

## Be a Certified Behavioral Consultant - DISC Certification by the Institute for Motivational Living, USA

Since 2006

Wednesday & Thursday **37th Run**

15 & 16 February 2017

or

Wednesday & Thursday **38th Run**

10 & 11 May 2017

or

Thursday & Friday **39th Run**

15 & 16 June 2017

or

Monday & Tuesday **40th Run**

24 & 25 July 2017

or

Thursday & Friday **41st Run**

21 & 22 September 2017

or

Thursday & Friday **42nd Run**

30 November & 1 December 2017

Inclusive of a  
complimentary  
facilitation kit  
and set-up of  
online account



# Become A Certified Behavioral Consultant

- DISC Certification by The Institute for Motivational Living, USA

## YOU EXPECT

- To be certified by a DISC Master Trainer, Asia Pacific, The Institute for Motivational Living, USA.
- To join the more than 450 graduates in Greater China who are endowed with the title CERTIFIED BEHAVIORAL CONSULTANT in the last 8 years.
- To be prepared to learn intensively and comprehensively to be qualified exponents of DISC; unlike other DISC programs that only accreditate participants to learn to use the tool.
- To get professional support in using DISC for training & consulting work.
- To be entitled to be a permanent member of the "DISC Hong Kong CBC" alumni group to enjoy our free webinar session for periodic professional updates.
- To attend the "DISC Professionals Forum" event.
- To get an entry to the next level: ADVANCED DISC – Certified Advanced Behavioral Analyst.

The Institute for Motivational Living, (IML) is a world leader in developing, publishing and delivering customized, behavioral assessments. For over 30 years, IML has been observing, analyzing, and enhancing human behavior in personal and corporate relationships. Since 1983, IML has certified thousands in behavioral analysis, and developed numerous behavior-based profiles, online reports, and customized programs to help people communicate and work together more effectively, IML's reach is extended internationally with distribution in Canada, Asia, Australia, Europe, The Netherlands, Greece, Spain, and Brazil. The PeopleKeys® system is built for use around the globe by offering 14 languages with full DISC reporting capability.

## PROGRAMME FEATURES

### What are Personality Styles?

- Every person has distinctive characteristics and qualities, which influence their thinking, preferences and behaviour. The DISC Personality System is a tool that aims to help individuals increase in effectiveness as they identify and capitalise on strengths, whilst recognising potential limitations and blind spots.
- DISC is a four-quadrant behavioural model based on the work of William Moulton Marston Ph.D. (1893 – 1947) to examine the behaviour of individuals in their environment or within a specific situation. The acronym DISC stands for the four personality styles represented by the letters: Dominant, Influencing, Steady, Compliant.

### WHO SHOULD ATTEND

- Principals, Human Resources professionals, Teachers involved in student or staff leadership development

### Positive and Productive Team Working

The Personality Profiling System enables you to understand why others behave in a particular way. When there is a lack of understanding, we tend to misunderstand comments and actions. Understanding other styles allows you to communicate in a more constructive manner by modifying your behaviour to appeal to styles which are different from yours.

### Enhanced Communication & Feedback

Profiling helps resolve potential problems by highlighting an individual's preferred communication style. Once you are aware of an individual's preferred style, you can adapt your own communication mode. This technique will ensure the desired outcome is achieved through minimising misinterpretation.

### Personal Management & Development

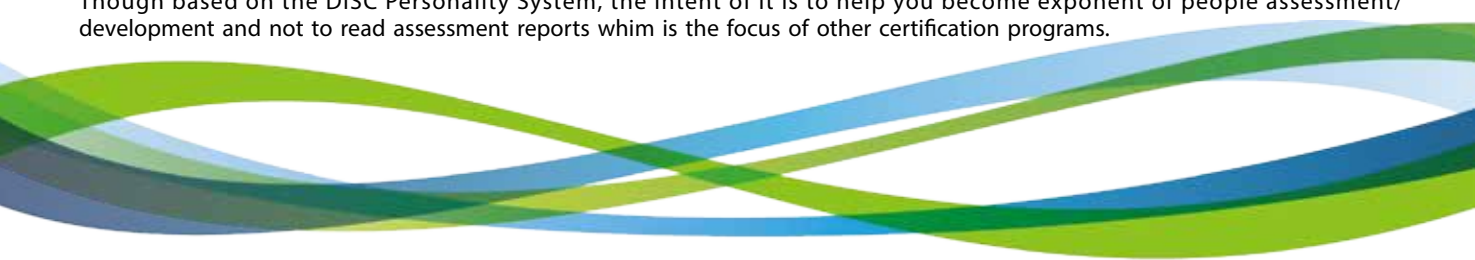
People excel and shine in job roles that are a good match for their skills and natural behaviour style. The personality style profile can identify and highlight management and leadership qualities, detail-oriented and organisational skills, natural sales ability, personal service and team-player tendencies.

### Common Language of Open Communication

DISC is the universal language of behaviour and emotions. The organisation can have a common language of open communication between colleagues, family members and friends, highlighting the strengths and value that each bring to the team/relationship.

### Proficiency To Behavioral Analysis

This two-day intensive programme will equip you with key people-reading skills and help you become proficient in Behavioral Analysis. The knowledge and tools covered in the programme will empower you to understand people's motivations, sources of stress, strengths as well as areas for development and to utilize 4 optimization strategies to help people realize their potential. Though based on the DISC Personality System, the intent of it is to help you become exponent of people assessment/development and not to read assessment reports which is the focus of other certification programs.



## YOU WILL GET

- A certificate of title as CERTIFIED BEHAVIORAL CONSULTANT by The institute for Motivating Living, based in Pennsylvania, U.S.A. Which enables you to:
  - READ PEOPLE (Certified Behavioral Consultant), not just reports
  - Be a Professional Trainer
  - Provide Consultancy - hiring/recruitment, placement, counsellors, family therapy, management consultant, conflict resolution, team building
  - Be an Export
- You are entitled to use the title CBC in your business card.
- Flexibility to purchase and use both ONLINE and PAPER versions of the assessments
- Full use of PeopleKeys® online report
  - DISC Online Profiling Report (20 languages translated)
  - TEAMS Report
  - Values Report
  - Biblical Report
  - CareerStyle Report
  - Sales Report
  - PeopleKeys Report (DISC with TEAMS & Values)
  - Children's Profile
  - StudentKeys- profiling students' personality, learning, leadership, goal-setting, career orientations
  - The Behavioural Profile Report depicting DISC in a more circular and graphic form with 4 colors and 8 quadrants highlighting up to 26 combinations of personality styles
  - 360 DISC Assessment
- A complimentary set up of online account for future training and consulting work.
- A complimentary facilitation kit that includes:
  - Training slides (with both English & Chinese versions), Trainer's guide and Training videos
- Full follow up and complimentary one-on-one coaching by our resident consultants to run your workshop or training.
- A complimentary set of training props:
  - DISC Quick Identifier Cards
  - "Who am I?" DISC Game Card
  - Activities Guide
- Complimentary one-on-one coaching for certified consultants using DISC for (upon request):
  - Communication Skills, Coaching, Leadership & Management, Stress Management, Sales Training
- Engage in Partnership
  - Certified Behavioral Consultant with international networking
  - Partners in resources - powerpoint & materials
  - Training partnership
  - Periodic professional updates

<b>DAY 1</b>	<b>DAY 2</b>
<p>Welcome &amp; Certification Program Overview</p> <p>Introduction to DISC Behavioural Styles</p> <p>History, Theory &amp; Background</p> <p>Contributing Factors to Behavioural Styles</p> <p>Hippocrates Theory</p> <p>The Trust Model - Johari Window</p> <p>Uses of the DISC profile</p> <p><b>Break</b></p> <p>Administration of the DISC Profile</p> <p>Knowledge, Formation &amp; Interpretation of Graphs</p> <p>Validity of Graphs</p> <p>Blends of DISC styles</p> <p><b>Lunch</b></p> <p>Characteristics of each Style, Motivator &amp; Greatest Fears</p> <p>How to Recognize Different DISC Styles</p> <p>Graphs Meaning &amp; Blends</p> <p><b>Break</b></p> <p>Introduction to Online DISC Profiling Report</p> <p>Steps to Graph Interpretation</p> <p>Identify Pattern &amp; Meaning of Special Patterns</p> <p>Practice and Giving Feedback</p> <p>Comprehensive Reviews</p>	<p>Review of Day One</p> <p>Application – Case Study 1: Counselling/Coaching</p> <p>Application – Case Study 2: Hiring/ Recruitment</p> <p>Introduction of Radar Graphs of DISC</p> <p><b>Break</b></p> <p>Application – Case Study 3: Conflict Resolution</p> <p>Application – Case Study 4: Team Building</p> <p>Introduction to IML PowerDISC – 7 elements of leadership for each DISC profile</p> <p><b>Lunch</b></p> <p>Application of DISC – Personal Development (4 Behavioural Strategies)</p> <p>Building Relationship with Different Styles – Using DISC with Teams</p> <p>How to adapt to different DISC styles</p> <p>Introduction to PeopleKeys® System – Recruitment &amp; Job Benchmarking</p> <p>What's Next? – Design &amp; Customize Training Projects using Different DISC Products</p> <p>(Online Profiling Report, TEAMS Report, Values Report, Biblical Report, CareerStyle Report, Sales Report, PeopleKeys Report (DISC with TEAMS &amp; Values), Children's Profile, StudentKeys, The Behavioural Profile Report, 360 DISC Assessment)</p> <p><b>Break</b></p> <p>Proficiency Examination &amp; Assignment Briefing</p> <p>Follow Up Work</p> <p>Proficiency Examination</p>

## PAST PARTICIPANTS' COMMENTS

- "Very clear training materials."
- "Very practical, I love it!"
- "Very user-friendly & effective tool for behavioral analysis!"

## SOME OF OUR CURRENT USERS:

Hang Seng Bank, Manulife, Hong Kong Jockey Club, Ocean Park, Boston Consultant Group, Civil Service Training and Development Institute, PCCW and Kerry Logistics etc.....

## 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.

## Date and Time

- 1) Wed & Thur, 15 & 16 February 2017
- 2) Wed & Thur, 10 & 11 May 2017
- 3) Thur & Fri, 15 & 16 June 2017
- 4) Mon & Tue, 24 & 25 July 2017
- 5) Thur & Fri, 21 & 22 September 2017
- 6) Thur & Fri, 30 November & 1 December 2017



- (9 am - 5 pm) or  
(9 am - 5 pm) or  
(9 am - 5 pm) or  
(9 am - 5 pm) or  
(9 am - 5 pm) or  
(9 am - 5 pm)

## Venue

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

## Registration

Please complete the registration form and return it together with appropriate fee(s) 7 days before the commencement of the class. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information, please contact Ms Kathy Tam on 2774 8594. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

## Language Medium

Cantonese (Complemented with English materials) for all runs, except the 10 & 11 May class which will be conducted in English.

## Fees (Lunch is provided with compliment)

- 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 joining the same session)

## Registration Form

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

Please fill in the following information if a cheque/receipt is not attached.

*Our Company undertakes to pay the course fee for the above applicant.*

Name of Contact Person \_\_\_\_\_

Telephone No. \_\_\_\_\_

Signature: \_\_\_\_\_

Company Chop and Date: \_\_\_\_\_

Please reserve one seat for the Workshop on DISC Certification:

- |   |   |
|---|---|
| <input type="checkbox"/> 15 & 16 February 2017 (AC-A6660-2017-1-FC) | <input type="checkbox"/> 24 & 25 July 2017 (AC-A6660-2017-3-FC)             |
| <input type="checkbox"/> 10 & 11 May 2017 (AC-A6660-2017-2-FC)      | <input type="checkbox"/> 21 & 22 September 2017 (AC-A6660-2017-4-FC)        |
| <input type="checkbox"/> 15 & 16 June 2017 (AC-A6660-2017-6-FC)     | <input type="checkbox"/> 30 November & 1 December 2017 (AC-A6660-2017-5-FC) |

Enclosed is a crossed cheque (No. \_\_\_\_\_) for HK\$ \_\_\_\_\_ (made payable to The Hong Kong Management Association) for the programme.

Name: Mr/Ms \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

E-mail: \_\_\_\_\_ Education Level: \_\_\_\_\_

Fee paid by  company  self

## Where did you **FIRST** learn about this programme?

- Email Promotion from HKMA  Direct Mail by Post  HKMA Website  
 MTR Station Display (Please specify): \_\_\_\_\_  Exhibition (Please specify): \_\_\_\_\_

## Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

## Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.  I do not consent.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_