The Four Languages of Influence
Speak Well
Present Well
Be More Influential

Summary slides courtesy of GrannisGroup
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For personal reference only
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Pace

Fast, Active, Direct, Assertive
Louder Speech

Moderate, Thoughtful, Calm
Softer Speech
Priority

Task
Logical

People
Flowing
Accepting
The DiSC® Model

- **D (Dominance)**: Fast Task
- **C (Conscientiousness)**: Moderate Task
- **i (Influence)**: Fast People
- **S (Steadiness)**: Moderate People

- **Dominance**
  - Fast Task

- **Conscientiousness**
  - Moderate Task

- **Influence**
  - Fast People

- **Steadiness**
  - Moderate People
All Dimensions Are In All People
Dominance
- Bullet points
- Specific, clear
- Be efficient
- No chit chat

influence
- Talk about their goals & dreams
- Be positive, energizing
- Socialize
- Stories not spreadsheets

Conscientiousness
- Come prepared
- Data & details
- Be accurate
- Give time to decide

Steadiness
- Be kind & gentle
- Emphasize people & team
- Support feelings
- Be non-threatening
1. Questions
2. Workshops, coaching, consulting
3. Free, 30-minute consultation

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