

Taking Flight!:

Master the Four Behavioral Styles and Transform Your Career, Your Relationships...Your Life

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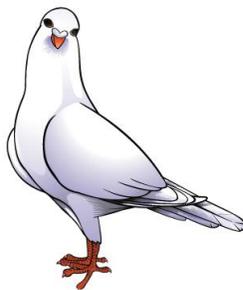
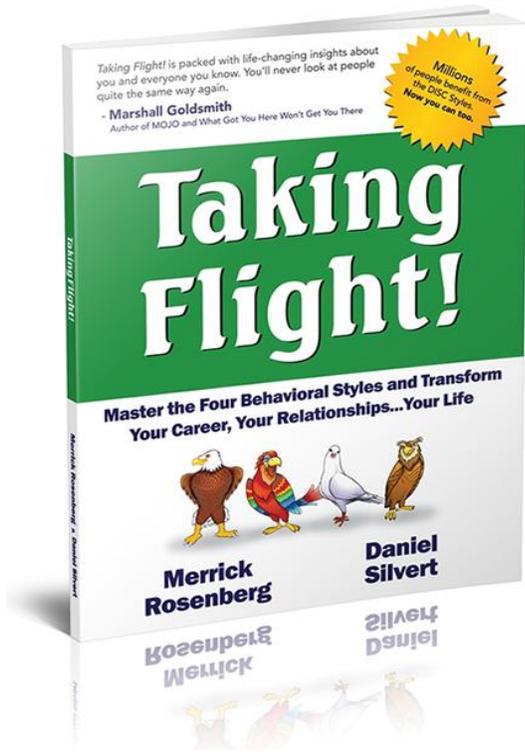


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Introduction

Sometimes we discover a pattern so obvious and predictable that we can't believe we hadn't noticed it before. Imagine if this pattern could provide a blueprint for better understanding yourself and every person with whom you interact.

Such a framework exists through a simple four-style model of behavior known as DISC. It's hidden in everything we do and it may just be the most powerful tool you ever learn to maximize your potential and influence others.

If you're already one of the millions of people familiar with the *DISC* behavioral styles, the principles shared in *Taking Flight!* will take your understanding to a whole new level. And if you haven't yet been introduced to the four styles, brace for impact: This knowledge will change your life forever!

In our work with hundreds of companies and tens of thousands of people from all walks of life, we have seen how understanding and applying the *DISC* styles releases our highest potential. We have watched mediocre managers evolve into leaders...teams mired in conflict resolve years of pent-up stress...floundering salespeople transform into superstars...frustrated teachers become inspirational educators...and countless careers revitalized and redirected by individuals who have learned how to fully leverage their natural gifts. As they replaced judgment with acceptance, couples have told us that understanding *DISC* saved their marriage, and parents have approached us with joy and relief at better understanding their children.

Whether you're interacting with coworkers or customers, family members or friends, *DISC* can guide you to better relate with others. You will soon understand why you click with some and clank with others. Moreover, you will gain a valuable framework for maximizing your strengths and minimizing your weaknesses.

What you are about to read is not just a story about birds. At its heart, *Taking Flight!* is about *you*. Although you may not notice it at first, before long you will recognize yourself in these pages. *Taking Flight!* is about why you react to your family, friends, and coworkers the way you do. It's also about how you respond to the world around you and what drives your decisions and actions.

Consider what *you* would do in the birds' situation and think about what that says about who *you* are.

Is there anyone in the story who acts like you?

Perhaps one of them reminds you of someone you know.

Do any of the characters push your buttons?

Through behavioral style awareness, you will acquire a new lens from which to view your world. But this knowledge is only useful if you apply it. So with this powerful wisdom as your guide, it's time to spread your wings and *Take Flight!*

Taking Flight! Description:

Taking Flight!: Master the Four Behavioral Styles to Transform your Career, Your Relationships...Your Life is a business fable that features a diverse group of birds confronted with a race against time to save their homes from impending disaster. Suddenly forced to work together, the birds must decipher the four DISC behavioral styles to bring out their best and solve the crisis.

Readers will easily relate to the take charge eagle, the social parrots, the compassionate doves, and the detail-oriented owls. As the characters learn about the four behavioral styles from a wise Chameleon, readers will discover key principles for improving interpersonal relationships and capitalizing on personal strengths.

Following the fable, parts two and three guide readers to apply DISC insights with co-workers, family members, friends...just about anyone! These sections include:

- a. *What's Your Style?* – A one page DISC self assessment
- b. *Style Combinations* – An in-depth look at how your secondary style can play a crucial role in how you interpret your world.
- c. *Seven Transformative DISC Principles* – DISC awareness demystifies relationships, personal preferences, strengths and challenges. The *Seven Principles* will guide you to realizing your fullest DISC potential.
- d. *The History and Mystery of the Four Styles* – This wisdom has deep roots into ancient cultures.
- e. *Mastering Style Communication* – The essential Do's and Don'ts for connecting with each style.
- f. *Reaching Your Highest Style Potential* – Overusing any style strength will create weakness.
- g. *DISC Work Environments* – Which type of work culture represents your best fit? In this section we explore where each style thrives or dies.
- h. *Teams and Style* – If you're in a team, the composition of DISC styles will tell you a lot about how the team will function in good times and stressful times.
- i. *Teaching with DISC* – Are you a teacher or coach? This section has tips customized for your world.
- j. *Parenting with DISC* – This section will be an eye opener for those with children.
- k. *DISC Action Planning* – Answer basic questions to apply your DISC insights throughout your life.

Taking Flight! Testimonials:

Taking Flight! is an instant classic that will forever change how you see yourself and interact with others. The engaging fable that opens the book—and the enlightening discussion that follows—should be read by anyone seeking growth and success.

Ken Blanchard, coauthor of *The One Minute Manager*[®] and *Lead with LUV*

Taking Flight! is packed with life-changing insights about you and everyone you know. You'll never look at people quite the same way again.

Marshall Goldsmith, author of *Mojo* and *What Got You Here Won't Get You There*.

This wonderful book contains the secrets to nurturing supportive and enduring relationships. *Taking Flight!* will enrich your life by guiding you to understand and celebrate differences.

John Gray, author of *Men are From Mars, Women are from Venus*

Pricing:

Retail price: \$14.95