



# The 4 Dimensional Manager: DiSC Strategies for Managing Different People in the Best Ways (Inscape Guide)

By Julie Straw

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Successful managers work like coaches, assessing each person's strengths and weaknesses and developing the best strategy to get the job done. The 4-Dimensional Manager shows how managers can become more effective by using the DiSC system. "DiSC" stands for four communication styles: Dominance (direct and decisive); Influence (optimistic and outgoing); Supportive (sympathetic and cooperative); and Conscientious (concerned and correct). In the book's first part, readers assess their own style, the style of the people they manage, and the style of their organization. The second part shows how to choose the most effective style (or combination of styles) for any situation, focusing on seven key areas: delegating, decision making, problem solving, motivating, complimenting, giving constructive feedback, and developing skills.

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#### **About the Author**

Julie Straw is Vice President of Training and Communications for Inscape Publishing. Inscape Publishing is the world's leading independent developer and publisher of research-based personal learning profiles for business. For over 25 years, their profiles and programs have helped people make the most of their strengths. Their products are distributed by over 6,000 independent distributors worldwide including The Ken Blanchard Companies and the American Management Association.

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