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It's not about me, It's about YOU

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Abstract

In today's society we see an increase of the "ME centered" ideology. And I believe it's a dangerous path for individuals, organizations and Nations to go down With all of the Instagram/ social media influencers touting who they are and the look at me messages and pictureswe can only expect this problem to get worse! When a society, country or even an organization has a self centered approach and not a outward "other people approach we see a rapid decline in teamwork, culture and morale One of the ways to combat the ME centered ideology is to approach relationships from a People Centered ideology instead and we do this with DISC! DISC will help you to understand the other person and their needs and wants and it allows you to communicate and relate to them in a way that THEY feel valued. The person that adds value to others is the most significant person... so our approach needs to be about others not ourselves!

DISC is the study of human behavior according to the 4 basic personality types or temperaments. The 4 personality types are:

1. D = Dominant.
2. I = Inspiring.
3. S = Supportive.
4. C = Cautious.

Everyone is a unique blend of all 4 types, we behave according to our unique blend of personality types or temperaments and our environment.

Our personality is our nature, it is an innate part of who we are! Our behavior is how we choose to use our personality based on the environment that we find ourselves in! We can nurture our behavior. DISC can help you to nurture your behavior.

"You cannot BEWARE unless you are first AWARE"

Understanding DISC helps you to become a better Communicator, Leader, Parent, Salesperson, Manager and wherever relationships happen.

Biography

David Kauffman is a business Coach, Top 100 Keynote Speaker, Author and Trainer! David is handpicked by the Zig Ziglar family to carry on the legacy of American Legend... Zig Ziglar! David is an expert in Human Behavior, a Master Trainer (1 of 10 in the world) of the DISC Model of Human Behavior and will be sharing how to perform at a higher level in Sales, Communication and Relationships by understanding the four basic personality styles. Get ready to discover things about yourself and others, that will take you to the next level of Performance!