
The Linchpin for Sales & Leadership Success: Communication

Catherine Leung
September 23rd, 2020

About Kornerstone



Ensuring all the Pieces fit Together



Established on 8 Dec 2006, KORNERSTONE, a renowned professional training provider in Asia, has over 10 years of experience in providing professional training programs to individuals and corporate members. With the letter **K** stands for Knowledge, KORNERSTONE has a strong belief that knowledge is the cornerstone of success for every business.

KORNERSTONE Institute Wins in
APAC Global Excellence Awards 2018

**"The Leading Providers of
Professional Training Courses - Asia"**



TRAINOCATE becomes the major stakeholder of KORNERSTONE in January 2017. Combined, the companies possess 30 years of experience in delivering superior professional development and certification programs in info-tech, finance, and management across Asia including Singapore, Japan, Malaysia, Indonesia, India, Hong Kong, China, Thailand and Vietnam.

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Core Leadership Skills



SELF AWARENESS

Understand your behavior's impact on organizational outcomes.



COMMUNICATION

Effectively communicate goals and inspire trust.



INFLUENCE

Be comfortable persuading, promoting, and delegating.



LEARNING AGILITY

Know when to change course, and help others to do so.

What is Communication?

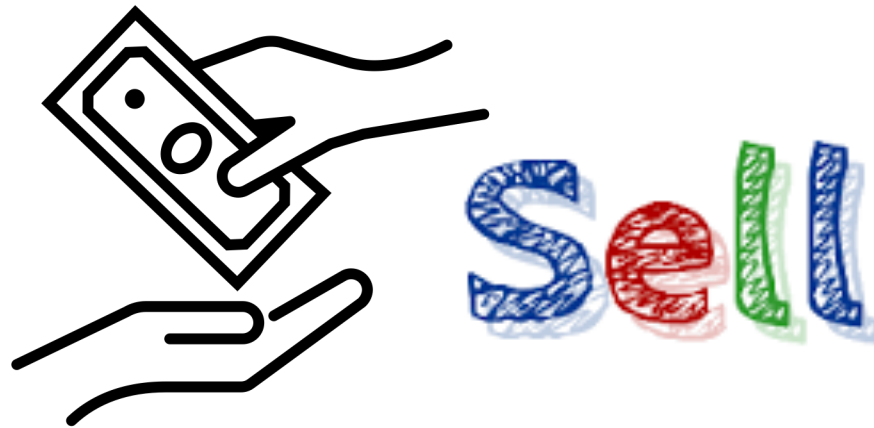


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What are you selling?





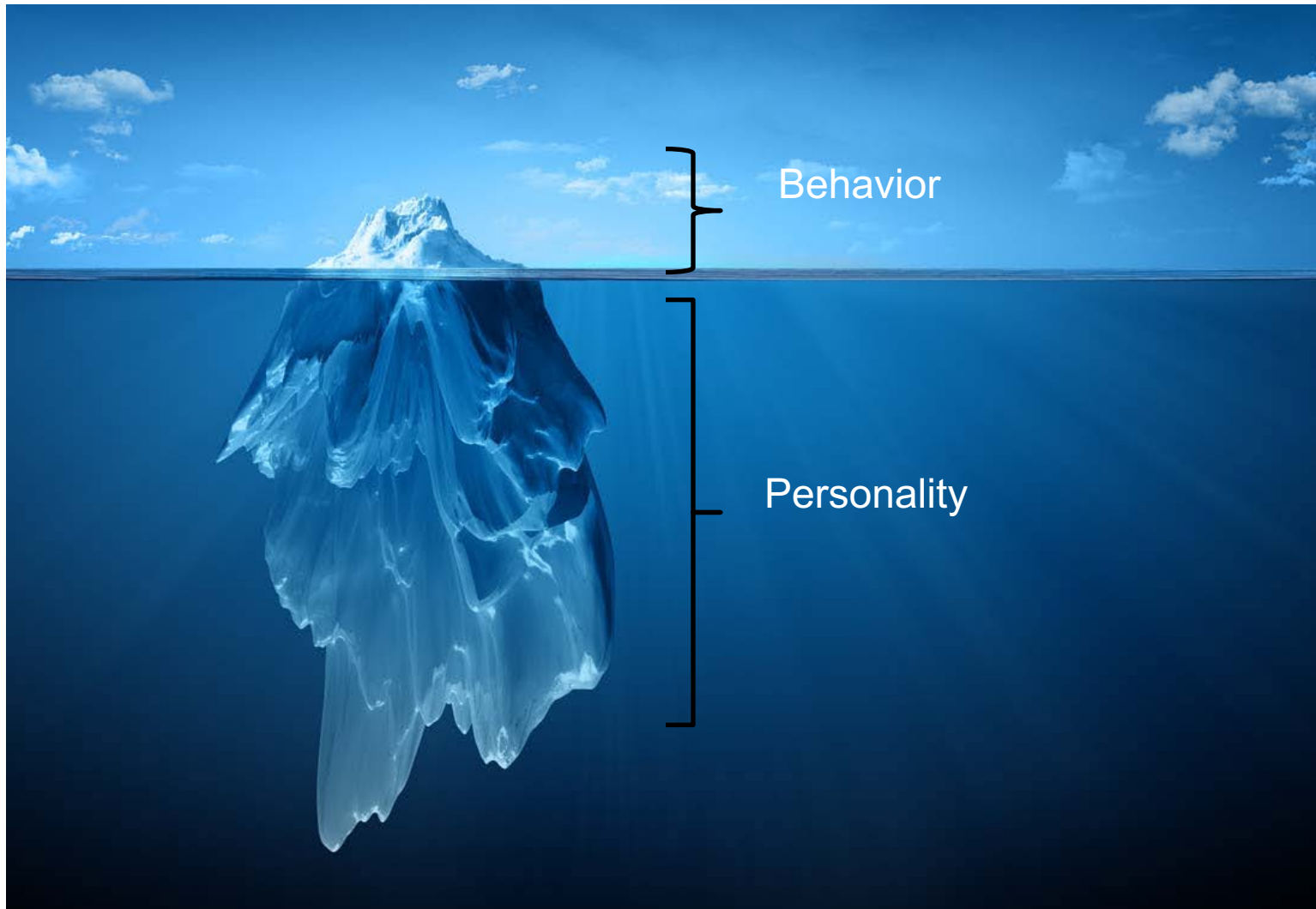
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The Sales Cycle



Behavior vs Personality?



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How You See Yourself



Active

Thoughtful



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How You See Yourself



Questioning



Accepting

How You See Yourself



Active



Questioning

Accepting



Thoughtful



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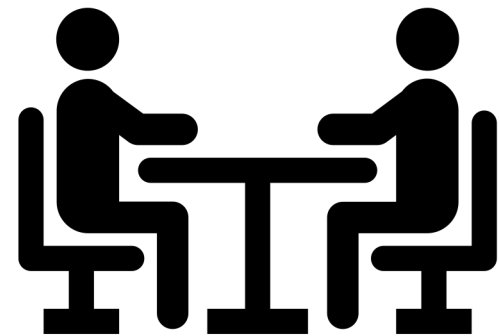
Why DiSC® ?

- **Objective Indicator** of your Business Priorities and Preferences
- **Use differences** constructively; avoid conflicts; pair employees with complementary profiles on projects can enhance production and results.
- Helps people understand themselves, make use of one's **strength** & develop one's **potential blind spots**
- Customize your **communication strategy** according to different types

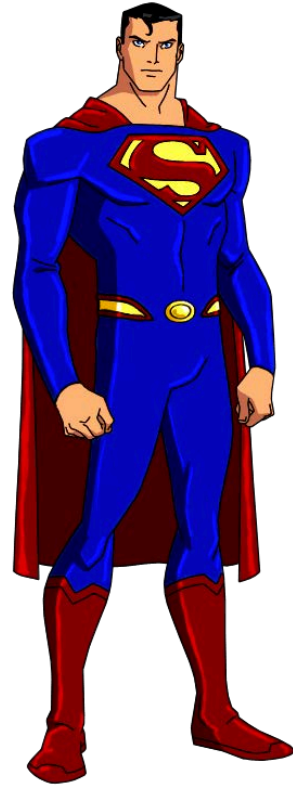
Improve Efficiency & Enhance Productivity!

Introduction & Background

- Share examples of pleasant working experience with colleagues or clients
- Share examples of conflicts with other people at work



What is DiSC[®] ?



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What is DiSC[®] ?

- DiSC[®] is the leading personal assessment tool used by over 1 million people p.a. to improve productivity, sales, teamwork and communication.
- 70 million+ people have taken the DiSC[®] personality assessments over the last 40 years.
- 70% of Fortune 500 companies (e.g. Exxon Mobile, GE, Walmart) have used DiSC[®].
- DiSC[®] is widely applied to enhance workplace effectiveness; communication, motivation, team building, etc.

What is DiSC[®] ?

- In 1928 Dr. William Moulton Marston first published his findings on the research of observable/measurable psychological phenomenon and normal behaviors in his book called "*Emotions of Normal People*".
- Marston's believed that people illustrate their emotions using four behavior types: Dominance (D), Influence (I), Steadiness (S), and Conscientiousness (C).
- DiSC[®] Model was developed from over 80 years of research and theory to facilitate the understanding of psychological characteristics, incentive factors, behavior/communication style, advantages and limitations, potential ability, etc.
- Help to understand what makes a relationship work by identifying differences and similarities in a non-judgmental setting

Discovering DiSC®



Active



Questioning

Accepting



Thoughtful



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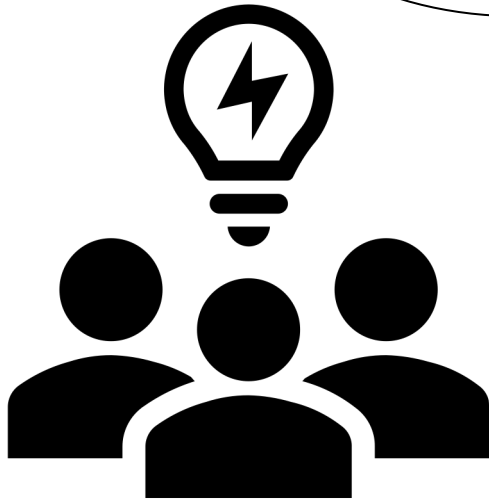
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Principles of Everything DiSC®

- All DISC styles and priorities are **equally valuable** and everyone is a blend of all four styles.
- Your work style is also influenced by **other factors** such as life experiences, education and maturity.
- **Understanding yourself** better is the first step to becoming more effective when working with others.
- Learning about **other people's DISC styles** can help you understand their priorities and how they may differ from your own.
- You can improve the quality of your workplace by using DISC to build more **effective relationships**.

The best team member
I've ever worked with

.....

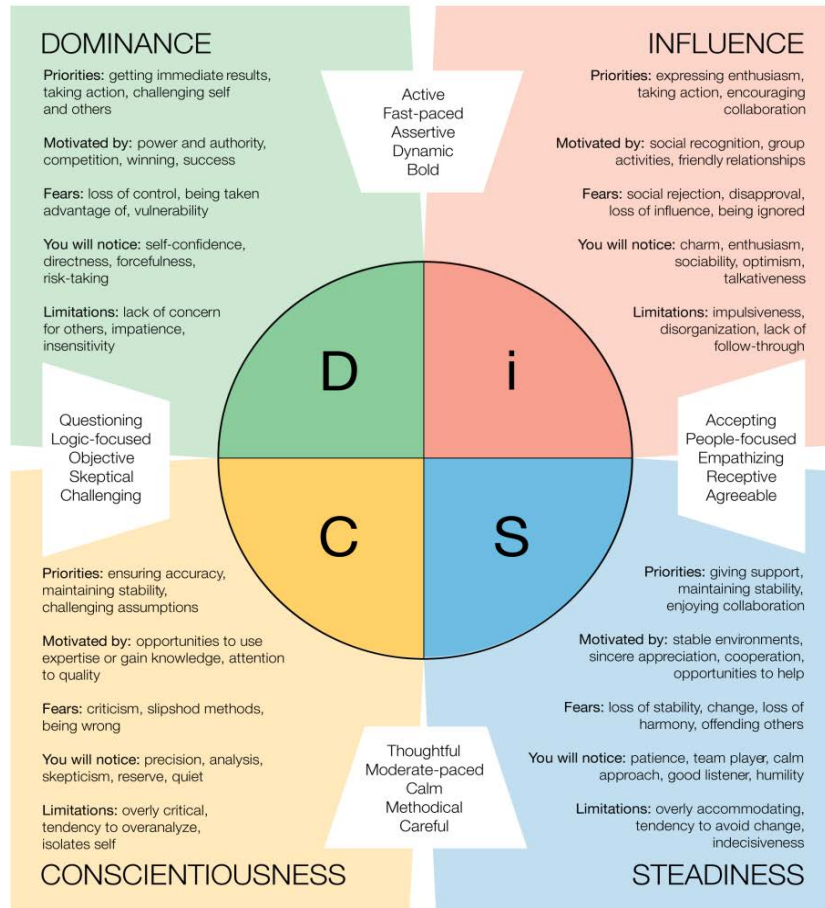


Overview of the DiSC[®] Styles

OVERVIEW OF THE DiSC[®] STYLES

EVERYTHING DiSC

The graphic below provides a snapshot of the four basic DiSC[®] styles.



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Overview of the DiSC® Styles

- Direct
- Result-Oriented
- Firm
- Action
- Forceful
- 直接
- 结果
- 坚定
- 行动
- 强硬

D

- Control
- Challenge
- Independent
- Winning
- Immediate
- 控制
- 挑战
- 独立
- 胜利
- 即时

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively
- 外向
- 热情
- 乐观
- 情绪高涨
- 活跃

I

- Friendship
- Joy
- Popularity
- Status
- Impulsive
- 友谊
- 欢乐
- 受欢迎
- 身份地位
- 冲动

- Analytical
- Reserved
- Precise
- Private
- Systematic
- 分析
- 保守
- 精确
- 内敛
- 有系统

C

- Expert
- Cautious
- Quality
- Careful
- Accuracy
- 专家
- 谨慎
- 质量
- 小心
- 准确

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful
- 脾气好
- 随和
- 有耐性
- 谦虚
- 圆滑

S

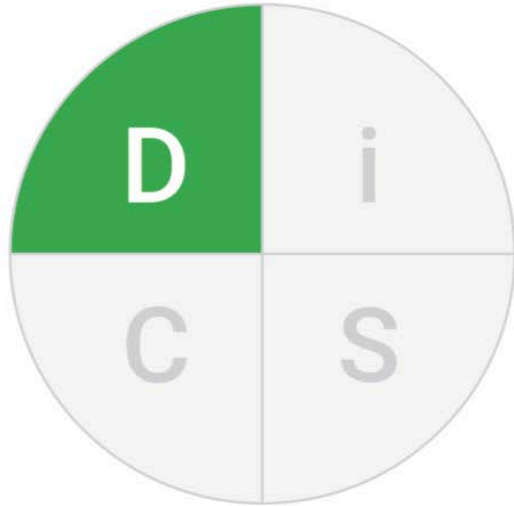
- Cooperation
- Support
- Collaboration
- Stability
- Indecisive
- 合作
- 帮助支持
- 协作
- 稳定
- 犹豫不决

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Overview of the DiSC[®] Styles

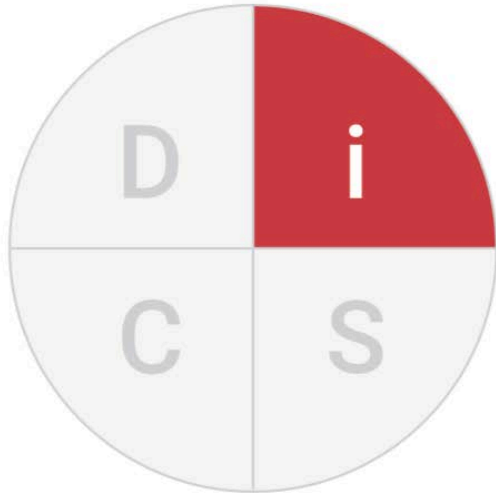


The **D (Dominance)** style is active and questioning.

This describes people who are direct, forceful, and outspoken with their opinions.



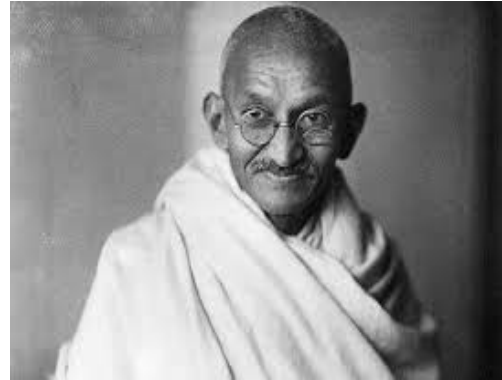
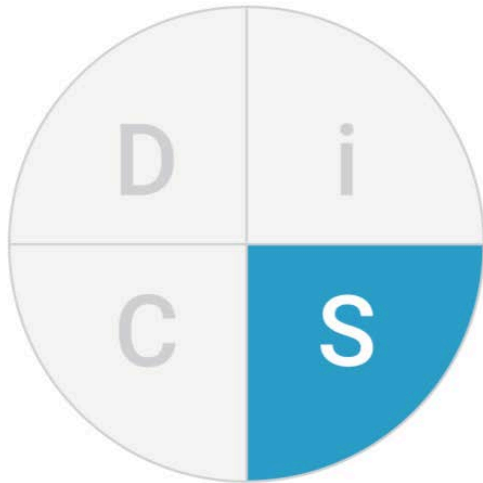
Overview of the DiSC® Styles



The **i (Influence)** style is active and accepting. This describes people who are outgoing, enthusiastic, and lively.



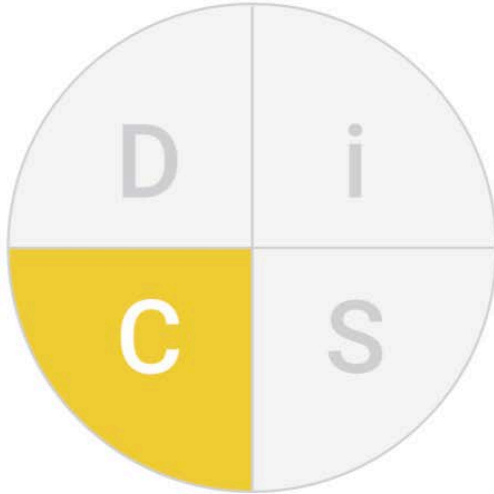
Overview of the DiSC[®] Styles



The **S (Steadiness)** style is thoughtful and accepting. This describes people who are gentle, accommodating, and patient with others' mistakes.



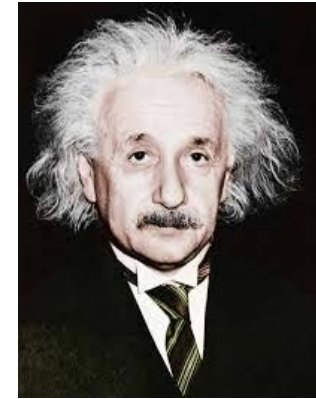
Overview of the DiSC[®] Styles



The **C (Conscientiousness)** style is thoughtful and questioning. This describes people who are analytical, reserved, and precise.



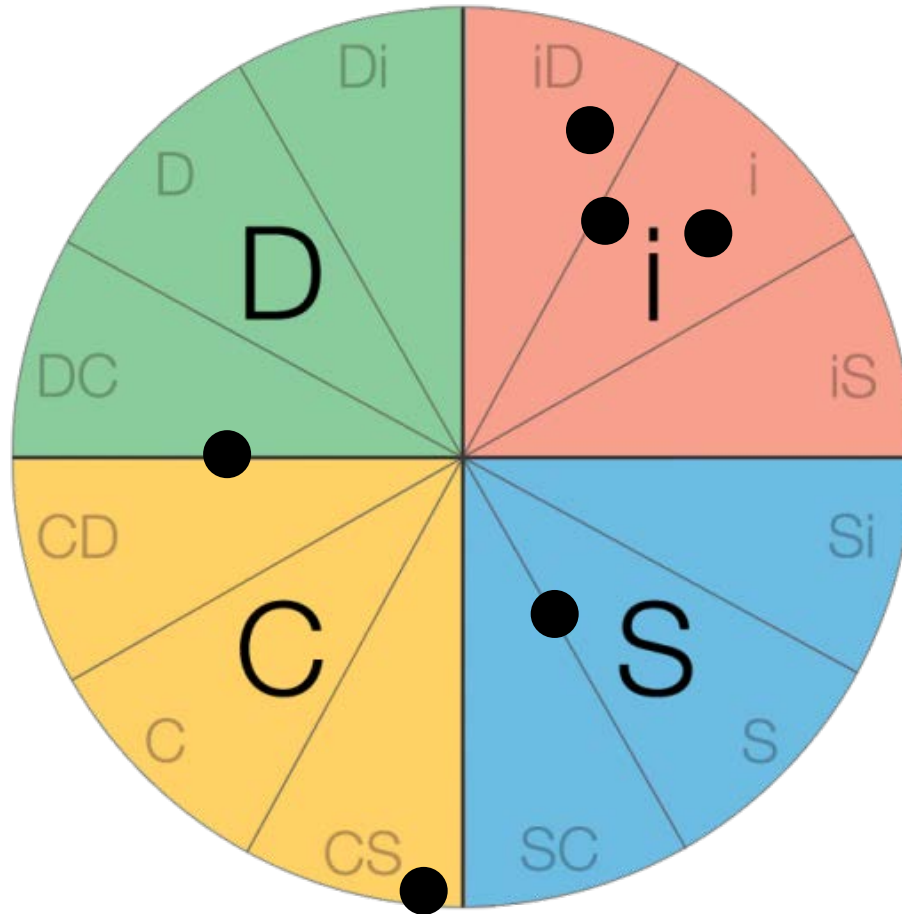
Thomas Jefferson – 3rd President



James Madison – 4th President



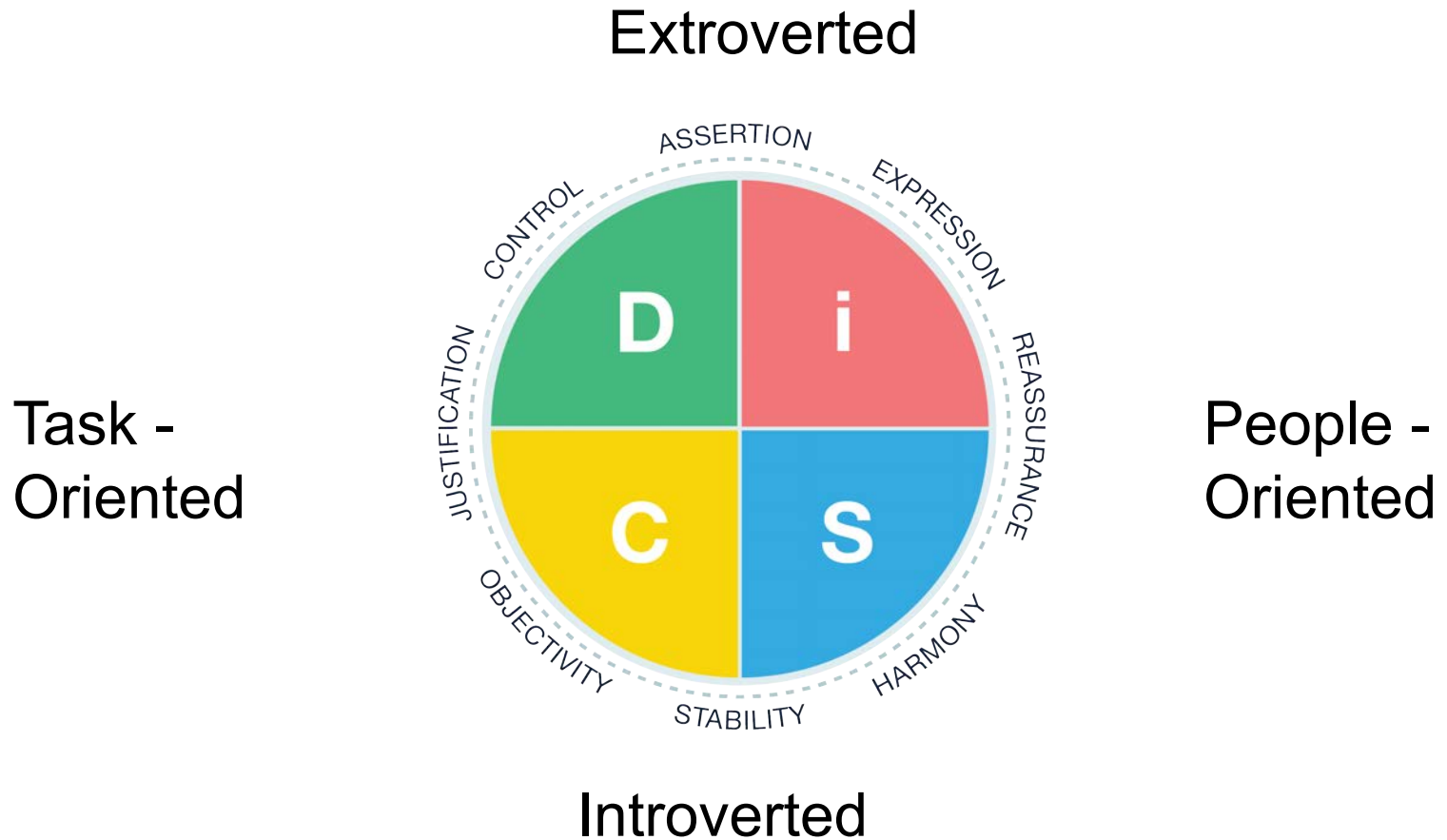
Your Team's DiSC[®] Style



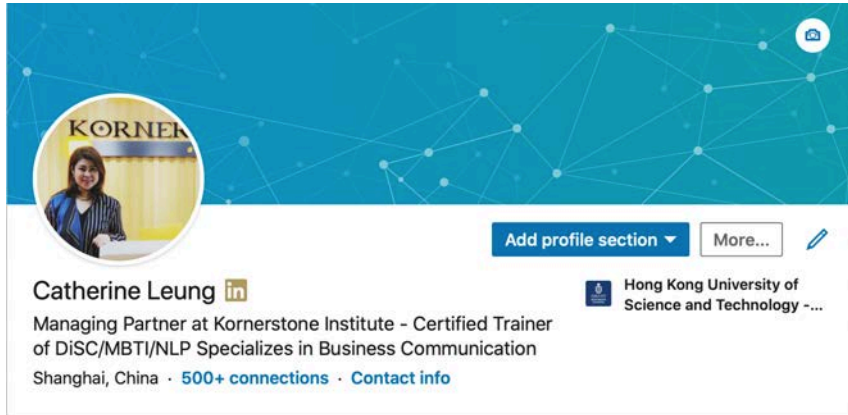
Meet your Clients

How would you adjust your working/selling styles with different types

Quick Assessment



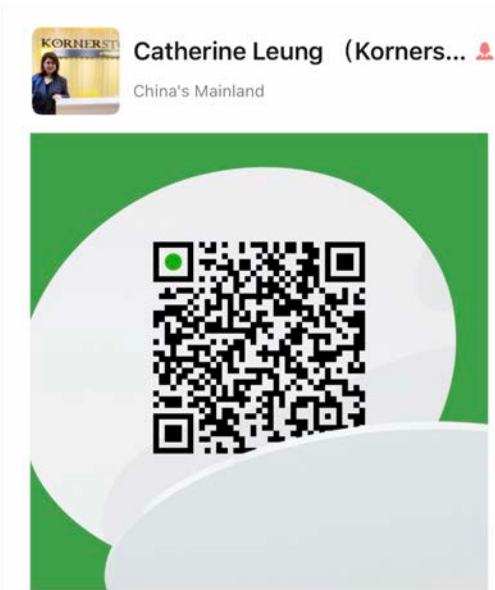
Contact Us



A LinkedIn profile card for Catherine Leung. The background is blue with a white network diagram. On the left is a circular profile picture of Catherine Leung in front of a 'KORNERSTONE' sign. To the right of the picture are buttons for 'Add profile section' and 'More...'. Below the picture, the name 'Catherine Leung' is followed by a LinkedIn icon. Her bio reads: 'Managing Partner at Kornerstone Institute - Certified Trainer of DiSC/MBTI/NLP Specializes in Business Communication Shanghai, China · 500+ connections · Contact info'. To the right of the bio is a university logo and the text 'Hong Kong University of Science and Technology -...'



A photograph of a large group of people in a classroom or conference room, many wearing yellow lanyards. In the foreground, there is a yellow and white logo for 'KORNERSTONE' with the text 'a TRAINOCATE company'. Below the logo, the text reads 'KORNERSTONE CHINA Professional Training & Coaching · Shanghai, Shanghai · Training. Makes a Difference.'



A social media contact card for Catherine Leung. It features a small profile picture of her in front of a 'KORNERSTONE' sign. The name 'Catherine Leung (Korners...)' is followed by a red location pin icon and the text 'China's Mainland'. Below this is a large QR code on a white background with a green border.



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