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What Does DiSC[®] Certification Have to Do with You and Your Team?

In the past, you have heard me talk about matching personalities to create harmonious practices. One of my most important matchmaking tools is to administer a DiSC[®] Behavioral Profile to every candidate. As a model of human behavior, it helps people understand why they do what they do and I have found it to be one of the most effective tools around for helping develop better communication and build stronger relationships among co-workers, managers, doctors and patients.

DiSC[®] has been around for over 30 years and many of the most respected staffing and training professionals consider it to be the gold standard for behavioral assessment. It is a method with a proven track record and thus offers intrinsic value. I know there are many imitators out there — people who claim to use DiSC[®] -like materials and tools — but without the tried and proven DiSC[®] materials, they are unlikely to achieve the same in-depth results.

Many of you know I have been using DiSC[®] to help people find dream jobs and practices find dream employees for years. And I have just taken my knowledge to a new, even more professional level. After completing extensive one-on-one training and mentoring with long time, highly respected DiSC[®] practitioner Joyce Abbott of Abbott International, I am excited to announce I recently received DiSC[®] certification for team building.

Now certification is not required to use the DiSC[®] tools, but the training that culminates in certification is invaluable. Why, you ask, should you care that I am DiSC[®] certified? Some of the most important benefits of certification are:

- It builds an in-depth understanding of DiSC[®]
- It includes comprehensive training that allows me to be confident and competent when I use DiSC[®] materials
- It indicates an understanding of additional and supplemental DiSC[®] reports
- It means I am qualified to deliver DiSC[®] training, coaching and consulting based on a thorough understanding of DiSC's complexities and nuances
- It grounded me in the newest DiSC[®] research and provided a way for me to demonstrate my commitment to excellence and innovation to you.

But most important for you, certification means I will be able to offer a more in-depth level of service to every one of you, whether you are an employer or an employee. For me, that makes it worth every second I put into earning the certification.

Teaser Alert:

In coming months, I will be giving you a few basic insights into how DiSC[®] works. Be sure to watch for this newsletter in your Inbox. It will be worth your time!