

Become A Certified Behavioural Consultant

- An intensive 2-day programme on DISC training and certification

Imagine the advantage you'd have if you could read people like a book - and have the paper qualification to back it up!

Now you can! Based on the well-known and widely used DISC Personality System, this specially designed two-day intensive programme, **Introduction To Behavioral Analysis** (Certification & Training) will equip you with key people-reading skills and help you become proficient in Behavioral Analysis in no time.

The programme includes lectures and small group interaction, a 76-page Certification Syllabus Pack, a set of practice profiles and a set of audio CDs. All these materials are neatly compiled in a three-ring binder. This means you can refresh your memory whenever and wherever you want, to help you read and communicate with people.

Conducted by George Quek, a DISC master facilitator, this face-to-face programme will also prepare you to sit for a proficiency test. Upon completion, you'll receive the DISC certification and be presented with the title of **Certified Behavioral Consultant**.

INTRODUCING DISC CERTIFICATION

DISC certification is a training programme in behavioral analysis that provides you with a framework to understand human behaviour more profoundly. It explores four basic personality styles and you learn to relate better to someone of a different style. You will administer and interpret an assessment instrument that identifies behavioral style. These instruments are widely used in counselling, human resource management and professional consulting. Upon completion of this training, you will receive certification from the Institute for Motivational Living as Behavioral Consultant.

The **Institute for Motivational Living**, based in Pennsylvania, U.S.A, is a training and publishing company designed to help people communicate better and work together more effectively. The Institute trains and certifies individuals in product usage with their behavior analysis course, Introduction to Behavioral Analysis. This training course provides the expertise to consultants, entrepreneurs, business managers, pastors and counselors in the use of the DISC Personality System and other behavioral assessment profiles for use in team building, career planning, hiring, conflict resolutions, family counseling, personal counseling, marriage counseling and executive coaching. This course and the others The Institute offers are designed to teach you to apply the concepts of DISC in your business and daily life.

The Institute also publishes a variety of profiles for use in counseling or consulting. They include two versions of the DISC Profile: The Personality System Profile, and the Biblical Personality System Profile. They also publish many other behavioral assessment tools including The Values Style Profile, The Children's Profile, The TEAMS Profile, The Stress Management Profile, The Small Group Workbook, The Sunday School Workbook, and the Job Requirement System.

WHY SHOULD YOU ENROL?

1. This training is an investment in you, your organization and personal relationships. It equips you with new skills to effectively consult, counsel and communicate with others.
2. You will receive valuable training material that can be used over and over again.
3. You will receive a personal certification as a behavioral consultant and in doing so, obtain instruction in the administration, interpretation and application of a recognised assessment instrument.
4. You will receive toll-free support as you go through this course. This ensures your proper understanding and successful application of the training.
5. You will be trained by an expert in human resource management who has trained thousands of individuals in the concept of behavioral assessment.
6. You will be able to generate income as a professional consultant from the concepts learned in this course.

INTRODUCTION

For many years, successful organizations have relied upon a tool called "DISC" to help identify the behavioral types in an organization. DISC describes the four basic elements of human behavior as: Dominance, Influence, Steadiness and Compliance. The basis for DISC began as early as 400BC, when Hippocrates observed clear and consistent similarities and differences in the way people interact. We still rely upon observable behavior to better understand and enhance our relationships. DISC has a universal language all its own, that explains behavior and emotions. DISC is based on factors that transcend gender, race and culture, but the four major components can easily be explained. All people exhibit these behavioral characteristics to one degree or another, regardless of their background and experience.

WHAT IS DISC?

The key to DISC is discovering the intensity a person brings to four areas of behavior:

- Dominance: How you approach problems and challenges
- Influence: How you interact and influence people
- Steadiness: How you respond to change and levels of activity
- Compliance: How you respond to rules and regulations.

The Dominance factor, for example, does not measure whether or not a person can solve problems, but rather measures how the person goes about solving problems and challenges. Once you have developed a heightened awareness of your DISC style, you can begin to consciously control your behavior and communication style. For example, if you are the type of person who knows tight deadlines stress you out-you might take extra care to timeline complex projects. Or if you are dealing with a manager who is very "bottom-line" oriented-you would want to come prepared to talk results and stick to business.

PROGRAMME OUTLINE INTRODUCTION

- Communication: Key to your Success Definition of communication
- Communication impact
- Uses of the DISC profile
- Course learning objectives

Section 1

- Behavioral Styles: Theory and Background
- Hippocrates theory
- Contributing factors to behavioral style
- The Trust Model....adapted from The Johari window
- Behavioral principles/DISC model
- Principles of motivation

Section 2

- Administration of the Personality System Profile

Section 3

- Interpretation of the Personality System Profile
- Personality system overview
- Characteristics of the high 'D'
- Characteristics of the high 'I'
- Characteristics of the high 'S'
- Characteristics of the high 'C'

- Various notes and comparisons
- What the graphs show
- What DISC measures
- 'Look' method of interpretation
- Identifying patterns
- Interpretation samples
- Blends: The 'D' blends, The 'I' blends, The 'S' blends, The 'C' blends
- Interaction table
- Communication enhancement with a team member

Section 4

- Application of the Personality System Profile
- Behavioral tools modification process
- Case Study 1:Married couple
- Case Study 2:Recruitment
- Case Study 3:Conflict Resolution
- Case Study 4:Team building
- Personal growth areas
- Team interaction
- Building an effective team

Certification Examination

ASSEMBLING A SYMPHONY

It barely suffices to know the differences in people's styles unless effective partnerships are built. This requires ongoing commitment from managers and employees. Sometimes a good connection between two people may "just happen," but relationships are built over time, and must include mutual respect based on trust that transcends differences. DISC is a valuable aid to help people better understand themselves, and others. Just the awareness of this process gives enough insight to help resolve conflicts and enhance productivity.

RESPECTING DIFFERENCES

Why do people act the way they do? Why do priorities differ from person to person? Why does it seem so hard to approach some people while others seem to mirror your values, attitudes and interests? Differences in work styles quickly become obvious in an office environment. One individual may pay considerable attention to quality and detail while another "keeps their eye on the sparrow," meeting schedules, but requiring rework. It is apparent that some kind of combination of these types of work styles could yield higher productivity and higher quality. Fortunately, it is possible to predict and observe these types of differences in a non-threatening, stimulating manner and create better understanding and productivity in the workplace. Just the awareness of different work and behavioral types in itself, helps employees to adapt their styles to compliment those of coworkers. DISC has a long history of achieving these kind of goals in many different working environments.

THE ORGANIZATIONAL BENEFITS

DISC helps people to:

- Communicate more effectively
- Establish goals that benefit individuals and organizations
- Forge long-term mentoring relationships
- Establish realistic milestones for performance and skills enhancement
- Identify obstacles and problem areas that may be adversely affecting progress
- Generate alternatives and actions plans to overcome problems
- Form effective teams

The DISC process can provide employees from different branches and teams within an organization the opportunity to meet, learn about each other and learn more about how to build important working relationships throughout the organization.

Put quite simply, if you are relying upon resumes alone to identify and cultivate the human assets in your organization, you are using only half of the compass to guide your organization. DISC helps uncover potential gold mines and trouble areas in an organization in a constructive, non- threatening way that encourages employee participation.

As the conductor, you decide if your organization is making noise . . . or music.

Facilitator

George Quok is a certified Corporate Coach, a Certified Behavioural Consultant, an accredited MBTI administrator and practitioner and also a certified trainer in "KnowBrainer", an innovation and process programme from USA. He has over 15 years of senior management experience throughout Asia Pacific with Fortune 500 and regional companies. Companies he has worked with before in **Hong Kong/Macau include:** Mass Mutual Insurance, Dragon Air, Hong Kong Convention and Exhibition Centre, Hong Kong CSL, Macau International Airport, Marco Polo Group of Hotels; and in **China:** GT Group. He has also provided training in India, Thailand, Korea and Singapore. Prior to setting up his own regional training and consultancy, he was Director of Service Quality Centre belonging to part of the Singapore Airlines Group. George earned both Bachelor and Master in Business Administration from the University of Texas at Austin, USA.

Dates and Times

Monday & Tuesday
15 & 16 June 2009
9:00 am - 5:00 pm
Future Intakes:
16 & 17 September 2009

Venue

1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay HONG KONG
Tel: 2574 2238

Language Medium:

English

Fees

HKMA Members: HK\$8,300
Non-Members: HK\$8,650
Early Bird Discount: HK\$ 200 less per person
(for payment received one month
before course commencement)
Group Discount: HK\$ 200 less per person
(for two or more bookings from the
same company)

Lunch is provided with compliments.

Registration

All interested parties are requested to complete the registration form and return it together with appropriate fees to The Hong Kong Management Association at least 7 days before course commencement date. Reservations by fax on 2365 1000 are welcome but are subject to payment in full prior to programme commencement. For information on the workshops, please contact Ms Christine Choy on 2774 8552 or Mr S H So on 2774 8550. For registration details please contact Ms May Tang on 2774 8553. Successful applicants will be notified by telephone at least one day before the programme. No separate letter of acceptance will be issued but participants will be informed at least one day prior to the event. As space is limited, bookings will be on a first-come, first-served basis.

Registration Form

To: Director General
The Hong Kong Management Association
16/F Block B Southmark
11 Yip Hing Street
Wong Chuk Hang HONG KONG

Please reserve one seat for the DISC Training & Certification on 15 & 16 June 2009
(AC-A6660-2009-2-FC)

Enclosed is a crossed cheque for HK\$ _____
(made payable to The Hong Kong Management Association) for the programme.

Cheque No. _____

Name: Mr/Ms _____

Position: _____

Company: _____

HKID Card No.: _____

HKMA Membership No.: _____

Company Address: _____

Co. Telephone: _____

Fax (office): _____

E-mail: _____

Signature: _____

Date: _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Fee paid by company self

Where did you FIRST learn about this programme?

Email Promotion from HKMA OINA

Direct Mail by Post

HKMA Website

MTR Station Display (Please specify): _____

Exhibition (Please specify): _____

- Please photocopy for more registration forms if necessary.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme.
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.