

Motivation & Leadership by Colors



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Identify the right motivations for your team
and adopt the most effective leadership styles, in line with their
behavioral styles according to the DISC® method

Targets:

The DISC® method is one of the world's best-known behavioral studies. Based on studies by Carl Gustav Jung and William Marston in the 20th century, it assumes that people have different ways of dealing with the outside world and give different importance to relationships and feelings than to facts and results.

The purpose of the course is to use the DISC® methodology to act on Motivation as a leverage to foster the growing satisfaction and loyalty of the collaborators, to achieve greater performance, and to adopt the style of Leadership best suited to the business situation and the maturity of the employees.

Beneficiaries: All managerial levels, Human Resources Managers

Program:

- The levels of Relationship and Content in the Communication according to Paul Watzlawick
- The Extroverted and Introverted personalities according to Carl Gustav Jung
- Individual test DISC®*
- The 4 behavioral styles of the DISC® method:
 - Dominance
 - Influence
 - Steadiness
 - Compliance
- Description of the 4 behavioral styles: strengths and weaknesses of each style
- Individual DISC® test (feedback on results and discussion)*
- "Guess my Style": group game.*
- Group work: how to improve your communication effectiveness according to your behavioral style*
- Recognizing other people's behavioral styles
- Plenary work: how to communicate effectively with every behavioral style*

MOTIVATION BY COLORS

- Links between Behavioral styles and Motivational/Hygienic factors (according to the Herzberg's theory):
 - Motivational factors: increase satisfaction to the 4 "colors"
 - Hygienic factors: decrease dissatisfaction based on all "colors".
- Group work (each group works on one factor for all styles)*

LEADERSHIP BY COLORS

- Links between Leadership and Behavioral Styles
- Leadership styles based on the employee's level of maturity:
 - Telling Style: assigning tasks and deadlines according to each "color".
 - Selling style: involving the employee according to his/her "color"
 - Coaching style: leveraging potential based on each "color"
 - Delegating style: empowering and delegating according to each "color"
- Group work (each group deals with one Leadership style for all "colors").*