

Be a Certified Behavioral Consultant - DISC Certification by the Institute for Motivational Living , USA

Since 2006

Thursday & Friday
13 & 14 February 2020

or

Thursday & Friday
7 & 8 May 2020

or

Thursday & Friday
9 & 10 July 2020

or

Monday & Tuesday
21 & 22 September 2020

or

Monday & Tuesday
16 & 17 November 2020

Inclusive of a
complimentary
facilitation kit
and set-up of
online account

Inclusive of
complimentary
follow up
sessions



Become A Certified Behavioral Consultant

- DISC Certification by The Institute for Motivational Living, USA

YOU EXPECT

- **To be certified by a DISC Master Trainer, Asia Pacific, The Institute for Motivational Living, USA.**
- **To get professional support and one-on-one follow up session in using DISC for training & consulting work after the program.**
- To join some 1000 graduates in Greater China who are endowed with the title CERTIFIED BEHAVIORAL CONSULTANT in the last 13 years.
- To be prepared to learn intensively and comprehensively to be qualified exponents of DISC; unlike other DISC programs that only accreditate participants to learn to use the tool.
- To be entitled to be a permanent member of the "DISC Hong Kong CBC" alumni group to enjoy our free webinar sessions for periodic professional updates.
- To attend the "DISC Professionals Forum" event.
- To get an entry to the next level: ADVANCED DISC – Certified Advanced Behavioral Analyst.

The Institute for Motivational Living, (IML) is a world leader in developing, publishing and delivering customized, behavioral assessments. For over 3 decades, IML has been observing, analyzing, and enhancing human behavior in personal and corporate relationships. Since 1983, IML has certified thousands in behavioral analysis, and developed numerous behavior-based profiles, online reports, and customized programs to help people communicate and work together more effectively, IML's reach is extended internationally with distribution in Canada, Asia, Australia, Europe, The Netherlands, Greece, Spain, and Brazil. The PeopleKeys® system is built for use around the globe by offering 30 languages.

PROGRAMME FEATURES

What are Personality Styles?

- Every person has distinctive characteristics and qualities, which influence their thinking, preferences and behaviour. The DISC Personality System is a tool that aims to help individuals increase in effectiveness as they identify and capitalise on strengths, whilst recognising potential limitations and blind spots.
- DISC is a four-quadrant behavioural model based on the work of William Moulton Marston Ph.D. (1893 – 1947) to examine the behaviour of individuals in their environment or within a specific situation. The acronym DISC stands for the four personality styles represented by the letters: Dominant, Influencing, Steady, Compliant.

Motivation of Others

Identify the drivers and motivators of each style to know how to motivate different people.

Positive and Productive Team Working

The Personality Profiling System enables you to understand why others behave in a particular way. When there is a lack of understanding, we tend to misunderstand comments and actions. Understanding other styles allows you to communicate in a more constructive manner by modifying your behaviour to appeal to styles which are different from yours.

Enhanced Communication & Feedback

Profiling helps resolve potential problems by highlighting an individual's preferred communication style. Once you are aware of an individual's preferred style, you can adapt your own communication mode. This technique will ensure the desired outcome is achieved through minimising misinterpretation.

Personal Management & Development

People excel and shine in job roles that are a good match for their skills and natural behaviour style. The personality style profile can identify and highlight management and leadership qualities, detail-oriented and organisational skills, natural sales ability, personal service and team-player tendencies.

Common Language of Open Communication

DISC is the universal language of behaviour and emotions. The organisation can have a common language of open communication between colleagues, family members and friends, highlighting the strengths and value that each bring to the team/relationship.

Proficiency To Behavioral Analysis

This two-day intensive programme will equip you with key people-reading skills and help you become proficient in Behavioral Analysis. The knowledge and tools covered in the programme will empower you to understand people's motivations, sources of stress, strengths as well as areas for development and to utilize 4 optimization strategies to help people realize their potential. Though based on the DISC Personality System, the intent of it is to help you become an expert of people assessment/development and not to read assessment reports which is the focus of other certification programs.

WHO SHOULD ATTEND

- Principals, Human Resources professionals, Facilitators and trainers for staff leadership development

COMPLIMENTARY ADD-ON SERVICE

- Full follow up and complimentary webinar session by our resident consultants to run your workshop or training
- A complimentary set up of online account for future training and consulting work.
- A complimentary facilitation kit that includes:
 - Training slides (with both English & Chinese versions), Trainer's guide and Training videos
- A complimentary set of training props:
 - DISC Quick Identifier Cards
 - "Who am I?" DISC Game Card
 - Activities Guide
- Complimentary one-on-one coaching for certified consultants using DISC for (upon request):
 - Communication Skills, Coaching, Leadership & Management, Stress Management, Sales Training

YOU WILL GET

- A certificate of title as CERTIFIED BEHAVIORAL CONSULTANT by The institute for Motivating Living, based in Pennsylvania, U.S.A. which enables you to:
 - READ PEOPLE (Certified Behavioral Consultant), not just reports
 - Be a Professional Trainer
 - Provide Consultancy - hiring/recruitment, placement, counsellors, family therapy, management consultant, conflict resolution, team building
 - Be an Expert
- You are entitled to use the title CBC in your business card.
- Flexibility to purchase and use both ONLINE and PAPER versions of the assessments
- Full use of PeopleKeys® online report
 - DISC Online Profiling Report (20 languages translated)
 - TEAMS Report
 - Values Report
 - Biblical Report
 - CareerStyle Report
 - Sales Report
 - PeopleKeys Report (DISC with TEAMS & Values)
 - Children's Profile
 - StudentKeys- profiling students' personality, learning, leadership, goal-setting, career orientations
 - The Behavioural Profile Report depicting DISC in a more circular and graphic form with 4 colors and 8 quadrants highlighting up to 26 combinations of personality styles
 - 360 DISC Assessment
- Engage in Partnership
 - Certified Behavioral Consultant with international networking
 - Partners in resources - powerpoint & materials
 - Training partnership
 - Periodic professional updates

DAY 1	DAY 2
Welcome & Certification Program Overview Introduction to DISC Behavioural Styles History, Theory & Background Contributing Factors to Behavioural Styles Hippocrates Theory The Trust Model - Johari Window Uses of the DISC profile Break Administration of the DISC Profile Knowledge, Formation & Interpretation of Graphs Validity of Graphs Blends of DISC styles Lunch Characteristics of each Style, Motivator & Greatest Fears How to Recognize Different DISC Styles Graphs Meaning & Blends Break Introduction to Online DISC Profiling Report Steps to Graph Interpretation Identify Pattern & Meaning of Special Patterns Practice and Giving Feedback Comprehensive Reviews	Review of Day One Application – Case Study 1: Counselling/Coaching Application – Case Study 2: Hiring/ Recruitment Introduction of Radar Graphs of DISC Break Application – Case Study 3: Conflict Resolution Application – Case Study 4: Team Building Introduction to IML PowerDISC – 7 elements of leadership for each DISC profile Lunch Application of DISC – Personal Development (4 Behavioural Strategies) Building Relationship with Different Styles – Using DISC with Teams How to adapt to different DISC styles Introduction to PeopleKeys® System – Recruitment & Job Benchmarking What's Next? – Design & Customize Training Projects using Different DISC Products (Online Profiling Report, TEAMS Report, Values Report, Biblical Report, CareerStyle Report, Sales Report, PeopleKeys Report (DISC with TEAMS & Values), Children's Profile, StudentKeys, The Behavioural Profile Report, 360 DISC Assessment) Break Proficiency Examination & Assignment Briefing Follow Up Work Proficiency Examination

PAST PARTICIPANTS' COMMENTS

- "Very clear training materials."
 "Very practical, I love it!"
 "Very user-friendly & effective tool for behavioral analysis!"

FACILITATOR

George Quok is a certified Corporate Coach, a Certified Behavioural Consultant, an accredited MBTI administrator and practitioner and also a certified trainer in "KnowBrainer", an innovation and process programme from USA. He has extensive senior management experience throughout Asia Pacific with Fortune 500 and regional companies. Companies he has worked with before in **Hong Kong/Macau include:** Mass Mutual Insurance, Dragon Air, Hong Kong Convention and Exhibition Centre, Hong Kong CSL, Macau International Airport, Marco Polo Group of Hotels; and in **China:** GT Group. He has also provided training in India, Thailand, Korea and Singapore. Prior to setting up his own regional training and consultancy, he was Director of Service Quality Centre belonging to part of the Singapore Airlines Group. George earned both Bachelor and Master in Business Administration from the University of Texas at Austin, USA.

SOME OF OUR CURRENT USERS:

Hang Seng Bank, Manulife, Hong Kong Jockey Club, Ocean Park, Boston Consultant Group, Civil Service Training and Development Institute, PCCW and Kerry Logistics etc.....

Date and Time

- 1) Thur & Fri, 13 & 14 February 2020 (9 am - 5 pm) or
2) Thur & Fri, 7 & 8 May 2020 (9 am - 5 pm) or
3) Thur & Fri, 9 & 10 July 2020 (9 am - 5 pm) or
4) Mon & Tue, 21 & 22 September 2020  (9 am - 5 pm) or
5) Mon & Tue, 16 & 17 November 2020  (9 am - 5 pm)

Venue

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG Tel: 2574 2238

Language Medium

Cantonese (Complemented with English materials).

Fees (Lunch is provided with compliment)

- HKMA Members: HK\$9,980
Non-Members: HK\$10,480
Early Bird Discount: HK\$300 less per person
(for payment received one month before course commencement)
Group Discount: HK\$300 less per person
(for two or more bookings from the same company joining the same session)

Registration

Please complete the registration form and return it together with appropriate fee(s) 7 days before the commencement of the class. Reservations by fax (2365 1000) or email (hkma@hkma.org.hk) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information, please contact Ms Winnie Sit on 2774 8573 or csw@hkma.org.hk. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

Registration Form

To: Executive Director
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
HONG KONG

Please fill in the following information if a cheque/receipt is not attached.

Our Company undertakes to pay the course fee for the above applicant.

Name of Contact Person: _____

Telephone No.: _____

Signature: _____

Company Chop and Date: _____

Please reserve one seat for the Workshop on DISC Certification:

- 13 & 14 February 2020 (AC-A6660-2020-1-FC) 21 & 22 September 2020 (AC-A6660-2020-4-FC)
 7 & 8 May 2020 (AC-A6660-2020-2-FC) 16 & 17 November 2020 (AC-A6660-2020-5-FC)
 9 & 10 July 2020 (AC-A6660-2020-3-FC)

Enclosed is a crossed cheque (No. _____) for HK\$ _____ (made payable to The Hong Kong Management Association) for the programme.

Name: Mr / Ms _____ HKMA Membership No.: _____

HKID Card No. (Optional, for verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____

Company: _____

Correspondence Address: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____ Education Level: _____

Fee paid by company self

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post HKMA Website

Other (Please specify): _____

Personal Data Collection Statement

- The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

Applicant's Declaration

- I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
- I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

- I understand that all handout materials obtained in class are strictly for my own educational purposes.
- I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____