

# CE.TOP Training & Consulting Co. Ltd.



## “DISC® Qualification Training”

# What is DISC®?

## DISC® is

- | A mental model
- | A situational view on behavioral tendencies
- | A system for understanding behavior – mine, yours and the behavioral expectations of the environment

## DISC® distinguishes between four basic behavioral styles:

- | D – Dominant
- | I – Influencing
- | S – Steady
- | C – Cautious
- | ...and further 20 detailed behavioral patterns

## Why do we need a system for understanding and managing behavior?

Because the lack of a behavioral system leads to loss of:

- | Time through miscommunication
- | Personnel
- | Productivity and effectiveness
- | Customer satisfaction
- | Sales
- | Business success

## Why is it important to manage your behavior?

- | People are different
- | Each person has a different way of viewing the world
- | Each person has a different set of needs, desires, goals and fears
- | Differences cause conflict unless we have a system for understanding differences and behavioral strategies for managing differences

## Solution: DISC® delivers tools, which help you to:

- | Understand yourself and the expectation of others
- | Analyze the gap in performance
- | Show appropriate action strategies
- | Develop a respectful understanding of other's behavioral styles
- | Give an appreciation of diversity
- | Enlarge your behavioral competence in work and life



# Available DISC® Products in Chinese Language

## I DISC® Personality Factor Profile

### Recognizing yourself and understanding others

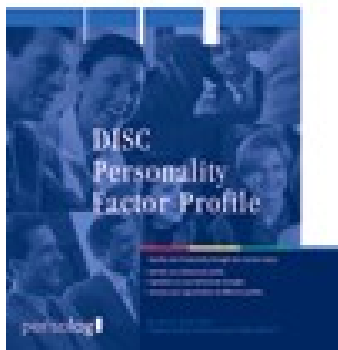
- I The secret of personal and professional success lies in understanding oneself and others better, and therefore also recognizing how one's own behavior influences other people. The DISC® Personality Factor Profile puts you on the road to your success and helps you recognizing your opportunities. The DISC® model, developed by John Geier has helped 50 million users in 26 countries around the world to overcome communicational barriers and to optimize interpersonal relationships.
- I The DISC® Personality Factor Profile is based upon extensive scientific studies done all over the world. It matches the complex staffing processes of modern companies and helps their employees to understand the behavior of others and to deal with it effectively. It's broad analysis and interpretation features support users to improve their own behavior and their understanding of others. It provides a pivotal learning tool for personality development, management skills, sales skills and team training.

### One profile – many applications:

- I The DISC® Personality Factor Profile constitutes the basis for high-level performance in many different fields of application:
  - I Personality development
  - I Executive development
  - I Sales training
  - I Team development
  - I Coaching
  - I Self-management

## I DISC® Personality Mastery Online Report (test in Chinese, report in English language)

- I Offers generally the same features and opportunities than the DISC® Personality Factor Profile, but provides a far more detailed and personalized report. The online profile is therefore the given tool for high level one-to-one coaching and for headhunters doing executive search.



# How to Become a Qualified DISC® Trainer, Coach and Facilitator?

- Since any use of DISC® products in training, consulting, coaching, assessment and head-hunting requires profound knowledge about behavior and personality, these products may only be issued to qualified trainers, who have the necessary background to apply DISC® materials.
- The DISC® Personality Factor Profile and the DISC® Personality Mastery Online Report together with all the other DISC® tools are meanwhile classical tools and instruments with excellent properties: practically business oriented, built up in a modular way, scientifically researched, concise and comprehensive.
- In our 2 days qualification course we introduce you into the method, the scientific background and the use of these instruments. During this course you will receive the most recent knowledge about the application of DISC® within different topics of management and leadership skills training. You will learn, how to prepare, conduct and follow-up DISC® based sessions and how to create added value for your training business and for your customers.



- This qualification course is the inevitable key for the use of our DISC® tools and the related instruments in training, consulting and coaching. We do not put up any formal restrictions to enroll for our qualification training, but we expect that our participants will have sufficient knowledge and experience in training, coaching or consulting.
- In our course fee of RMB 6,850 yuan, we also include a certificate, issued by CE.TOP Training & Consulting Co. Ltd. in co-operation with Persolog GmbH, Germany, certifying that you are a qualified DISC® trainer, coach and facilitator. With this certificate you are not only properly trained and legally entitled to use the most recent version of our DISC® training material and tools, you will also be a part of a worldwide network of trainers, coaches and consultants, working with DISC®.
- Do you have any further questions about our DISC® Qualification course? Please do not hesitate to contact us or visit our website:

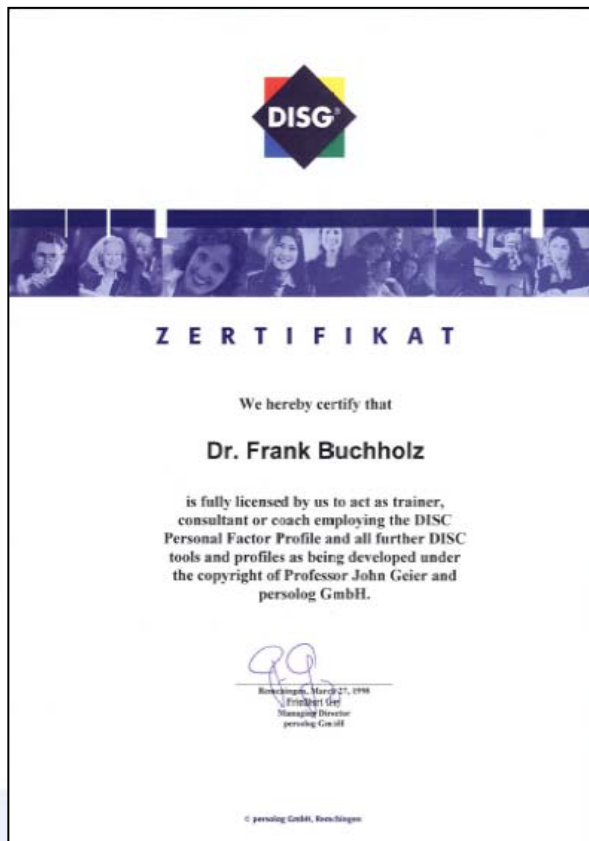
[info@cetop.de](mailto:info@cetop.de)

Tel.: +86-21-61270902

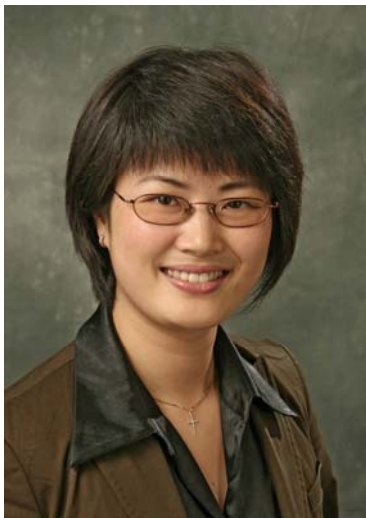
[www.cetop.de](http://www.cetop.de)



# CE.TOP - Sole Distributor of DISC® in China



# Your Trainer



## **Christine Xue**

**Licensed DISC® Trainer/Coach**

**Senior Consultant of CE.TOP Training & Consulting Co., Ltd**

**Trainer of Munich Leadership Group**

**Consultant of Intercultures GmbH**

Christine is a licensed trainer/coach for DISC® Personality Development System. And due to her cross cultural experience, she has served the following companies: Wyeth China, Motorola China, China Telecom, Cummins, Tyssenkrupp, Shanghai GM, IBM Academy, Bayer China, BASF, Bombardier, STIHL, SIPGL Logistic, SSB Germany, Giesecke & Devrient, BD China, Metro Cash & Carry International GmbH, Jinjiang Metro C&C Co., Ltd. Draeger Medical GmbH, Draeger Safety GmbH, ICGS Hamburg University (MBA faculty), American Chamber of Commerce in Brazil, Overseas Education College of Jiao Tong University, TMI Training & Consulting, Eli-Lilly Pharmaceutical Co., Ltd., Bayer Science & Technology Co., Ltd, BNP, Miba Precision Components Co., Ltd. , Pheonix Contact, Blizzard Entertainment, Tycoelectronics, Shanghai Bus Group, etc.

Design, develop and carry out the following courses:

- Leadership skills
- Coaching skills for senior managers
- Personality development and career coaching, based upon the DISC® Personality Factor Profile
- Powerful communication through excellent presentations
- Managing meetings
- Time and self management
- Managing conflicts
- Cross Cultural Management-China focus



# Registration Form

- Hereby I enroll for the two days DISC® Qualification Course on Sep. 9-10, 2010.
- Training Venue: 3/F Hao Ran High-Tech Tower, 1954 Hua Shan Road, Shanghai Jiao Tong University
- Training Fee: RMB 6,850 Yuan. (Including training material, DISC® certificate)
- Payment: Bank Transfer  
Account: 上海赛拓朴企业管理咨询有限公司  
Bank: Bank of Shanghai  
Account no. : 31687400001053208

Please send the registration form back 15 days before the course!

Name: \_\_\_\_\_ First name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Tel.: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

- Please send the registration form back to:

[info@cetop.de](mailto:info@cetop.de)

Or send it by land mail to the following address:

CE.TOP Training & Consulting Co.Ltd.

Unit 902, Guanghua Tower

868 Mao Tai Road

Shanghai, 200336

