

From Presentations to Deeper Connections

The Problem

As a presentations and public speaking trainer, coach, and professional speaker, Suzannah's core expertise was focused on training corporate groups and individuals how to create more structured, engaging presentations using a particular framework to organize their content and deliver value to an audience.

Within her training and coaching programs, however, she was finding that there was a fairly well-defined 'start' and 'end point' in terms of her content, and when she completed a mandate, there were some limitations in terms of additional learning opportunities that she could offer.

Feeling like "something was missing", and looking to provide even more value to her clients, she searched for additional tools to help speakers create deeper connections with their audiences and help leaders elevate their level of communications. That is when she realized that DISC was the solution she was looking for.

The Solution

Suzannah worked with JJ as part of a one-on-one VILT (Virtual Instructor Lead Training) On-Line DISC Certification. Over several sessions, JJ shared a wide variety of incredibly useful content, expertise and tools that fit very well with Suzannah's content and provided several additional learning opportunities that she would be able to pass on to her clients.

JJ offered many suggestions on how to apply the DISC learnings in real-world scenarios, took his time to explain the concepts very thoroughly at each meeting, and made himself available to answer questions outside of the regular coaching hours. JJ was extremely generous in sharing his time, his many resources, and finding ways to link the content with Suzannah's offerings.

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"I had been thinking about doing a DISC certification for a while... and had I known the benefits it would have brought me, I would have done it years earlier. I'm ecstatic with the results, and how this certification has allowed me to deepen my training and coaching practice with such relevant and useful information – and my clients love it too." - Suzannah Baum

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The Benefits

The DISC certification turned into an incredibly valuable add-on to Suzannah's business offerings. Her presentation framework was made even stronger and more usable with the DISC learnings, allowing for a more impactful presentation and communication structure that her clients could apply for their presentations, meetings, and even simple conversations. It also allowed her to offer far more robust training and coaching programs with several more levels of content that her clients found interesting, relevant, and very useful to both their personal and professional lives. Where at one point, Suzannah may have had to work a little harder to find additional content to present to a longer-term client, she now has an array of options that can be customized to an individual or team's specific needs, in a multitude of ways – all of them designed to create more meaningful, impactful, and results-based communications.

Initial application of the DISC personality insights model into her coaching and training programs has been a huge success. Her clients are absolutely fascinated to learn communication tips and styles relevant to themselves, their co-workers, their team, and their personal relationships, and they now approach her for additional meetings and trainings. Furthermore, layering the DISC content into her already-existing presentation framework and programs has been a perfect fit, allowing for even more robust training and coaching than ever before.

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“JJ shared a wide variety of useful content, expertise and tools that fit incredibly well with my content. He offered many suggestions on how to apply the DISC insights with my clients and merge it with my current programs. He took his time at each of our meetings to explain the content thoroughly and answer all my questions and was incredibly generous in sharing his time, his many DISC resources, and his deep expertise as a DISC Executive Master Trainer. Our meetings were so enlightening – AND fun.”

SUZANNAH BAUM

Presentation & Communication Trainer, Executive Speech Coach, Speaker

