



# Nancy Roberts

CERTIFIED BEHAVIORAL ANALYST | AUTHOR | SPEAKER

*Coached and Advised 100+ Business Owners, Entrepreneurs,  
and C-Suite Level Executives*



*Nancy Roberts ... The DISC Wizard*



Hiring, and holding onto, the wrong people is one of the biggest competitive disadvantages for organizations.

Nancy Roberts wants to help you get the RIGHT people on your bus, the WRONG people off your bus, and the RIGHT people in the RIGHT seats. She will show you how to hire, develop, and retain quality employees and support you in making hard but necessary staffing decisions.

As a speaker, she shows audiences how to look at people on a deeper level to find out what drives their behavior and performance. This way, business owners can ensure that the people hired are a good match for the position, the team and the culture of the organization.

Audience members walk away with the tools necessary to properly assess people BEFORE they're hired. They'll also know how to engage and retain reliable, productive employees while getting chronic low performers to fire themselves. In short, they'll know how to turn high turnover and low productivity around.

# Speaking Topics

## 01 People Are NOT Your Number One Asset

Only the RIGHT people are an asset. In fact, the wrong people can be a serious liability.

*“Success comes from getting the right people on the bus and the right people in the right seats,”* wrote Jim Collins in “Good to Great.” This sounds simple but as we know is not always easy. So how do we find, hire and keep the “right” people?

In this ground-breaking session, participants will learn:

- Discover how to reduce the number of “wrong” job applicants just by rewriting your job ad
- Know who you are hiring BEFORE you hire them
- When turnover isn’t a problem – “this” usually is and is much more costly to your organization
- How to keep the reliable, productive people once you’ve hired them!

## 02 Engage Employees Without Breaking The Bank

While it’s fair to say that there are some things that every employee wants (fair pay, a supportive boss, etc.) there are some specific drivers to employee performance that most engagement initiatives miss. This talk will cover:

- What employees are really motivated by (there are 6 driving passions behind performance that most people aren’t even aware of)
- How to get the JOB to motivate people – so your managers don’t have to
- The four most de-motivating words a manager can say to an employee
- The biggest challenge for HR professionals in building a culture of engagement – and what to do about it
- How engagement begins before an employee is even recruited or hired

## 03 STOP The Workplace Drama

In most workplaces, a good deal of time and effort gets wasted on people second-guessing, complaining and gossiping about each other to third parties.

The problem is drama can make for a very tense environment where it is difficult to do our best work. If you’ve ever dreaded Sunday nights... you’re going to love this presentation.

In this presentation, participants will discover:

- The #1 secret to dealing with the drama in our workplaces
- The 4 types of Drama-makers and how to combat them
- The biggest mistake you can make when dealing with emotional situations
- The one “mantra” ALL happy, productive and successful people live by that separates them from the rest



“Hiring is like dating. If you settle for less than you want, you will pay for a long time!”

- Nancy Roberts, CEO & Founder

# Nancy Roberts

CEO & Founder, The DISC Wizard

As CEO and Founder of The DISC Wizard, Nancy Roberts helps businesses turn a critical eye toward their staffing choices. The DISC Wizard’s behavioral assessments guide employers in really getting to know their candidates and employees so they can improve job fit, alignment and, ultimately, engagement.

Nancy is also a published author of several books, including *“The Little Red Book of Hiring & Firing – 7 Strategies for Finding & Keeping Engaged Employees”* and *“The Top Ten Strategies for Success in Business.”*

Nancy has taken her message to a variety of businesses, reducing turnover up to 50% and staffing high level executive roles with the perfect employees. She’s guided such businesses as Alphagraphics, Allied Building Supplies, LiDestri Foods, Rotork Controls, SentrySafe, Summit Electric Supply, and many more. Nancy’s message has also been featured on ABC, WHAM Radio, and the Rochester Business Journal to name a few.

When Nancy isn’t getting rated “Best Speaker” at conferences, she’s reading, writing, cooking, and baking. She’s also an avid traveler, swimmer, hiker, and spa enthusiast. Finally, she loves spending time with her fiancé, Jess, and her 22 nieces and nephews.

# Audiences Are Talking About Nancy



*“We spoke briefly following your conference session. I was the gentleman inquiring about your comment to “take care of yourself”. I really appreciated the time you spent with me afterwards and your encouragement. I hope our paths cross again soon. You are indeed a **unique, insightful, and knowledgeable presenter.**”*

**- Eric Logan, Director of Business Development, Virginia**



*“Thanks once again for your awesome presentation this morning. You did a great job of getting all your points across in such a limited time frame! Talk about **grace under pressure** – lovely job with some great take-aways. I know what I’ll be thinking about changing for myself in the upcoming days and weeks.”*

**- Rachel MacDonald, HR Director, Qualitrol, New York**



*“By the way, you got some additional excellent feedback from the students in the final course evaluation. Your session was mentioned by a couple students as one of the **high points of the leadership course.**”*

**- Professor Robert Whipple, Syracuse University, New York**



*“I have attended many trainings and **this is by far the best I have ever been to.** Just the self-awareness gained from the DISC is invaluable, combine that with the information on overcoming fear and you have an **OUTSTANDING, life-changing training.**”*

**- Kate Stanford, Dallas, Texas**



*“It’s early afternoon and I’m still energized by your presentation this morning! You were phenomenal and your compelling message of strategies for business success was right on! Having been a member of the National Association of Women Business Owners (NAWBO) since 1998, I’ve heard numerous speakers over the past decade. **You are one of the top two all time great speakers I’ve ever heard at NAWBO in ten years.** Thank you for sharing your inspiring message and wisdom with us today.”*

**- Dorothy J. Madden, President, Organize IT!, New York**

# Organizers Are Talking About Nancy



TRAINING RATING: 9.7 out of 10



*"After bringing back **Nancy Roberts for a second time as our Keynote Speaker**, we have received nothing but RAVE reviews about her! This was a conference involving multiple agencies, and all were especially impressed with "The \$20 Lesson" she presented. It proved to be a real eye-opener for those in attendance. **Over 97% of the attendees surveyed rated her presentation as 'Excellent'.**"*

- **James Bloomfield, Event Coordinator, Catholic Charities, New York**



*"Nancy's seminar "Top 10 Strategies for Success" was **exceptional in every way**. The content was superb and the delivery...even better! Nancy connects with the audience, provides fantastic information...and inspires everyone in the room to be more...do more...live more! I cannot recommend her highly enough!"*

- **Jonna L. Martin President, Greater Rochester NAWBO**



*"I've been reviewing the feedback from the conference and **continue to be impressed with your results**. I was wondering if you'd be interested in being the featured guest and presenter in a webinar."*

- **Candice Frazer, Director Of Marketing, TTI Success Insights, Arizona**



*"Nancy has a wealth of expertise that she delivers in an exceptional manner. We have had **Nancy speak at our last four Career Conferences** and she is always one of the **most popular speakers**. Her approach is engaging, the information highly applicable to our attendees and her delivery...exceptional. I have worked with Nancy on a number of occasions and never hesitate to bring her in as one of our speakers. I highly recommend her as someone who delivers quality information that promotes a good result."*

- **Ann Marie Walker, Event Organizer, RochesterWorks!, New York**

# Clients Are Talking About Nancy



*We have 10 managers who have specific departmental roles in addition to being shareholders. Honest and frank communication is critical to being successful. **Unfortunately, everyone is often too polite to really dig and resolve issues** for fear of hurting each others' feelings.*

*What Nancy did to help was to analyze everyone's behavior, demonstrate how our behaviors can be obstacles to success, and offer tools to overcome our behavioral paralysis. **We have been able to be more brief and direct in our dealings with each other** because we have developed more trust and faith.*

*The whole experience was very interesting and continues to be helpful many months later. **We are on a single mission with a clearer purpose today.***

**- Scott Reppert, CEO, Superior Health Linens, LLC, Milwaukee, WI**



*For the past three years Nancy Roberts has provided us with a variety of services **to improve our effectiveness as leaders.** From pre-employment assessments to executive coaching services, she has given us great insight into the importance of understanding human behavior.*

*Some of the clearly identifiable benefits include:*

- *Identification of opportunities to **improve communication between staff members***
- *Emphasis on measurable results*
- *Assistance with Succession Planning and delegation of executive responsibilities*
- ***Objective sounding board for managers** and supervisors*
- *Training resource*

*Nancy has become a valuable member of our executive staff. We really value her input.*

**- David Gross, Owner of Gulf Coast Laundry Service, Gulfport, MS**

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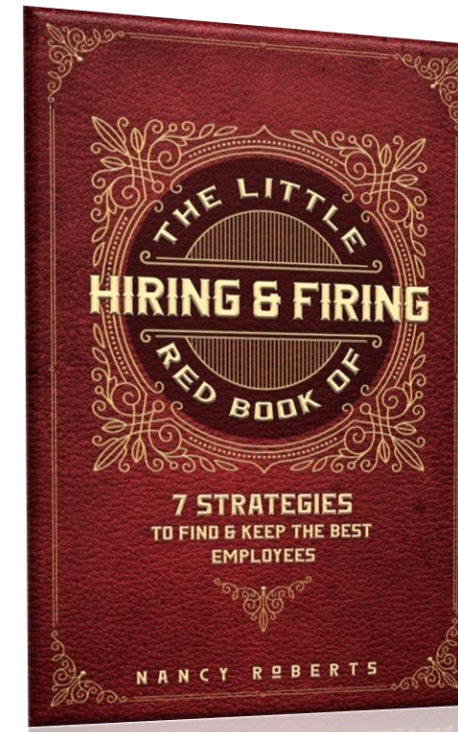
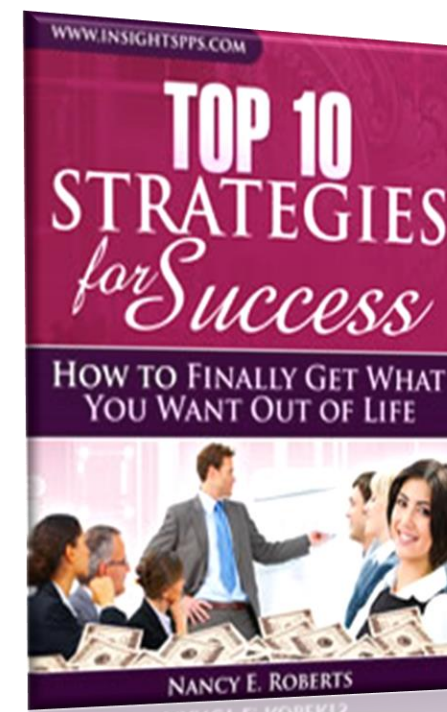
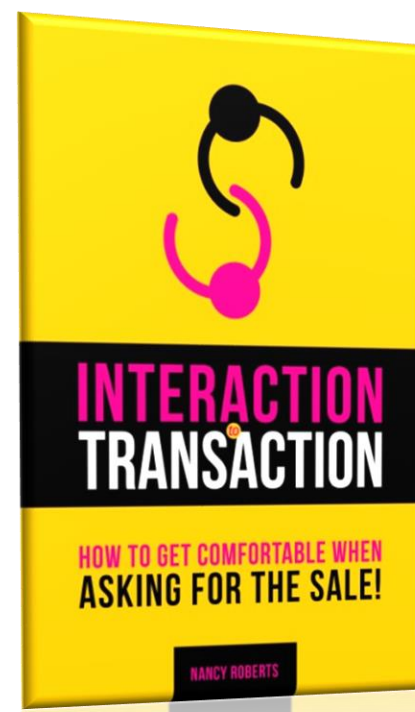
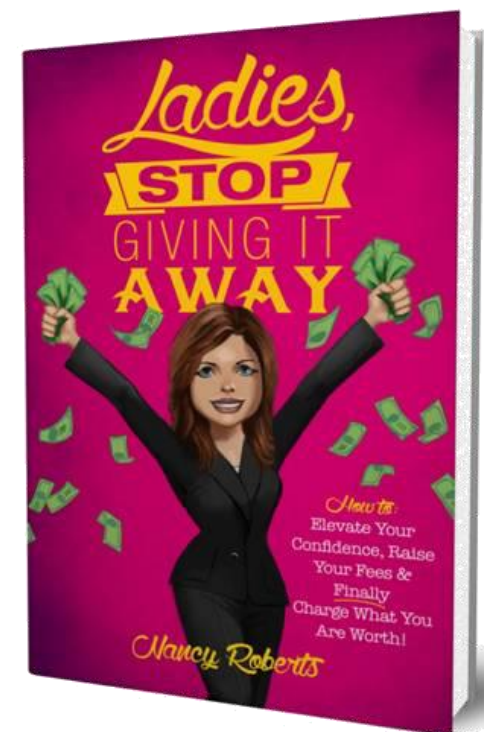


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EPISODE GUEST  
**NANCY ROBERTS**

Nancy shares stories from her own life, including the journey of finding her purpose and a clear outline of strategies that you can use to take inspired action and quickly move closer to achieving your goals.



## Books by Nancy



# Connect with Nancy



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*Nancy Roberts ... The DISC Wizard*

