value £470)
- 10 ICF CCE points
- Uncommon Sense in Unusual Times e-book

### **BUSINESS DEVELOPMENT:**

- Exclusive pricing (-25%) for Fable + to measure and visualise psychological safety
- Awesome community with monthly meetups



- 2 x 4 hour live online sessions
- £690 (+VAT in the UK)





### www.ICQ.global

# Solutions based on Global DISC

### **GLOBAL DISC REPORTS**

Global DISC measures individual preferences based on cultural orientation and personality type.

The assessment can be done in less than 5 minutes and it generates a 42 page report with a 40 minute online course built in using augmented reality technology.



Just download this free app and scan the icon to unlock the video.

# "YOUR WHAT"

#### Behavioural and Communication

This section of the assessment is about your dominant behavioural and communication style, which is 0 (Direction), active task-oriented with a strong (Engainstand), active propile-oriented. You tend to be a highly asse person, capable of either direct, dynamic action or charming sociability a stratistic nemands. In combination, these factors describe a person with clear goals in life and the determination and commitment to achieve the You like maintaining a position of dominance, both is terms of personal authority and control, and also in a social sense.



### "YOUR HOW"

— Your Results at a Glance

#### BEHAVIOUR

report Reports

#### ACCEPTING

Bigger distance between bases and subardinates, Porental management style is accepted or counter-dependence is projected, less direct criticism, Group interest is important.

#### -----

#### RESULT-ORIENTED

D.

OPEN

Focus on the big picture, ability to deal with anticipality. Macro-management is more typical and ability to deal with risk in order to achieve restable in the short run. Expressing emotions is acceptable.

-

People-oriented, agreeable communication, sharing more personal information, social and professional roles overlap. Rules depend on relationships and situation.

ICO Głabal 2021	

#### People in active task-oriented region tend to embrace this culture's aggressive pace. They see the environment as ideal for achieving their goals and moving their cansers followed. Their deare to win-every enclurate is based not only on what they believe is best for themselves, but for the organisation as well. In this way, their determination is likely to earn them the respect of colleagues, who may look to them for leadership.

# LEVEL 3

#### - The Underlying Values and Drivers

	Amond Amond	
OBJECTIVE		SUBJECTIVE

People with OBJECTIVE style respect and are confortable with communication that is simple, clear, informal, unemotional, logical and resonable. This is because this style is found in cultures (D, C) that value Equality (Low Power Distance) and Explicit language (Low Context).

#### EXPLICIT

00

**D**OV

Detaile

style tr

Express

Task-oriente

profere

relations

500

processes

subording

Explicit Interactions are more factual rather than absoluct. Team members value getting to the point quickly. You are expected to build your arguments on solid reasoning and logic. Low context cultures practice directness in their communication style. Interpensional relationships are less important.

#### EQUALITY

Equality means that people are expected and allowed to participate without regard to social or other forms of power or status differences. Formal language or excessive pollteness are often unnecessary. Displaying technical expertise and questioning the thinking of others is normal. Skepticism and doubt are valued highly.

### **GROUP REPORTS**

Measure the cognitive diversity of a team, the only layer of diversity that has proven benefit in terms of performance.

### LEVEL 2 - "YOUR HOW" YOUR RESULTS AT A GLANCE

SPREAD: LOW COGNITIVE DIVERSITY INDEX: 22 %

### GLOBAL DISC<sup>™</sup> DIMENSIONS

#### COMMUNICATION

#### OBJECTIVE

ASSERTIVE

#### SUBJECTIVE

Linear, logical, fact-based communication focusing on resolving the task, rather on relationship. Highly individualistic, decisive, dry communication.

Spiral, more impulsive and implicit communication based on emotions focusing on relationship mainly. Group interest and harmony are important.

#### REFLECTIVE

Communication is about learning to see a situation from a different perspective, gaining more information and finding a better solution instead of wanting to be right. Social status and titles are important and respectable.

Conversation is as much about winning as exchanging information. While you respect people for who they are, your respect is earned by their achievement rather than their title.

> Blindspot - 78% Low Diversity - 22 %

Low Diversity 0 - 40% Medium Diversity 41-70% High Diversity 71-100%

Team Average

### **MINDSET GAP**

Measure the mindset gap between:

- 2 individuals
- 2 groups

Individual and over 50
countries/16 DISC profiles
Departments, companies

The bigger the mindset gap is, the greater the potential is for success or disaster. It depends on how much they understand themselves and others.

### **LEVEL 2 – "YOUR HOW"** YOUR RESULTS AT A GLANCE

i Csaba Toth

Rob

#### GLOBAL DISC<sup>™</sup> DIMENSIONS

#### COMMUNICATION



C ICO Gentre 2021

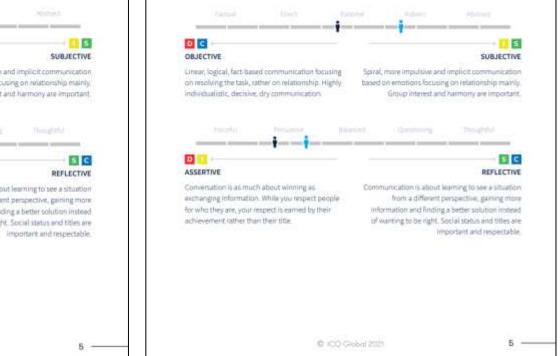
### LEVEL 2 - "YOUR HOW" YOUR RESULTS AT A GLANCE



Brazil

#### GLOBAL DISC<sup>™</sup> DIMENSIONS

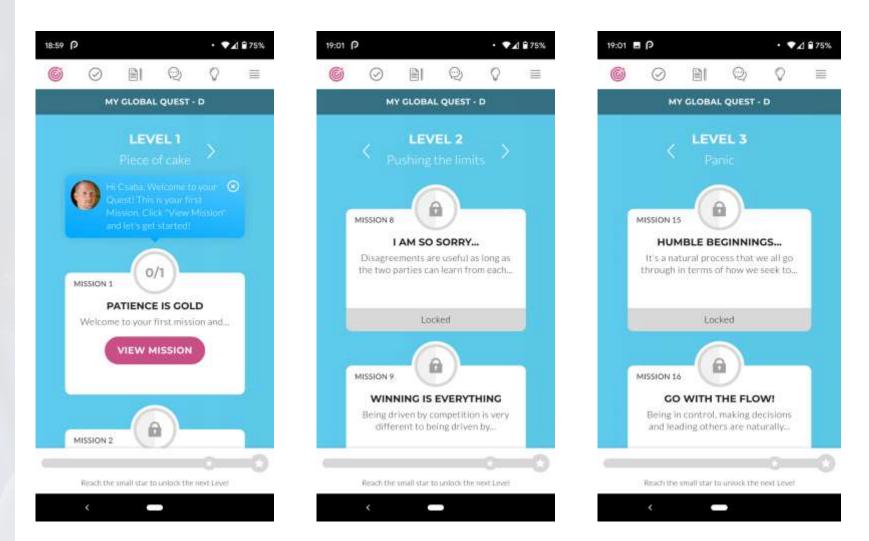
#### COMMUNICATION



### **GLOBAL DISC QUEST**

Interactive coaching platform based on Global DISC result designed to enhance behavioural flexibility and expand comfort zone.

3 months long, experiential program to turn information into skills.

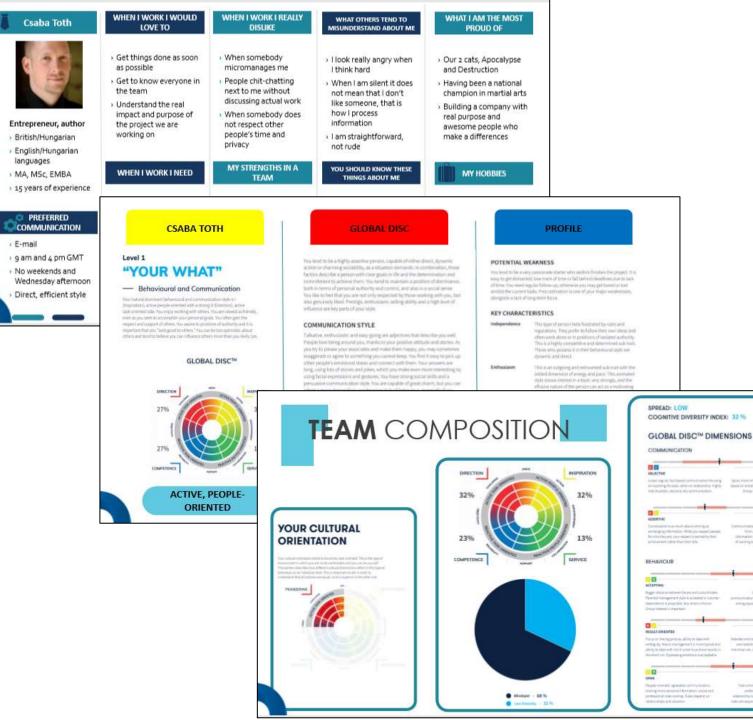


All the 21 missions on all 3 levels in each of the 4 Quests are designed to push the participants out of their comfort zone just a little bit more to dramatically enhance their behavioural flexibility and growth mindset.

### **FAST-TEAMING PASSPORT**

Virtual teams and gig economy project members need to be able to rapidly create trust and synergy to perform.

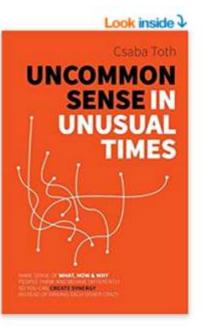
The Fast-teaming passport is prepared individually and shared collectively during an optional 4 hour training. The goal is to reduce assumptions, misunderstandings and significantly improve communication, team work and psychological safety.



00

20

### UNCOMMON SENSE IN UNUSUAL TIMES HYBRID BOOK



### Uncommon Sense in Unusual Times Paperback – March

6, 2020 by Csaba Toth ~ (Author)

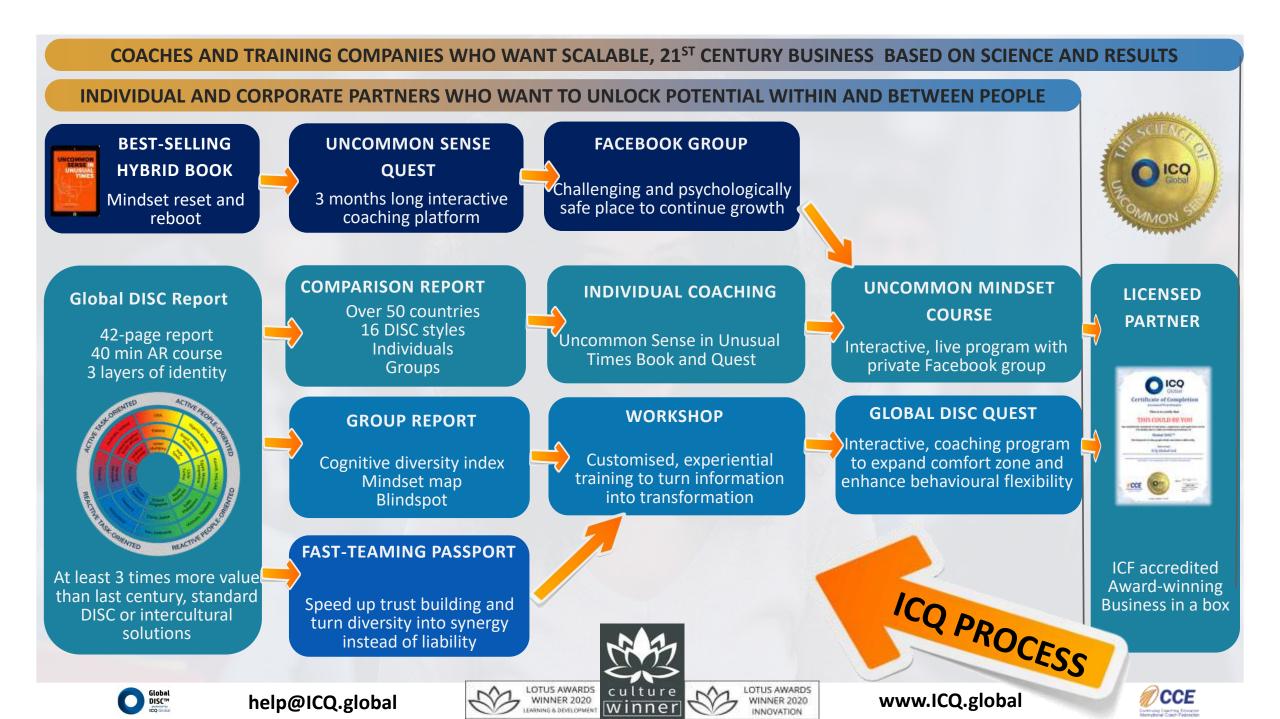
#### See all formats and editions

Kindle	Paperback	
from GBP 6.78	GBP 10.85	
Read with Our Free App	4 Used from GBP 9.76 6 New from GBP 10.85	

Have you ever felt that you were talking to someone and the other person had no common sense at all? No matter how hard you tried to explain your point of view, it seemed you were talking about a completely different situation. Most of us have experienced this frustration and seemingly pointless uphill battle.

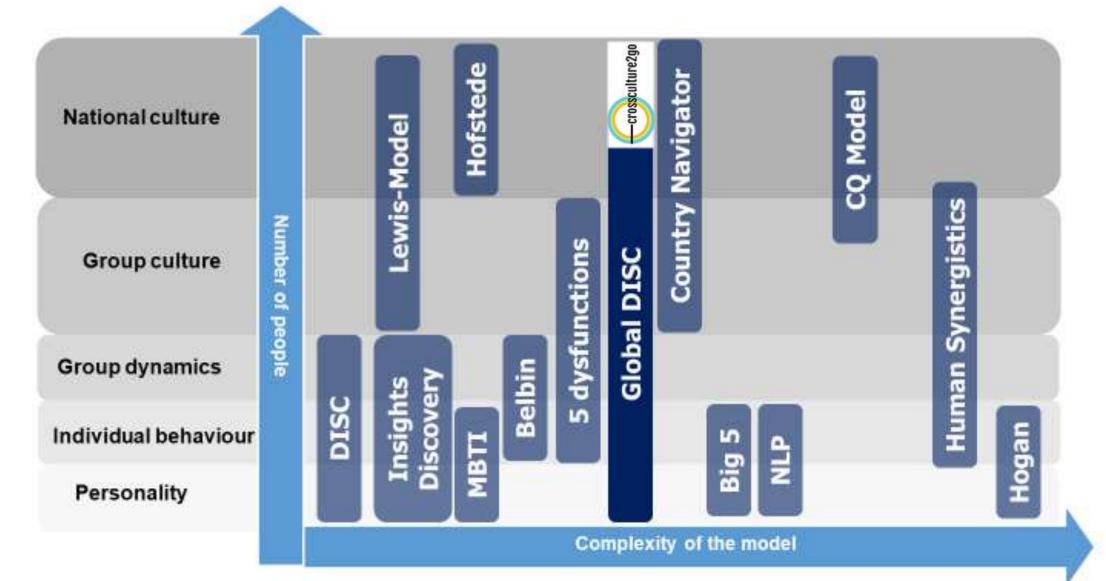
Have you ever considered that the other side had exactly the same feeling about you, but for a different reason?

A TRANSFORMATIONAL BOOK AND INTERACTIVE COACHING PLATFORM WITH OVER £500 WORTH OF RESOURCES



# The positioning of Global DISC

## One operating system, many applications.



### Not only does Global DISC give you more, but how many times more?

Created in 21st century

Focuses on personality types

Focuses on countries

Measures cognitive diversity

Interactive coaching platform for behavior flexibility

ICF accredited

Used by global companies & national governments

Free unlimited group & comparison reports between groups, countries, individuals, personality types

Possibility of getting a free version online that generates similar result

