

Read the Room

HOW TO FLEX YOUR COMMUNICATION STYLE AND MEET PEOPLE WHERE THEY ARE

WORKSHOP DESCRIPTION

After this workshop, you will never look at people the same way again.

Not your colleagues. Not your manager. Not your spouse or your kids or the person driving you crazy in every meeting. You'll see them differently. Because you'll understand something most people never figure out: everyone communicates the way they do for a reason. And when you understand the reason, you can meet them there. That's where influence lives.

Read the Room is a foundational communication styles workshop built around the DISC framework — one of the most widely used and validated tools for understanding human behavior. In this interactive session, leaders discover their own communication style, learn to quickly recognize the styles of the people around them, and practice flexing their approach to create more trust, less friction, and stronger results.

The best communicators aren't the loudest or the most confident. They're the ones who know how to adapt. Who can read a room, adjust in real time, and make the person across from them feel genuinely understood.

That skill changes every relationship you have. At work. At home. Everywhere in between. You were already influencing people. This workshop teaches you to do it on purpose.

PROGRAM OBJECTIVES

- ✓ Understand your own DISC communication style and the specific strengths and blind spots
- ✓ Learn to quickly identify the communication style of the people around you
- ✓ Practice flexing your style to meet others where they are
- ✓ Apply the DISC framework to a real relationship or team dynamic
- ✓ Leave with a personal communication plan

TESTIMONIAL OF PROGRAM

"Justin delivers tailored, highly-engaging content with unmatched passion and energy. His presentation on trust encouraged our team to consider all of the relationships in their lives and provided helpful techniques they can use to strengthen trust going forward."

MICHELLE DOEBELE, VP of Communications and Marketing at Spotlight Analyst Relations

