

**the Thriving Dentist**  
with Gary Takacs

# HOW UNDERSTANDING DISC PERSONALITY STYLES CAN TRANSFORM YOUR PRACTICE!

[WWW.THRIVINGDENTIST.COM](http://WWW.THRIVINGDENTIST.COM)

**BY GARY TAKACS**

Host of the Thriving Dentist Show  
Founder of the Thriving Practice Academy  
Co-Owner of Life Smiles Dental Care  
Host of the Less Insurance Dependence Podcast



# DISC PERSONALITY TRAITS

## D - PERSONALITY

- Tend to be business owners/ in a management level position
- Have very strong opinions & a strong mindset
- Know what they want & where they are going
- Make decisions very quickly
- Aren't very conversational.

## I - PERSONALITY

- They're sociable & gregarious
- Love people & being around others
- Very extroverted
- Highly conversational
- Tend to dress in brighter colors.

## S - PERSONALITY

- Highly analytical
- Want more information
- They are cautious
- Slow to make decisions
- They are very amiable
- They make awesome team members
- They love to help others
- They do not love confrontation

## C - PERSONALITY

- Tend to be the engineers of the world
- C's need even more information
- Will often question others
- They move slowly
- They are more deliberate

# WHAT PERSONALITY TYPES DO WE NEED IN OUR TEAM?



## ALL 4 TYPES

We need all of these personality types in our team as it makes a rounded team. If you've hired everyone that is in your personality likeness it will not work well for you.



## Baseball analogy

It's like fielding a baseball team where you've got 9 right fielders. How does it work to put the right fielder on the bound to pitch? It doesn't work very well!



## We need all players

We need a pitcher, a catcher we need outfielders and we need infielders.



## That's why...

We need DISC.

# MATURITY LEVELS IN DISC

## HOW TO ANALYZE IT



Within each personality type, there's the issue of maturity in DISC.

Maturity isn't a reference to the age of the patient.

It's a reference to their intellectual maturity & their emotional intelligence within the personality type.

## MATURE D



Very easy to deal with because they know what they want, they'll be clear with you on what their expectations are & you'll know exactly how to apply that to them.

## IMMATURE D



Can be the most challenging personality type to deal with. Immature meaning - low emotional intelligence

## MATURE I



It's a pleasure to deal with them because they love being around people. They get energy from being around other people. They are the ones you want interacting with your patients.

## IMMATURE I



Same as D - It can be all about them

## MATURE S



Best team member on the planet. They'll be the first one there in the morning, the last one to leave and they'll do whatever is asked of them and they truly love working in synergy with their co-workers.

## IMMATURE S



can be a challenge because they can never make a decision because of the lower maturity. They'll just get information forever and just process it and can't get off the dime to make a decision.

## MATURE C



Can be a challenge to deal with as they will struggle in making decisions. They'll just get information forever and just process it.

## IMMATURE C



Same as C

# HOW TO HIRE THE RIGHT TEAM WITH THE HELP OF DISC?

**Now the best thing you can do is to use this Test when hiring new team members**

The test costs about \$29.95, so don't have every one of your candidates take the test. Once you shortlist it down to 3-4 candidates, have them take the test & use that knowledge in your hiring process to help you hire the person that's the best fit for your team and your practice.



**Take the Test**

**Purchase the Training Video**

[WWW.THRIVINGDENTIST.COM](http://WWW.THRIVINGDENTIST.COM)

# TEAM MEMBERS

## Identify each personality Style





## HOW TO IDENTIFY THE DISC STYLE OF PATIENTS?

- D patients: When you are observing them in the practice, they move fast, very quickly. They are to the point.
- S patients: They move slower. They are deliberate & prefer to ask a lot of questions They are very analytical & like to take a calculated approach when making decisions.

They will ask, "How long is this appointment?" "What exactly is done during this appointment?" "How long does it take?" etc....

# HOW TO USE DISC WITH YOUR PATIENTS?

## Once you identify the personality types of your patients:

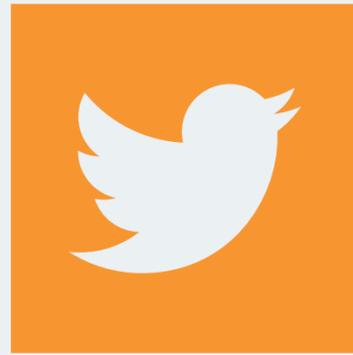
- D patients - Give them just the facts as they make decisions quickly and they don't need a lot of information.
- I patients - Let them ask questions. They love to have conversations & are great patients to develop a close bond with. They are the best people to ask for referrals as they know everybody! They are the best patients to ask for reviews & they'd be more than happy to write love letter reviews for you
- S patients - Don't push them into taking decisions. Help them to understand what's happening in their mouth & let them know why it's important for them to be taken care of. Be patient with them.
- C patients: Go into more detail about the procedure with them.



# FOLLOW US ON



FACEBOOK



TWITTER



PINTEREST



INSTAGRAM



YOUTUBE

*love our  
podcast?*



WRITE US A REVIEW ON  
ITUNES!

[WWW.THRIVINGDENTIST.COM](http://WWW.THRIVINGDENTIST.COM)



# LISTEN TO THE INTERVIEW WITH CHRIS LOCURTO

On

Unleashing the Power of DISC Personality Styles  
in Your Practice

SHARE OUR SHOW WITH A FRIEND!

the **Thriving** Dentist  
with Gary Takacs