

Best Practices for Everything DiSC® Need Tags

What if people had their needs written all over them? “Hello, my need is Collaboration,” is probably not how you would normally introduce yourself, but it can be an effective way to begin an Everything DiSC engagement.

With Everything DiSC Need Tags, people identify their peers according to their needs, giving them a better understanding of each other. These reusable magnetic tags are a fun way to express individual DiSC® styles and priorities and help people become comfortable with using the language of DiSC. Not only are they great active learning tools that bring DiSC concepts to life, but they are also excellent reminders that everyone operates with a unique style.

While these are a small component to the large picture of building better relationships within an organization, Need Tags can play an impactful role in creating a memorable DiSC experience. Implement Need Tags into your Everything DiSC training today with the following best practices.



General Tips

- Keep extra Coffee, Chocolate, To be a star, and blank tags on hand for any event. These fun tags are always in high demand!
- Use a dry erase marker with the Blank tags. You can use them over and over again!
- Do what you're good at—be creative! Think outside of the box. Use these to market and brand yourself. Need more ideas? Ask and share thoughts on the Authorized Partner LinkedIn group.

Marketing and Branding

- Print your contact information on address labels and stick these on the back of each Need Tag to market your solutions. You can use a QR code as well to link people to landing pages or your website through their smartphone.
- Use tags as give-aways at an event or tradeshow. Create a promotional contest and encourage people to wear the tags during the event. Give a prize to the first five people you see wearing Need Tags. Get creative with the prize, but keep it aimed at winning their business. Examples: A free trial of Everything DiSC Workplace® for two decision makers, plus Comparison Reports, a discount on your standard rate, or a complimentary book.

Ice Breakers

- Introduce Everything DiSC and the idea of people literally having their needs written all over them. Have participants pick the one Need Tag that best represents what they need from others in the workplace. Quickly have people go around and share their pick and why.

- Have participants write their own needs on blank tags instead of choosing from the ones we have.

Leave Behinds

- Need Tags are simple, yet memorable tokens to leave with your client after a training session. Again, use address labels to brand the tags with your contact information so your clients can contact you if they ever have questions about Everything DiSC, their reports, or the training you took them through.
- Consider printing MyEverythingDiSC.com on the address labels. Clients will still have all your contact info, but they'll also be able to access their reports, learn about DiSC, and invite their teammates to run Comparison Reports. Just be sure you have turned on access to MyEverythingDiSC for each person!
- Encourage teams who have gone through Everything DiSC to continue using Need Tags in the workplace now that they “speak the language.” They can have a few of each style (or blank ones) and interchange them as needed.
- Have teams wear Need Tags during meetings to spark more productive conversations. They can use DiSC to adapt to each other's needs.