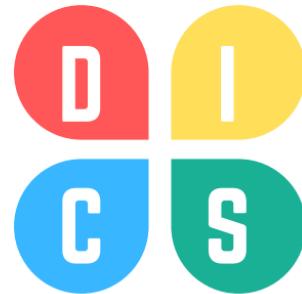


**ULTIMATE**  
**DISC**  
*Certification*



**BrandScript**



## A hero wants...

- To get a jumpstart developing an effective, successful DISC training program in their organization
- To look great at the training
- Make an impact in their work culture
- To increase their credibility with leadership
- To have a cultural impact
- To find a training experience that's engaging and interactive
- To have a facilitator who makes the information come alive
- To find certification program that condenses the information, makes it impactful
- To find a program that teaches facilitation
- To excel in DISC training facilitation
- To facilitate DISC trainings with confidence and competence
- To go beyond the nuts and bolts and master facilitation techniques
- To feel confident and competent handling complex training scenarios
- To help teammates effectively work with each other to build a better workplace
- To have tools and customizable resources that help them fast-track the creation of their DISC program
- To get live webinar support
- To get post-training support
- To work with a group of people through a live webinar setting that allows them to progress their skill
- To have a credential that will increase how valuable they are in the workplace



## But has a problem (external)...

- They don't know which program to choose.
- Most programs are self-paced and they aren't forced to learn the information.
- They're missing the interactive, live learning component in other trainings.
- They're busy (have so much on their plate) and they don't have time to "learn."
- Top management may not see DISC training as a priority.
- They need help convincing their boss that this training is worth it.
- It may not be affordable in some cases.
- They don't have the time to create a DISC training program all by themselves.
- They don't have time to take the DISC certification.
- Stuck training procedural or HR policies trainings, systematic, not people-oriented.
- They need a turn-key program.



## But has a problem (internal)...

- Busy
- Stressed
- Frustrated with how things are
- Lacking confidence
- Lacking clarity
- Confused
- Doubtful
- Insecure
- Feel ignored
- Stagnated
- Pressured



## But has a problem (philosophical)...

- They deserve to develop a DISC training program that makes a positive powerful impact in their organization.
- They deserve to feel invigorated while they're training a DISC program.
- They deserve the status DISC certification brings.
- They deserve to be respected for your ability to energize the workforce and help teams function at their best.
- They deserve to hear from the employees how much their DISC training helps them every day.

When you get Ultimate DISC certified, your DISC training program grows organically as the people you train notice their increased ability to work well together.



## And meets a guide

### Empathy

- I care about trainers
- We understand how busy you are
- We understand how much pressure you're under to improve morale and engagement at your organization
- We understand you
- We understand they look to you to be the people-solver, the people-whisperer

### Authority

- As the author of the top DISC resource, Assessments A to Z, I've spent over 30 years mastering DISC, and I love it.
- I've certified over 1000 DISC facilitators and I've enhanced the program through their feedback.
- I know what works and what doesn't, and I'll save them valuable time.
- We'll give them 500 resources that they can customize for their organization, saving them time.
- We help them keep it alive (receiving DISC tips).
- Their investment keeps benefitting them.
- They become strategic using DICCS to help their organization.
- We help them create a truly impactful DISC program and provide them with consulting and coaching to help them master facilitation techniques and skills.
- Our focus is on training them to facilitate DISC, the entire program was built with a trainer mentality.
- We go beyond understanding the DISC framework and teach implementation.
- Their DISC report contains activities.



## Who gives him/her a plan

**Title:** 3 steps to Ultimate DISC certification

**Steps:**

1. Select your training dates.
2. Learn DISC facilitation form a master.
3. Launch your DISC training program.



And calls him/her to action

### Direct CTA

Get Ultimate DISC Certified

### Transitional CTA

Download: Top 10 Ways to Make Your DISC Trainings Come Alive



## So the hero can avoid failure

- They don't get Ultimate DISC Certified.
- They get certified but they aren't prepared to handle more complex situations.
- They don't distinguish themselves as excellent trainers.
- Their workplace has low morale.
- The training goes flat.
- The employees have to be forced to come to their training.
- They feel stagnate in their career.
- The training isn't substantive and has no meaning.
- Leadership will look to them for help and they aren't ready.
- Complex conflicts arise and they won't have the tools to handle them skillfully.
- They'll wish they had more interactive practice to develop your facilitation skills.
- They waste time and energy prepping.
- They're left with piles of resources they don't know how to use.



## And achieve success

- They make DISC come alive for their attendees.
- They get a two-year jumpstart and launch a DISC program that's effective and successful.
- Receive masterful instruction on how to facilitate DISC.
- Work with small groups to gain comfort and expertise.
- They get practice navigating challenging scenarios to deliver the ultimate DISC experience.
- They have people come up to them and say this is the best training ever.
- They love training DISC so much, they wish it was their full-time job.
- They make an impact in their culture.
- They gain the respect of leadership.
- They see quick results with the tools and techniques that they've learned.
- They bring an energy boost to the entire organization.
- They know how to engage people, ignite them, and help their participants become immediately successful using DISC. As soon as they return to their desk and answer an email, they'll be putting their DISC training into action.
- They help people tap into their real desire, to connect with each other in an effective way.
- They save hours on prep work.
- They become high-profile people within the organization.



### Problem

When the weight of reinventing your company culture lands on you, you need DISCcert.

### Solution

DISCcert is the ultimate DISC certification program because we teach you how to make DISC come alive for your people and ignite longterm change throughout your organization.

### Results

So leaders are knocking down your door for your DISC training to power up their teams.