

"Motivation is the art of getting people to do what you want them to do because they want to do it."

--Dwight D. Eisenhower

"The only way to get people to like working hard is to motivate them. Today, people must understand why they're working hard. Every individual in an organization is motivated by something different."

--Rick Pitino

"People can't live with change if there's not a changeless core inside them. The key to the ability to change is a changeless sense of who you are, what you are about and what you value."

-- Stephen Covey

Data Dome News

Speaking Engagements: Art Schoeck, founder of Data Dome, Inc., will present "[How to Create and Be Part of a Winning Sales Team](#)" as part of the Atlanta Metro Chamber of Commerce Professional Development Series on September 29th.

Schoeck will also speak September 19th to YoungBucks, the premier young professionals club of the Buckhead community (Atlanta), on "[What You Need to Know About Yourself to Get to The Next Level](#)" a leadership development workshop using behavioral style analysis.

Suzanne Wright interviewed Art Schoeck in "[Personality Matters: Art Schoeck helps restaurants make hiring decisions](#)," *The Sunday Paper*, Atlanta.

SELF-QUIZ: Sharpen Your DISC

These communication tips best apply to which core styles?

Not All DISC is Created Equal

One of the biggest misconceptions we hear is that DISC is a "tool."

Not so! DISC is a neutral language for describing behavioral preferences, as well as a theory of understanding the self and others with behavioral style analysis.

There are over 300 DISC instruments on the market. Accuracy varies widely among these different instruments, with some being much more thorough in the narrative explanations than others.

People who think they know DISC often find that they are actually only skimming the surface with some of these instruments.

DISC, like any language, requires practice and application. To "peel the layers of the onion" on workplace strategies for communication and optimization, you need a combination of the most accurate DISC instrument and the targeted analysis and procedures to employ DISC insights for "everybody wins" applications.

That's why companies like Marriott International and Arby's Restaurant Group choose Data Dome's DISC training and certification programs.

If you think you already know DISC, try taking one of our DISC exams!

Call us at 404-814-0739 or email service@datadome.com to find out more about our training and certification programs.

Five Effects of Lost Talent

Knowledge Plummet

This happens when knowledge succession systems are incomplete. Talent leaves with information and strategies and background knowledge that has not been maintained or passed along.

Promotion Pool Depletion

The number of qualified internal candidates for development and promotion are limited. The company then has to spend more on recruiting rather than developing internal leaders.

Treadmill Morale Loss

The gap left by the loss of talent can leave remaining people feeling as though they are on autopilot - pushing the treadmill, but going nowhere.

Absorption Time Loss

This is the time required by a new hire to assimilate into the corporate culture and the requirements of the job. As the learning curve increases, the time spent actually doing the job decreases.

Pied Piper Factor

This occurs when someone leaves the organization, and other workers suddenly start looking around for other job opportunities, too. "Wonder what he knows that I don't know?"

Use our [complimentary turnover cost calculators](#). You can figure turnover costs by the individual, or by job, department and organization.

- Let them do one thing at a time.
- Get to the point.
- Don't patronize or look down on.
- Don't rush.
- Allow social time.
- Introduce change in small bits.

Need a DISC behavioral styles refresher webinar? Ready for an on-site seminar? Call us at 404-814-0739 or email service@datadome.com to schedule.

Identify the Career that Suits the REAL You

Online Special for Individuals

Career Insights Assessment and Debriefing

Do you want to know what kind of job roles or careers you'd be most comfortable doing - before spending your time, money and energy on the wrong education, training, and job? What would be your most fulfilling and satisfying job? What are your behavioral preferences and strengths? Where are your challenges and blind spots? What jobs actually match the behaviors you prefer, outside of any consideration of your hard skills and educational training?

We now offer an **individual online assessment and debriefing package**, perfect for career planning, transitions, or a gift for that soon-to-be graduate!
More

Spotlight on TTI Success Insights™ - Personal Interests, Attitudes, Values

The Motivational Insights report

We can help you to retain your talent! **Call 404-814-0739.**

Workforce Lagging in Critical Competitive Functions

Corporate executives say there is a problem with essential skills for critical functions in the workforce. Critical functions are reported as not performing as strongly as they should, according to a recent high performance workforce study by Accenture.

- Only 14% of respondents described the overall skill level of their organizations' entire workforce as industry leading.
- Just 20% of respondents said the majority of their employees understand their companies' strategy and what's needed to be successful in their industry.
- Among those who rated these functions among the top three, just one-quarter (25%) assigned the highest rating to the performance of their sales function, and under a third provided the same rating to their customer service, finance and strategic planning functions (25%, 19% and 33%, respectively).
- Only 11% were very satisfied with the performance of human resources (HR) functions. Only 10% very very satisfied with the performance of training functions. Only 36% of respondents said their companies tailor their HR and training support to each function's needs and contributions to the organization. More than 40% percent do not even evaluate the impact of their HR and training efforts against profitability. About 50% do not evaluate those efforts against revenues and sales.
- 42% of respondents described capturing and sharing knowledge as a challenge or a severe challenge for their companies. 38% report a lack of a common business culture across different locations. 37% report no knowledge support infrastructure with dedicated people. 32% report that knowledge sharing is typically not rewarded in the organization.
- 60% expect to begin feeling the impact of the aging workforce and the impending retirement of baby boomers within the next 5 years. Of those, 28% said they are feeling the impact now.
- 43% described talent sourcing as a challenge or a severe challenge, primarily because of a smaller or shrinking talent pool from which to choose.
- Only a small percentage of respondents said the heads of customer service (29%), finance (31%), sales (34%) and strategic planning (37%) at their companies are highly involved in human capital management initiatives.

"Human performance leaders", who are more likely to be successful in addressing the organizational issues that contribute to strong financial performance, share certain characteristics, including:

- Acquiring new customers and increasing market share (reported by 43% of "human performance leaders" vs. 14% of "laggards")
- Encouraging strong customer loyalty and retention (52% vs. 17%)
- Responding to changing market conditions (52% vs. 14%)
- Finding and developing talented leaders (39% vs. 7%)
- Attracting and retaining skilled staff (30% vs. 12%)
- Generating superior business value from technology investments (35% vs. 15%)

Critical skills cultivation should be at the top of the priority list as market competition increases.

allows individuals to understand how their prioritized values affect choices and provide purpose and direction in their lives.

- Theoretical
- Utilitarian
- Aesthetic
- Social
- Individualistic
- Traditional

The report shows the relative priority of each motivator, describes each of the values and the actions and initiatives you might expect to see exhibited from the person based on the value. When combined with the [behavioral assessment](#), the picture of the individual is complete - both **HOW** he or she will behave and **WHY** - the values and motivational drivers behind his or her actions.

[More Information](#)
[Detailed Motivators/Values Descriptions](#)
[Sample Motivators/Values Report](#)

[Other sample reports](#)
[Product List By Application/Position Assessment Selection Wizard](#)

Call us at **404-814-0739**

Website Pick

In [Bubble Wrap](#), a project of [800CEORead](#), gives away leadership and business-related books. Witty style. Daily emails from the "inBubbleGuy" remind you to enter. No strings. We like it.

High Income Values Study

A recent TTI International study of successful people in the financial services industry compared the values (priorities, passions) of two groups: one group made at least \$250,000 but not more than \$500,000, the other group made more than \$500,000. Not surprisingly, both groups are high in Utilitarian and Individualistic values. However, the comparison between the two groups is instructive in other ways.

Observations Gathered	Group I \$250-500k	Group II \$500k to \$1m
Utilitarian above the mean	80%	81%
Individualistic above the mean	80%	67%
Social above the mean	43%	62%
Theoretical above the mean	25%	33%
Aesthetic above the mean	23%	24%
Traditional above the mean	38%	9%

Notice!

- 80% of those making less than \$500,000 had Individualistic above the mean, and 38% had Traditional above the mean.
- Those making more than \$500,000 had a high percentage with Social above the mean.
- Those making more than \$500,000 had very low Traditional scores, only 9% above the mean.

How would you interpret these differences?

How do your values, passions, and priorities compare to these groups? How would you **coach** someone using this information? How would you use this information to help people plan their career? What passions, priorities and values are held in common by top performers in your position, or in those you manage?

Want to find out what your own values, motivators, passions, priorities are?

[Contact Data Dome](#) today at 404-814-0739.