

DISC AND THE BRAIN

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Author
Taking Flight!
The Chameleon
Which Bird Are You?



Host:
Kerry Bayles
VP, Learning & Development
Take Flight Learning

DISC
REIMAGINED



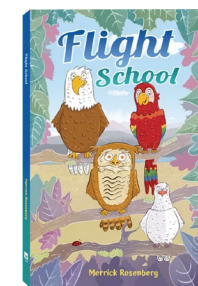
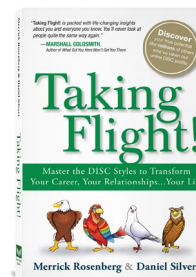
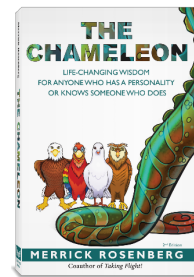
Merrick Rosenberg



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Learning



- Founder/CEO of Take Flight Learning
- Reinvented the DISC model
- Worked with more than half the Fortune 100s
- Writer and star of BirdBrains, Inc.
- Author of five books about the styles





We will
provide the
PDF of this
PowerPoint.

DISC and the Brain:

- DISC overview
- The problem with letters
- DISC training
- Introverts and extroverts
- Type A and B personalities
- Brain quadrants
- Brain structure and activity
- Brain chemistry
- Brainwaves
- Personality disorders
- Reinforcing training – The TFL method
- Q&A
- Special offer!



The Four Styles



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Results-oriented
Bottom-line
Direct
Decisive

DOMINANT



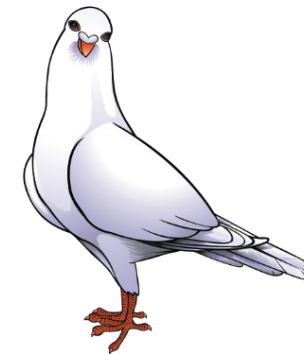
Optimistic
Enthusiastic
Motivational
Social

INTERACTIVE



CONSCIENTIOUS
Detail-oriented
Logical
Systematic
Questioning

SUPPORTIVE
Harmonious
Helpful
Listener
Consistent



Letters vs. Birds



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Letters (Acronym)

- Most people forget what the letters mean
- Most people forget their own style
- People rarely apply new skills based on the styles
- The letters don't get infused into the culture

DISC

Birds (Mnemonic)

- Birds embody the meaning of each style
- Little time is needed to teach the model
- No translation step is needed between the letters and the styles.
- The birds get recorded in visual working memory and visual long-term memory.
- People proudly display their “bird” style



Going Beyond the Graph



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You are more than a line or dot on a graph.



Old Model DISC Training



- Learners must create new files that the brain is not accustomed to opening.
- DISC knowledge is disconnected from real-world behaviors.
- Weak neural connections to the styles eventually fade.
- DISC insights are only accessed during DISC conversations.



Introverts vs. Extroverts



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The Nervous System:

- There are two sides to the nervous system: The *sympathetic side*, also known as the “full-throttle” system, and the *parasympathetic side*, which makes us conserve energy and withdraw.
- **Extroverts** are energized by the outer world of action, interaction, and activity. They tend to favor the *sympathetic side*, which makes them fast-paced, outgoing, and daring.
- **Introverts** are energized by their inner world of thoughts, feelings, memories, and ideas. They tend to favor the *parasympathetic side*, which makes them even-paced, thoughtful, and patient.
- **Ambiverts** have a balance of extroverted and introverted tendencies.



Two Kinds of Introverts and Two Kinds of Extroverts



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Extroverts



Task-oriented

People-oriented

Introverts



Extroverts



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Task-Oriented

Agentic extroverts:

These go-getters have more gray matter in the medial orbitofrontal cortex and in areas related to rewards and execution.



People-oriented

Affiliative extroverts:

These people-people have more gray matter in the medial orbitofrontal cortex in areas related to social cognition and behavior.



Introverts



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Task-Oriented

Thinking introverts:

They have thicker gray matter in the prefrontal cortex which is linked to logical thinking and decision-making.



People-oriented

Social introverts:

They have a highly active ventromedial prefrontal cortex where empathy and emotions are processed.



Type A and B Personalities



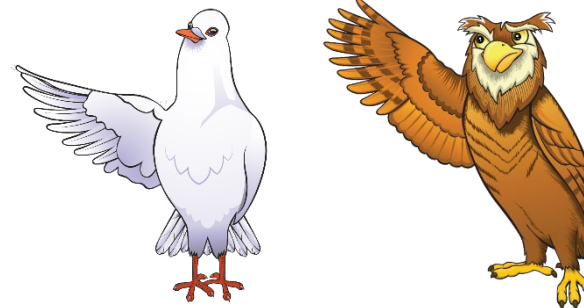
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Type A personality behavior was first described as a potential risk factor for heart disease in the 1950s by cardiologists Meyer Friedman and Ray Rosenman.

Type A behavior doubles the risk of coronary heart disease in otherwise healthy individuals over **Type B**.

Type A people are eager, highly competitive and work hard to achieve goals. They can also be impatient and have poor judgment. Success is measured by quantity, not quality.

Type B people are easy-going, non-competitive, enjoy complex tasks and seek accuracy. They are mild-mannered and relaxed. They seek quality over quantity.



Brain Quadrants



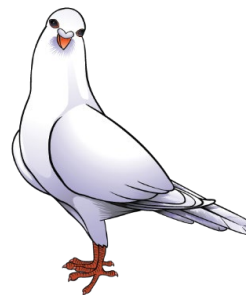
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Top-brained people



Left-brained
people

Right-brained
people



Bottom-brained people



Brain Quadrants*

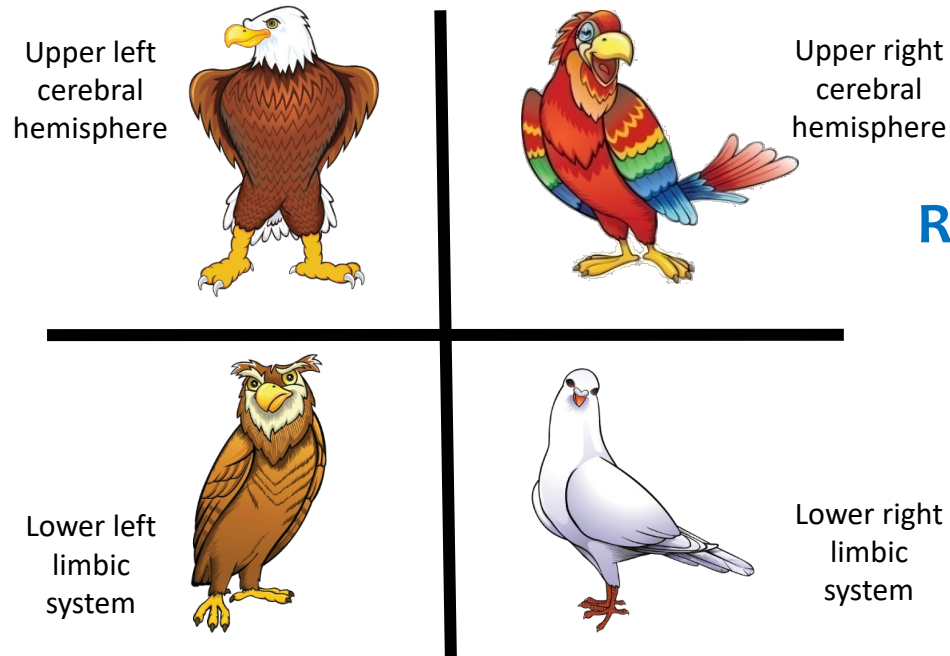


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Top-brained people tend to be big-picture and risk-takers.

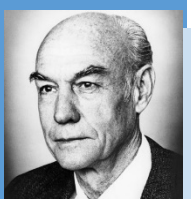
However, they may fail to recognize the consequences of their actions and may not update their plans when things go awry.

Left-brained people
tend to be more
quantitative, logical,
and analytical.



Right-brained people
tend to be more
intuitive, artistic, and
carefree.

Bottom-brained people seek to interpret their experiences and understand their implications. However, they generally do not take risks and execute big plans.



* Roger Sperry – neuropsychologist, Nobel Prize Winner for his split-brain research



The styles and the brain so far...



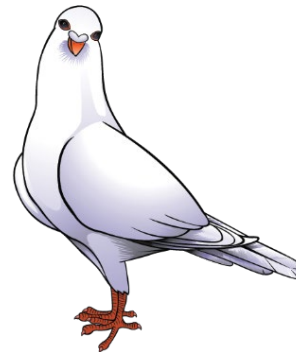
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Top-Brained/Extroverts/Sympathetic Nervous System/Type A



Left-Brained/
Task-Oriented

Right-Brained/
People-Oriented



Bottom-Brained/Introverts/Parasympathetic Nervous System/Type B

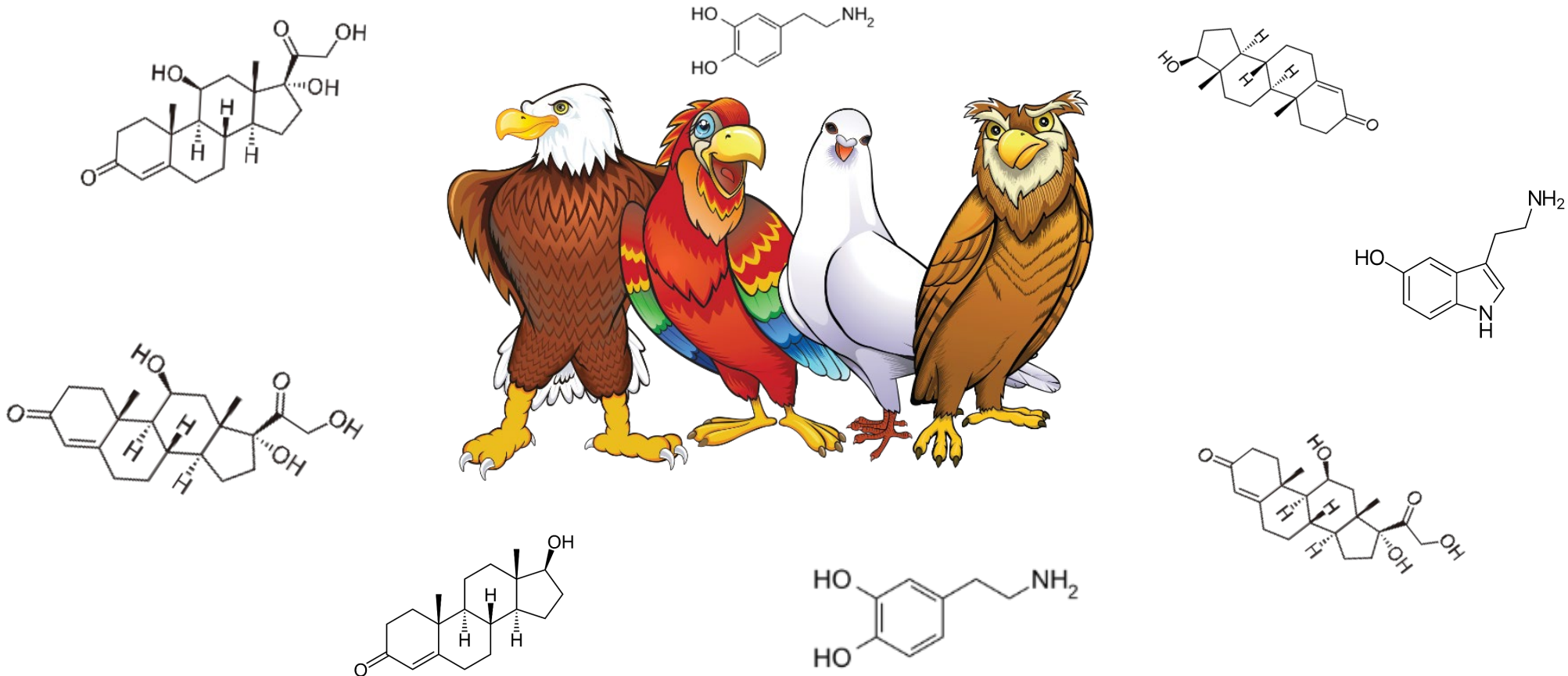


Brain Chemistry



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Neurotransmitters are the body's chemical messengers. They are the molecules used by the nervous system to transmit messages between neurons, or from neurons to muscles.



Brain Chemistry (Hormones & Neurotransmitters)



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High Epinephrine

Adrenalin junkies energized by thrilling/dangerous activities



Low Serotonin

Make up their own rules with little regard for the feelings of others, short-sighted, risk takers

High Acetylcholine

Extremely energetic, charismatic and social, enjoy meeting and interacting with people



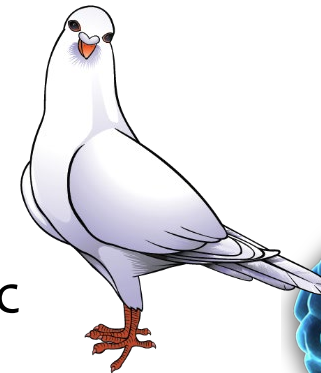
Low Acetylcholine

Perfectionism, rigidity, difficulty making decisions, less socially comfortable



High Oxytocin

(The “calm and cuddle” hormone) Trusting, generous, nurturing, connecting, and empathetic



High GABA (Gamma-Aminobutyric Acid)

Increase relaxation, reduced stress, calm and balanced



Personality Disorders



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Narcissistic Personality Disorder

An inflated sense of self-importance and the excessive need for admiration and power causes them to exploit or belittle others to achieve their goals.

Histrionic Personality Disorder

To obtain the spotlight and be revered by others, they seek to attract attention by exaggerating and being overly dramatic or enthusiastic.



Obsessive Compulsive Personality Disorder

Extreme perfectionism and order create an overwhelming need to impose their high standards and processes on others resulting in inefficiency, an inability to complete tasks, and a lack of empathy.

Borderline Personality Disorder

The fear of conflict and the insatiable need for approval results in someone who is overly clingy and the need for others to make decisions and take responsibility for major aspects of their life.





Treat others how they *need* to be treated
not how you want to be treated.



- Treating others how they need to be treated taps into the natural structure of the brain and triggers neurotransmitters to release hormones and steroids that the brain craves.
- When you reflect someone's style back to them, your brainwaves sync, which leads to feelings of connection and builds trust and stronger bonds.



Brainwaves



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Similar experiences create similar brainwaves.

For example, the brain wave patterns of two people watching a movie would be extremely similar.*

We create connection when we reflect someone's style back to them.

* Study by Uri Hassan, Greg Stephens & Lauren Silbert

** Movie: *Professor Marston & the Wonder Women*



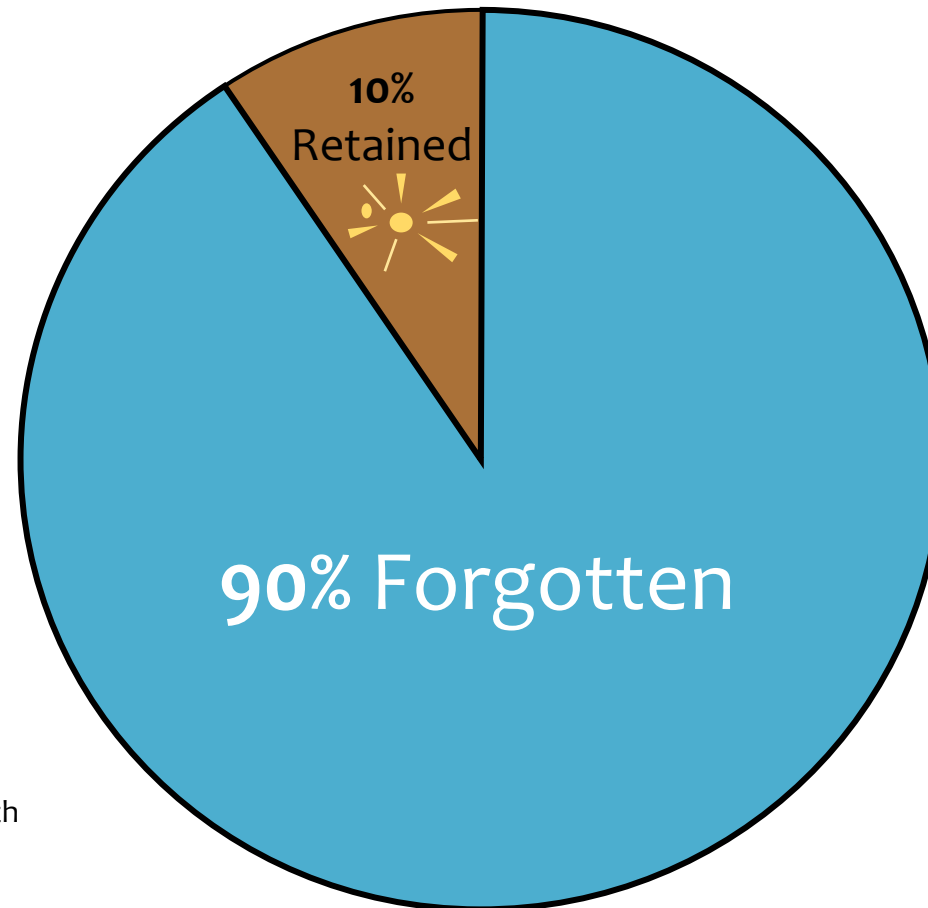
Reinforce Learning Within a Month



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90% of new information is lost
if it is not reinforced within one month.

1 Month						
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NOTES:						



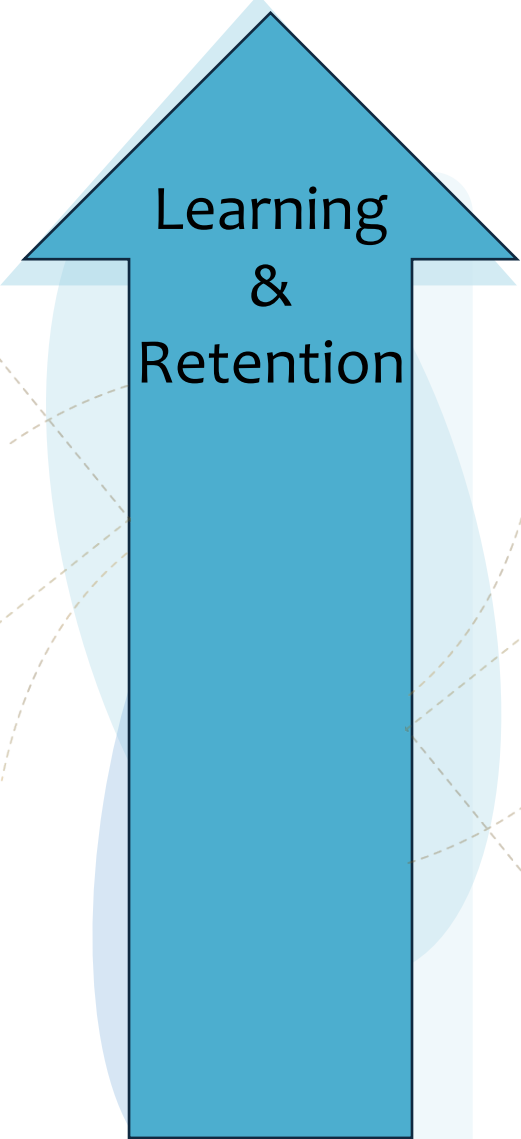
*Steve Glaveski, Where Companies Go Wrong with Learning and Development. HBR October 2, 2019



Reinforce Learning Over Time



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Learning
&
Retention

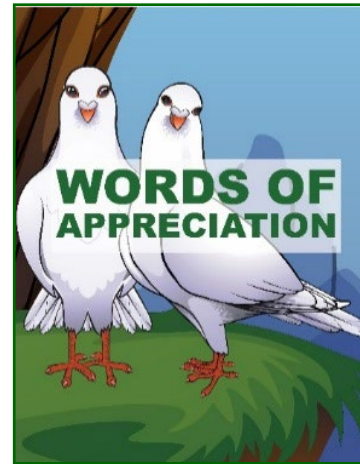
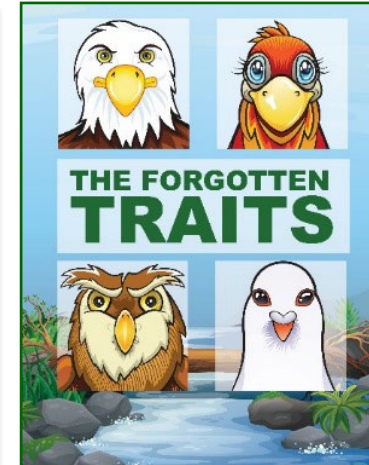
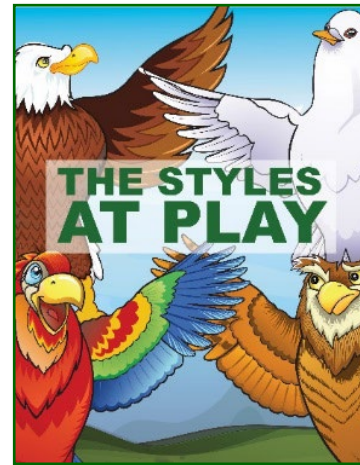
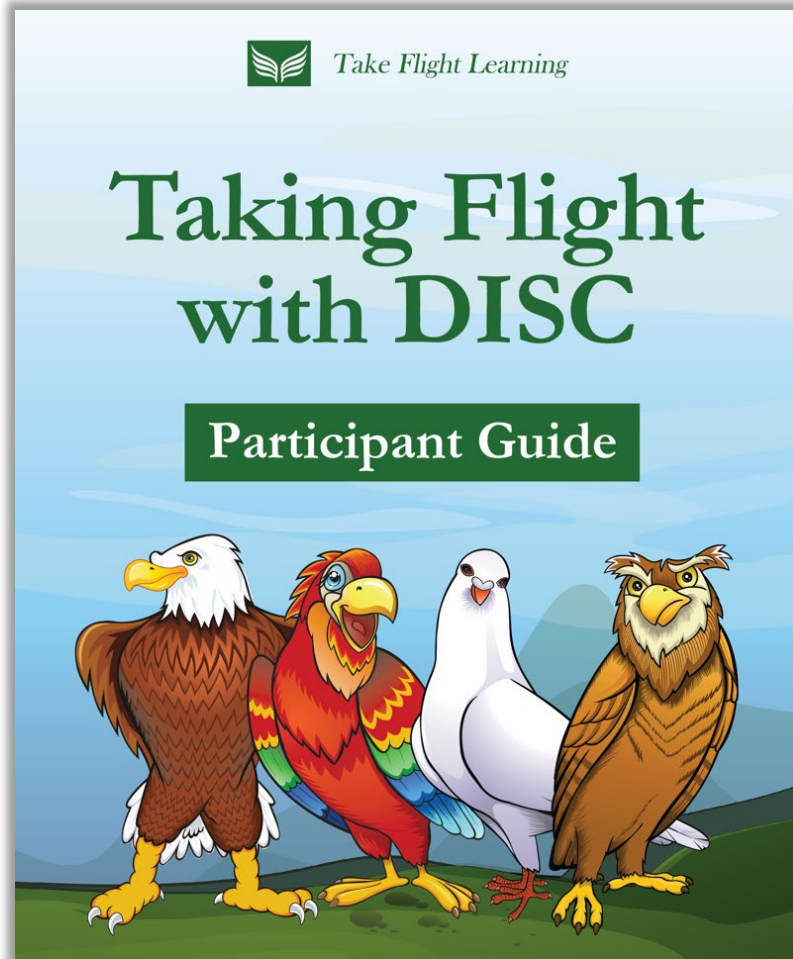
Multiple exposures to
information spaced out over time
are more impactful
than one intensive event.



Reinforcement: Activities



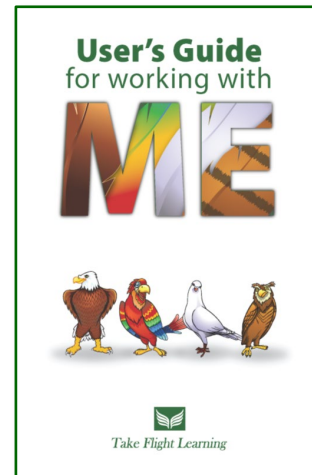
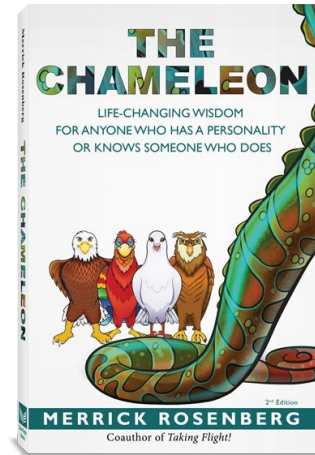
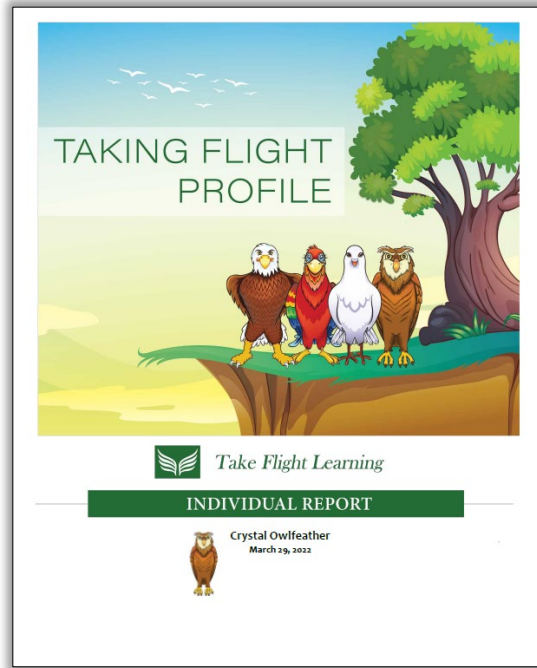
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Reinforcement: Books and Tools



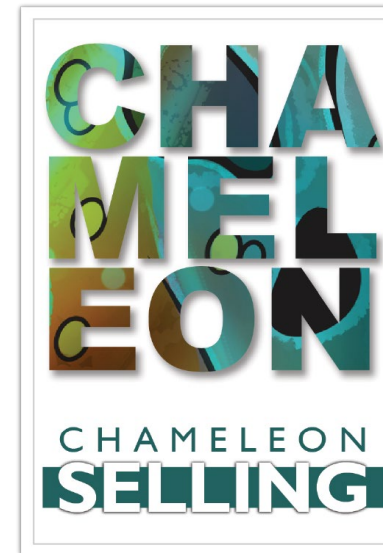
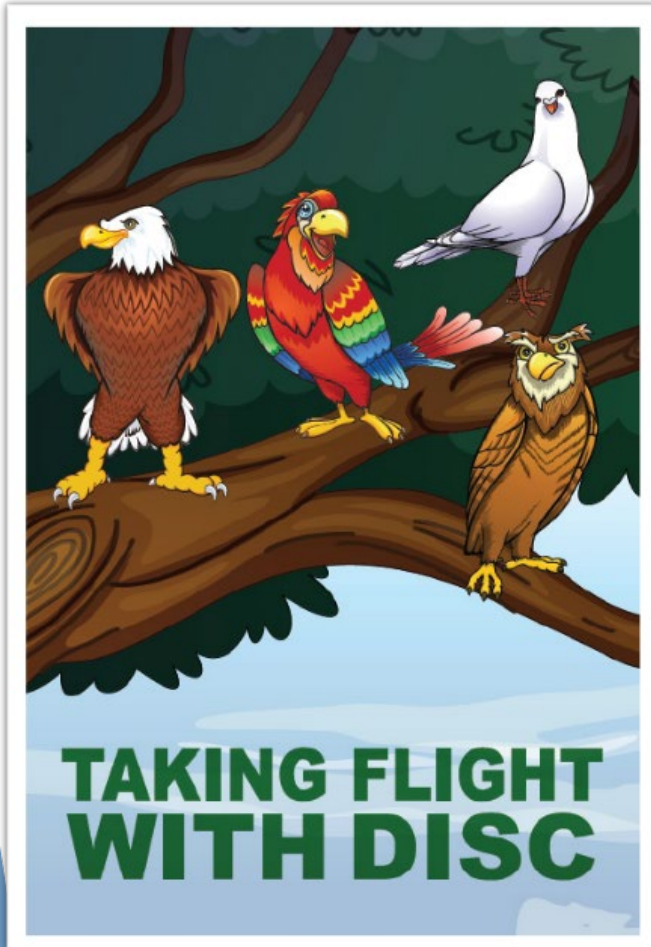
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Reinforcement: Training Programs



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Reinforcement: BirdBrains, Inc. – The Movie



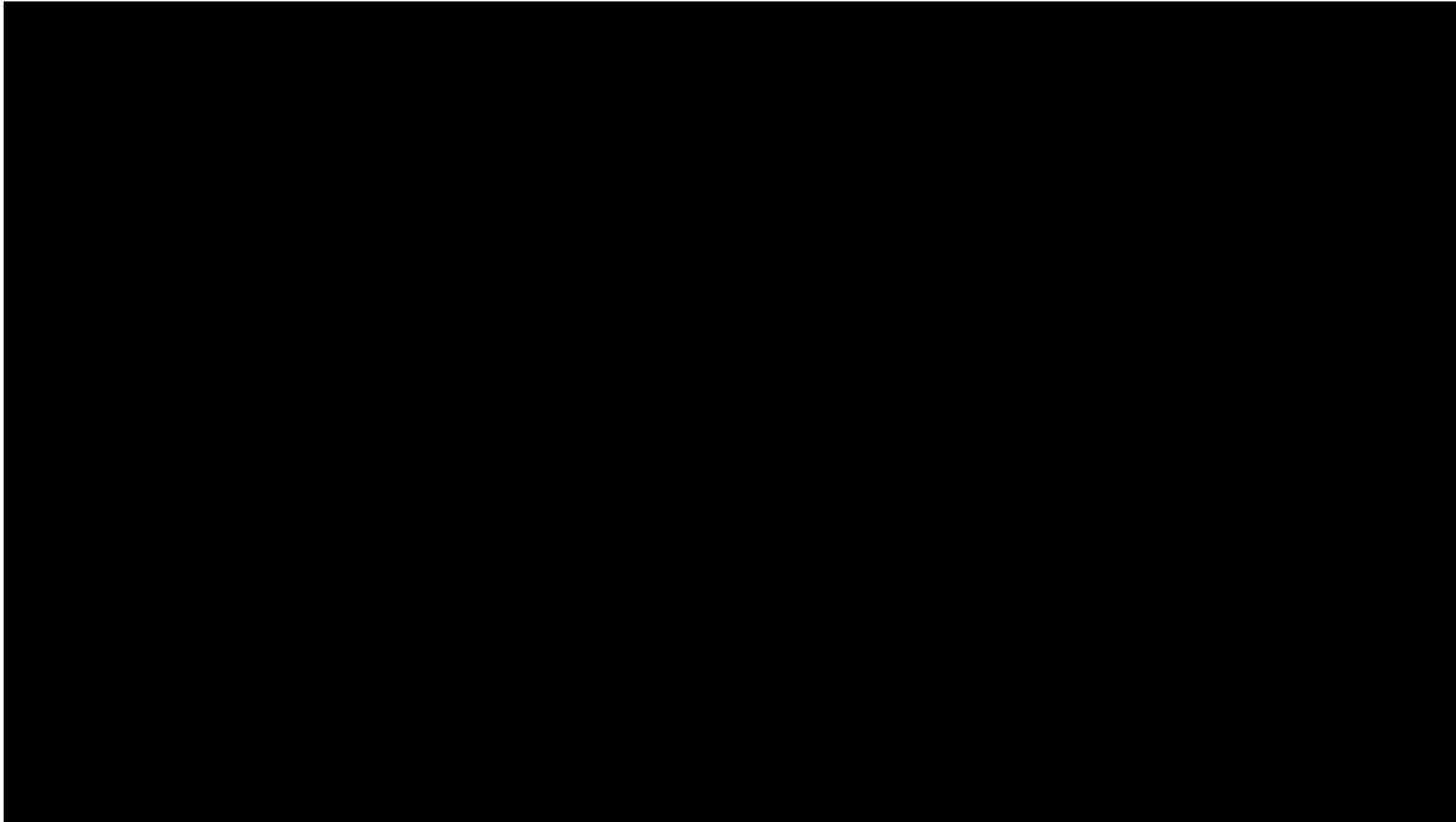
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Reinforcement: BirdBrains, Inc. – The Movie



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Reinforcement: BirdBrains, Inc. – The Movie



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MENU

Movie Debrief

Movie Intro

- Activity 1: Which bird are you?
- Activity 2: Meet the birds
- Activity 3: Don't impose your style on others
- Activity 4: Things that annoy me
- Activity 5: Turn judgement into acceptance
- Activity 6: Overusing strengths
- Activity 7: Communicating to each style
- Activity 8: Be the chameleon

End



▶ 🔊 ⚙️ 🔄

MENU

Movie Debrief





Movie Intro

- Activity 1: Which bird are you? ✓
- Activity 2: Meet the birds ✓
- Activity 3: Don't impose your style on others ✓
- Activity 4: Things that annoy me ✓
- Activity 5: Turn judgement into acceptance ✓
- Activity 6: Overusing strengths ✓
- Activity 7: Communicating to each style ✓
- Activity 8: Be the chameleon

End

Activity 7: Communicating to each style

5 minutes

STYLE	DO/DONT
	
	
	
	

What should you do and not do to better communicate with each style?

Continue

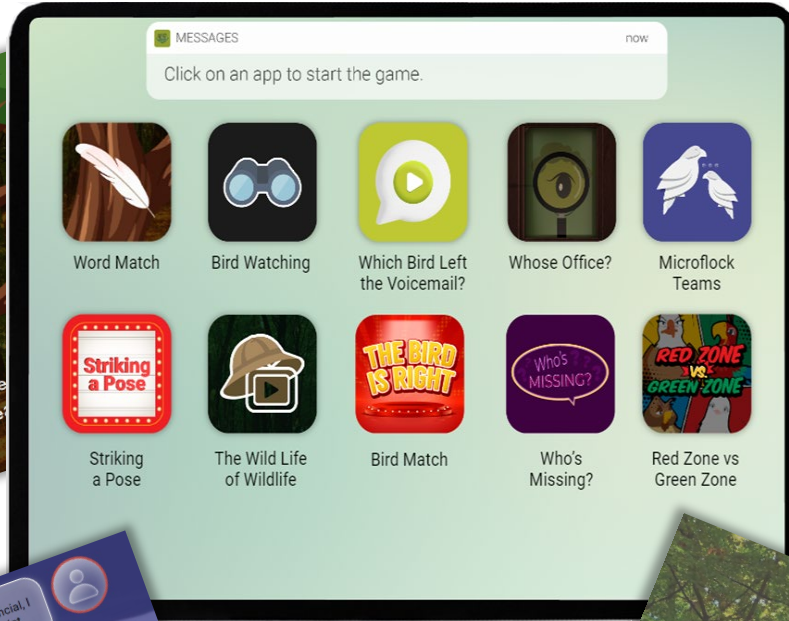
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Reinforcement: eLearning (Coming soon!)



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Summary



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Implications:

- Brain science explains why the same four styles have been identified around the world throughout history.
- We have brain structure, chemicals, and neurotransmitters that we can't expect others to change.
- Style can change over time... *but not quickly.*
- Treating people how *they* need to be treated isn't a desire, it's a psychological need.
- We can resonate with the brainwave patterns of others by applying the Home Rule.
- At extremes, brain chemistry can create disorders.
- Learning that is reinforced tends to stick.





Merrick Rosenberg

Founder/CEO, Take Flight Learning

Follow Merrick on LinkedIn:

<https://www.linkedin.com/in/merrickrosenberg/>

www.TakeFlightLearning.com



Giveaway



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One complimentary individual viewing of BirdBrains, Inc.

You will receive a link to create an account in the Take Flight Learning eLearning platform. Register, and the movie will be available in the My Learning section.

