



## SPRING 2012 NEWSLETTER AND UPDATES

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### **An Explosion of Trust**

Something is going on. I haven't quite put my finger on it, but, for the past few months I have worked with organizations and their leadership on issues related to building and rebuilding trust. In speaking with them, it appears that there is greater awareness of the role of trust in the workforce than I've seen in many years. In a couple situations, it is obvious that since the economic recovery is underway (and they are starting to see it) that many astute leaders have realized that there is an increased need to keep valuable employees. One of the ways to do this is to ensure the organizational culture supports trust, openness, and respect.

To assist these leaders and their organizations, I've modified a few of my programs and services to highlight trust--how to build it, how to sustain it, and how to repair it. In these programs, I highlight how trust affects:

- Teams--the absence of trust is cited as a fundamental reason teams are dysfunction (Patrick Lencioni, *The Five Dysfunctions of a Team*)
- Individuals--it takes longer to rebuild trust that is broken because of low personal character rather than low competence (Stephen Covey, *The Speed of Trust*)
- Organizations--once trust is broken, organizations must acknowledge it by taking responsibility, reframe the experience, encourage two-way communication, and move onward (Dennis and Michelle Reina, *Rebuilding Trust in the Workplace*)

At the core, I hearken back to earlier research as well as my personal experiences to one phrase:

***"Behave in a way that builds trust"***

I've found this phrase to be instructive, whether dealing with large-scale organizational trust, teams, or individual relationships. Behavior includes communication, respect, clarity, and consistency as hallmarks in building and maintaining trust.

If you're intrigued by all this, or experiencing an explosion of trust, contact me. I'd be glad to share what I've done for organizations, teams, and individuals. Give me a call at 214-801-2708 or email [david@dynamicgrowthstrategies.com](mailto:david@dynamicgrowthstrategies.com).

## Teamwork a la Carte Cooking Along

During the first part of this year, we have delivered a record number of our culinary teambuilding program-- Teamwork a la Carte. We have enjoyed delivering it to several for-profit and nonprofit organizations during these past few months. While the focus is always on building a team, we can also highlight process management and creativity.



During one such session a client remarked that it was amazing that in such a short time he could see people start working together in ways that he's never been able to otherwise get them to do. In another, a client shared that several participants were quite against the program--thinking it was a waste of time. By the end of the evening, all had become sold on the value of the activity.

Because of the growth, we've done a few things over the past few months:

We have renegotiated pricing with Miele Design Center in order that more clients in Dallas can take advantage of this wonderful facility. Check them out [by clicking here](#).

We added a new facility in Tarrant County (Grapevine area). Tastefully Yours--long famous for their catering and their Blue House dinners--now has a superb facility and we've negotiated pricing and activities with them. Check them out [by clicking here](#).

And we're proud to announce the launch of our new website-- [www.teamworkalacarte.com](http://www.teamworkalacarte.com)! Check it out.



If you're interested in learning more about programs such as "Shopped", "Cast Iron Chef", "What's For Dinner", "Creative Junk", or "Lunch Never Tasted Like This", then give us a call or send an email.

## Changes with DiSC® and Inscape Publishing

In the past few months, several significant changes have occurred for Inscape Publishing and their suite of DiSC® products.

*John Wiley & Sons Inc. Purchases Inscape Publishing*

Wiley announced they acquired Inscape earlier this year. I attended their recent Distributor Conference and learned that they believe that the Inscape product line will eventually become part of the Pfeiffer product

line yet, for now, no changes will occur. They want to take time to integrate products and staff before making decisions. Wiley spoke very highly of Inscape and their products (DiSC®, Team Dimensions Profile, Time Mastery, etc.)

Wiley also has a number of 'big name' authors in their stable such as Peter Drucker, Patrick Lencioni, and others. Wiley has been in business nearly 200 years and is widely respected. They own Pfeiffer, one of the oldest and most respected companies for HR and training materials.

To read the complete press release, click [here](#).



*DiSC® Changes (and a hint about TDP)*

Early in the conference, Inscape said that this past year was the tipping-point for DiSC. As such, it was the year that Everything DiSC® outsold Classic DiSC®. They reassured that the Classic version would not go away but that all future development is in the area of Everything DiSC®. (As an aside, I started using Everything DiSC® more frequently with clients over the past year as well and find many of the products to be quite advanced--particularly the Workforce, Management, and Leaders reports.)

In 2012 they will not release any new product. Rather, they are re-working the 'engine' that runs DiSC®. This means that they are overhauling how DiSC® is administered on-line. Rather than a set of 28 adjectives (as it is today), the system will become a computerized adaptive testing platform. What this means is that the system becomes a 'smart' system. As someone takes DiSC®, the system will recognize those areas where answers are close and then give more items for the person to complete. The result is that it will be longer in length (~5 minutes) and the accuracy will increase by 32%!

The basic model (David Marston's model) upon which DiSC® is based remains at the core. This new system allows for a more thorough assessment.

And the instrument now uses phrases instead of the adjectives. And items are presented in a more conversational format.

They also have benchmarked the new items against two internationally-recognized psychological instruments (NEO PI-R and 16PF). Bottom-line is that the instrument will now be even more reliable and valid.

So what does this all mean for you?

If you take DiSC®, the online system will change on June 2. This means that if someone takes it on or after this date, they will use the new system. But (and this is a big but), the reports will not immediately change.

Although the report will use the new data, the physical report won't change until the fourth quarter.



And if you continue to use Classic DiSC®, nothing changes in the system or reports.

Lastly, they gave us a heads-up to the new product for 2013. It will be an assessment that measures team innovation. If you have a team that is interested, they are looking for teams to act as beta testers for the new this new assessment. Let me know (and participation is free).

We continue to be an Inscape Publishing Distributor and can help with your needs, including sub-licensing your organization for usage throughout the company (with associated cost savings).

## Updates and Announcements

**DiSC Reach Back, Leap Forward 2012 Migration Program** was recently announced to help people experience Everything DiSC®. If you've taken Classic DiSC with Dynamic Growth Strategies in the past, you can try a new Everything DiSC® assessment for **30% off** the normal cost! This program continues until the end of 2012. Contact me if you're interested.

Save  
the  
Date

**Assessments Training Workshop** will be held again on August 2-3. This program includes an overview of assessments, including 360° feedback, and certifies you to use Inscape products (DiSC®, Team Dimensions, etc.) within your organization. More on this in our Summer Newsletter. Save the Date! (And if you can't wait until these dates, we can arrange for an individualize training session--either in-person or over the phone.)

**Our new partnership for nonprofits** continues to garner attention from nonprofit Boards, leaders, and teams. This exciting alliance with Barry Diamond and his Sandbar Group can help your organization with issues such as board-staff roles, board governance, nonprofit leadership, marketing, donor cultivation, and other topics. Our website is <http://www.constellationconsultingalliance.com>



**Blog [www.thinkchangedo.com](http://www.thinkchangedo.com)** postings these past few months included:

*"New Challenges for Global Leaders"*

*"World's Most Ethical Companies 2012 List"*

*"The Empowerment Myth"*