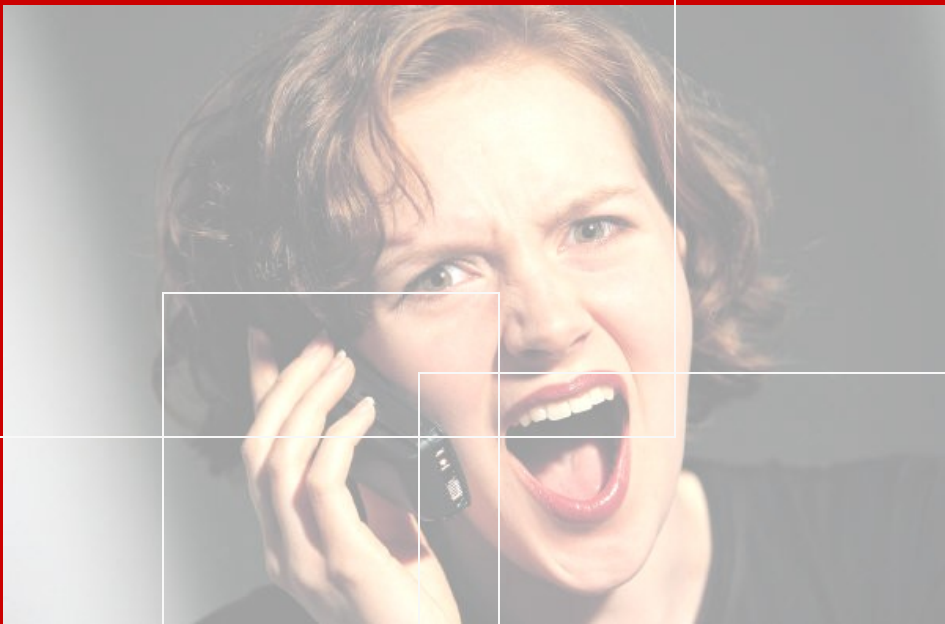


How to Handle Difficult Conversations with a person who is Dominant – Controlling – Angry



First off, let's describe the Dominant – Controlling – Angry person in more detail, so we are sure you're dealing with this personality type. The Dominant person is very fast paced and **results-oriented**. They are always going somewhere, doing something. As a matter of fact, they have a hard time relaxing and may be labeled an "A-type" personality – among other things.

Here are some characteristics of a highly Dominant person:

- Aggressive
- Forceful
- Direct
- Goal-oriented
- Impatient
- Strategic thinking
- Proactive
- Bold or blunt

Research shows that **19% of the population is Dominant**. Of course there are some types of professions (sales) and business areas (management) where the percentage may be higher. Regardless, this means that *81% of the population is non-Dominant* and may have challenges communicating with this behavioral type.

Let's look at some of those challenges. Because High Dominant people move fast and think fast, they tend to be impatient and will get angry when things don't go their way. It seems to be their anger that most people have trouble dealing with.

One time, I was in a cell phone carrier's store and this man came charging in yelling and screaming at the customer service support person. He wasn't angry at the person or even at me – just the poor cell reception he was getting – and yet my heart started beating rapidly, as if I was the one being yelled at.

Anger is the most difficult personality trait for others to deal with. For one, we tend to take it personally. Secondly, that interaction stays with us. There are many people who have told me that they stewed for hours after being yelled at by a High Dominant person.

Specific Tips for Communicating with the Dominant Person

- **Don't take anything they say or do personally.** This may sound strange – but it's not about you. When they are angry, it is usually not personal. They are likely angry at the circumstances or not achieving results fast enough. This can be proven by how many High Dominant people are fine five minutes after a heated interaction. Wait a few minutes, and they might ask you to lunch.
- **Stand up for yourself.** One thing High Dominant people can't stand is weakness. They are like the bully on the playground. They only respond positively to strength. To gain their respect, stand up to them and push back when appropriate.
- **"As-is" the conversation.** This means telling the High Dominant person what it is like for you to communicate with them. Whoa...that would be pretty uncomfortable for most people. But consider what my sister-in-law did years ago with my father – a High Dominant if there ever was one. She told him once that she was afraid of him. Right to his face! He had no idea this was how he affected her. For years this has been in the back of his mind and he has toned down his communication with her. So if all else fails, tell it like it is. You've got nothing to lose.

Here ye, here ye. From this day forward the DJDT Wizard declares that you shall alter your communication with a High Dominant person in the following manner. . .

Don't ramble on, or waste their time.

Be clear, specific and to the point.

Don't try to build personal relationships, or chitchat.

Stick to business.

Don't forget or lose things, be unprepared or disorganized.

Come prepared with all requirements, objectives and support material in a well-organized package.

Don't leave loopholes or cloudy issues if you don't want to be zapped!

Present the facts logically; plan your presentation efficiently.

Don't ask rhetorical questions, or useless ones.

Ask specific questions. (preferably, what?)

Don't come with the decision made or make it for them.

Provide alternatives and choices for making their decisions.

Don't speculate wildly or offer guarantees and assurances where there is a risk in meeting them.

Provide facts and figures about probability of success or the effectiveness of options.

Don't take issue with the High D personally.

If you disagree, take issue with the facts.

Don't force the High D into a losing situation.

Provide a win/win opportunity.

Don't try to convince by personal means.

Motivate and persuade by referring to results.

Don't direct or order.

Support and maintain.

General Tips for Communicating More Effectively with All Types of People

- With any interaction, the only person you can control is yourself. So there is no sense in wasting energy on trying to change the other person (as nice as that would be). Therefore, you must take 100% responsibility when communicating with others. It is your reaction to them and the conversation that will determine the outcome – far more than the conversation itself.
- Assume the best. Orient yourself to this person's good qualities. C'mon – you can find something if you look hard enough. Remember that everyone has some good qualities. Find something you like and respect about this person. Approach your next conversation with these qualities in mind.

RESULTS RESULTS RESULTS

#1 Mistake Most People Make When Communicating with a High Dominant Person

If you remember nothing else about High Dominant people, remember they need to see RESULTS. They don't like to waste time. So whenever you communicate with them, leave out your stories and unnecessary details. You may want to explain why the project is late but they don't want to hear it. They just want to know when they can expect it.

As a matter of fact, give them the bottom line right at the beginning. Make your communication clear and succinct.

BE BRIGHT – BE QUICK – BE GONE!

Action Plan

Now that you have learned more about the Dominant behavioral style, take a moment and think of some people you know who may fit this description (customers, employees, work associates, family, friends or even casual acquaintances). Then, fill out the table below.

Name of Person	My challenges communicating with him/her	Possible tips for communicating more effectively

- The very next interaction you have planned with a High Dominant (email, phone, in-person) give them the bottom-line of your communication. Write it in one sentence here:

(Tip: Remember to leave out all details, stories, explanations, etc. This will be a great exercise for you who are prone to over-communicate. Believe me, if they want the details, they will ask.)

This report contained just one way to use DISC in your organization – understanding and dealing with others more effectively. Listen to the ways my clients have used the DISC process...

For hiring and selection...

We have been enjoying the DISC consultation for a long time and have had very accurate results. One in particular - the analysis showed that this one candidate had the potential to become very frustrated and would ultimately voluntarily terminate employment. We thought we could manage through the situation, however, we could not and the employee quit due to the stress around the job.

~ David J. Cecere, CPCU, Executive Vice President,
Tompkins Insurance Agencies, Inc., Batavia, NY

For supervisor and manager promotions...

We did indeed offer the supervisor position to the employee we assessed last month and she is doing a great job. She's also much happier in this new position...it's a much better fit for her. Not only has she commented on this, but many other co-workers have even passed along great compliments. So...you could say it's going very well! We really appreciate your insight and help in making this decision. Thanks again for your help.

~ Andrea L. Holland, Former Operations Manager, ExecuScribe, Inc., Rochester, NY

For leadership development...

These DISC assessments have been invaluable in assessing and addressing the specific behaviors of our key management team. This process has provided opportunities for professional growth as well as personal growth for our leadership team.

~ Terry Knapp, HR Director, Ultrafab Inc., Farmington, NY

For sales team development...

What a tool! I was amazed at the accuracy of the DISC assessment. It nailed the behaviors of a sales team member on the head!! Using the DISC assessment will definitely give you an idea of the type of behaviors you may be employing (or are thinking of employing). Certification made sense for us!

~ Alice Curry, HR Manager, Hammer Packaging

This isn't hocus pocus! DISC assessments have become recognized as a proven, powerful tool for many top organizations to solve many of their human resource challenges.

Now is the time to join our "secret society" so you can become ...a behavioral wizard yourself!

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