

## Why would a coach want to use DISC?

**DISC** can give you insights into your client's needs, preferences, and behavior. Knowing and understanding your client's **DISC** style will allow you to communicate with them and support them in a more personalized manner.

Let's suppose you were a...

**WEIGHT LOSS COACH** and, after using the DISC profile with your clients, you knew that:

**Client A** was going to want to count calories and use precise measurements on all food, not allowing for even minor variances.

**Client B** was going to need a support network away from their coaching, perhaps with their best friends or family.

**Client C** was going to be focused and dedicated on losing a specific number of pounds each week.

While **Client D** was going to have a challenge with social eating.

**LEADERSHIP COACH** and, after using the DISC profile with your clients, you knew that:

**Client A** tended to make decisions that were "popular" with those below them, regardless of effectiveness.

**Client B** tended to be impulsive, making quick decisions that were designed to produce short term results.

**Client C** pushed liked to gather a lot of facts before making a decision and tended to suffer from "analysis paralysis".

While **Client D** took her time making decisions, not wanting to make a mistake.

**RELATIONSHIP COACH** and, after using the DISC profile with your clients, you were able to create action plans that:

Helped one set of clients reconcile his impulsiveness with her need for order and control.

Or helped another set of clients where he was really struggling with the fact that his direct questions never had a direct answer, and she constantly felt like he was belittling her, even when he was trying hard not to.

Meanwhile, you helped a mother and daughter use safe, DISC-based terminology to overcome the mother's tendency to worry too much, with the daughter's strong desire to be out on her own.

## Wouldn't that make you a more successful coach?