



Nancy Roberts

CERTIFIED BEHAVIORAL ANALYST | BEST-SELLING AUTHOR | SPEAKER

Trusted advisor to business owners, entrepreneurs, leaders, and C-suite executives since 2002

Nancy Roberts... ^{The} DISC Wizard

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Hiring, and holding onto, the wrong people is one of the biggest competitive disadvantages for organizations.

Nancy Roberts wants to help you bring the RIGHT people into your organization, stop carrying the WRONG people in roles where they aren't a fit, and position the RIGHT people where they can do their best work. She will show you how to hire, develop, and retain quality employees and support you in making hard but necessary staffing decisions.

As a speaker, she shows audiences how to look at people on a deeper level to find out what drives their behavior and performance. This way, business owners and leaders can ensure that the people hired are a good match for the position, the team and the culture of the organization.

Audience members walk away with the tools necessary to properly assess people BEFORE they're hired. They'll also know how to engage and retain reliable, productive employees while getting chronic low performers to fire themselves. In short, they'll know how to turn high turnover and low productivity around.

Keynote Address

01 Unlocking Your Organization's Full Potential: The Power of Emotional Intelligence

Emotional Intelligence has become one of the most important predictors of personal and professional success – not because it replaces intelligence, experience, or technical skill, but because it determines how effectively we use them.

In this keynote, we'll explore why EQ matters so much in leadership, communication, decision-making, and relationships at work. Participants will learn how Emotional Intelligence shows up in everyday moments – the difficult conversation, the unexpected frustration, the defensive reaction, the team member who shuts down, or the leader who pushes too hard (you know ... hypothetically).*

This session will help participants better understand their own EQ patterns and how those patterns influence trust, collaboration, conflict, resilience, and performance. **Here is what they will learn:**

- The 5 traits of Emotionally Intelligent people – and how they score in each trait.
- Why Emotional Intelligence isn't simply something one has or doesn't have – and how to grow this to accomplish their goals.
- The MOST important thing no one tells us about self-awareness, the foundational requirement of Emotional Intelligence.
- How Emotional Intelligence is the catalyst for many skills we need as a leader: Resilience, Collaboration, Conflict Resolution, and Team Development!

PLUS, participants will receive a 14-page personalized report on their Emotional Quotient (EQ) score to help customize the take-aways from the presentation.

**An interactive add-on workshop is available for groups who want to take the keynote concepts deeper and apply EQ insights to real leadership, communication, conflict, and team challenges.*



Speaking Topics

02 People Are NOT Your Number One Asset

Only the RIGHT people are an asset. In fact, the wrong people can be a serious liability.

“Success comes from getting the right people on the bus and the right people in the right seats,” wrote Jim Collins in “Good to Great.” This sounds simple but as we know is not always easy. So how do we find, hire and keep the “right” people?

In this ground-breaking session, participants will learn:

- Discover how to reduce the number of “wrong” job applicants just by rewriting your job ad
- Know who you are hiring BEFORE you hire them
- When turnover isn’t a problem – “this” usually is and is much more costly to your organization
- How to retain the reliable, productive people once you’ve hired them!

03 Engage Employees Without Breaking The Bank

While it’s fair to say that there are some things that every employee wants (fair pay, a supportive boss, etc.) there are some specific drivers to employee performance that most engagement initiatives miss. **This talk will cover:**

- What employees are really motivated by (there are 6 driving intrinsic forces behind performance that most people aren’t even aware of)
- How to get the JOB to motivate people – so your managers don’t have to
- The four most de-motivating words a manager can say to an employee
- The biggest challenge for HR professionals in building a culture of engagement – and how to solve it
- How engagement begins before an employee is even recruited, hired and onboarded

04 STOP The Workplace Drama

In most workplaces, a good deal of time and effort gets wasted on people second-guessing, complaining and gossiping about each other to third parties.

The problem is drama can make for a very tense environment where it is difficult to do our best work. If you’ve ever dreaded Sunday nights... you’re going to love this presentation.

In this presentation, participants will discover:

- The #1 tool for dealing with the drama in the workplace
- The 4 types of Drama-makers and how to combat them
- The biggest mistake you can make when dealing with emotional people or situations
- The one “mantra” ALL happy, productive and successful people live by that separates them from the rest



“Hiring is like dating. If you settle for less than you want, you will pay for a long time!”

~ Nancy Roberts, CEO & Founder

Nancy Roberts

CEO & Founder, The DISC Wizard



As CEO and Founder of The DISC Wizard, Nancy Roberts helps businesses make smarter, more intentional staffing decisions. Since 2002, Nancy has utilized behavioral assessments to help employers gain a deeper understanding of their candidates and employees so they can improve job fit, alignment, engagement, and retention.

Nancy is the author of several books, including the Amazon best-seller (in Human Resources and Personnel Management) *The Little Red Book of Hiring & Firing: 7 Strategies for Finding & Keeping Engaged Employees*.

Her keynote and breakout sessions, *The Power of Emotional Intelligence* and *Stop the Drama – In the Workplace*, have repeatedly earned 5-star ratings and a 97% audience approval rating from groups ranging from 50 to 500 attendees.

Nancy has brought her methodology into a wide range of organizations, helping reduce turnover by up to 50% and supporting high-level executive hiring decisions. She’s guided businesses such as AlphaGraphics, ADMAR Construction & Building Supplies, KannegiesserUS, LiDestri Foods, Mountville Mills, Rotork Controls, Summit Electric Supply, and many more.

Nancy’s work and message have also been featured on ABC, WHAM Radio, LaundryTalks, and in the *Rochester Business Journal*, among others.

When Nancy isn’t working, she’s reading, writing, baking, traveling, hiking, or finding her way to a spa. She’s also a health-conscious foodie and loves spending time with her big, wonderful family — including 6 step-children, 11 step-grandchildren, and 25 nieces and nephews. Yes, 25.

Audiences Are Talking About *Nancy*



“Great job on the presentation yesterday! Comments afterwards included: “She gets our style,” “She’s a good fit,” “This information is powerful,” “How do I learn more about DISC?” “She had great energy,” “This stuff is scary!” and “Can we have her back for more?”

- Greg Downing | Director of Branch Operations, ADMAR Construction Equipment & Supplies, Rochester, NY



*“Thanks once again for your awesome presentation this morning. You did a great job of getting all your points across in such a limited time frame! Talk about **grace under pressure** – lovely job with some great take-aways. I know what I’ll be thinking about changing for myself in the upcoming days and weeks.”*

- Rachel MacDonald | HR Director, Qualitrol, New York



*“By the way, you got some additional excellent feedback from the students in the final course evaluation. Your session was mentioned by a couple students as one of the **high points of the leadership course.**”*

- Professor Robert Whipple | Syracuse University, New York



*“I have attended many trainings and **this is by far the best I have ever been to.** Just the self-awareness gained from the DISC is invaluable, combine that with the information on overcoming fear and you have an **OUTSTANDING, life-changing training.**”*

- Kate Stanford | Sales Manager, Dallas, Texas



*“It’s early afternoon and I’m still energized by your presentation this morning! You were phenomenal and your compelling message of strategies for business success was right on! Having been a member of the National Association of Women Business Owners (NAWBO) since 1998, I’ve heard numerous speakers over the past decade. **You are one of the top two all time great speakers I’ve ever heard at NAWBO in ten years.** Thank you for sharing your inspiring message and wisdom with us today.”*

- Dorothy J. Madden | President, Organize IT!, New York

Organizers Are Talking About *Nancy*


TRAINING RATING: 9.7 out of 10



*"After bringing back **Nancy Roberts** for a second time as our **Keynote Speaker**, we have received nothing but RAVE reviews about her! This was a conference involving multiple agencies, and all were especially impressed with "The \$20 Lesson" she presented. It proved to be a real eye-opener for those in attendance. Over 97% of the attendees surveyed rated her presentation as 'Excellent'."*

- James Bloomfield | Event Coordinator, Catholic Charities, New York



*"Nancy's seminar "Top 10 Strategies for Success" was **exceptional in every way**. The content was superb and the delivery...even better! Nancy connects with the audience, provides fantastic information...and inspires everyone in the room to be more...do more...live more! I cannot recommend her highly enough!"*

- Jonna L. Martin | President, Greater Rochester NAWBO



*"I've been reviewing the feedback from the conference and **continue to be impressed with your results**. I was wondering if you'd be interested in being the featured guest and presenter in a webinar."*

- Candice Frazer | Director Of Marketing, TTI Success Insights, Arizona



*"Nancy has a wealth of expertise that she delivers in an exceptional manner. We have had **Nancy speak at our last four Career Conferences** and she is always one of the **most popular speakers**. Her approach is engaging, the information highly applicable to our attendees and her delivery...exceptional. I have worked with Nancy on a number of occasions and never hesitate to bring her in as one of our speakers. I highly recommend her as someone who delivers quality information that promotes a good result."*

- Ann Marie Walker | Event Organizer, RochesterWorks!, New York



A Trusted Presenter

A SAMPLE OF PAST SPEAKING ENGAGEMENTS

NAWBO



RochesterWorks

TRSA¹⁰⁰⁺
est. 1912

Catholic Charities
Family and Community Services

ICF

SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

University
of Rochester
Simon Business School

eWomen
Network

MARY KAY[®]

Syracuse
University

VISTAGE

Clients Are Talking About *Nancy*



*“We have 10 managers who have specific departmental roles in addition to being shareholders. Honest and frank communication is critical to being successful. **Unfortunately, everyone is often too polite to really dig and resolve issues** for fear of hurting each others’ feelings.*

*What Nancy did to help was to analyze everyone’s behavior, demonstrate how our behaviors can be obstacles to success, and offer tools to overcome our behavioral paralysis. **We have been able to be more brief and direct in our dealings with each other** because we have developed more trust and faith.*

*The whole experience was very interesting and continues to be helpful many months later. **We are on a single mission with a clearer purpose today.**”*

- Scott Reppert | CEO, Superior Health Linens, LLC, Milwaukee, WI



*“For the past three years Nancy Roberts has provided us with a variety of services **to improve our effectiveness as leaders.** From pre-employment assessments to executive coaching services, she has given us great insight into the importance of understanding human behavior.*

Some of the clearly identifiable benefits include:

- Identification of opportunities to **improve communication between staff members**
- Emphasis on measurable results
- Assistance with Succession Planning and delegation of executive responsibilities
- **Objective sounding board for managers and supervisors**
- Training resource

Nancy has become a valuable member of our executive staff. We really value her input.”

- David Gross | Owner, Gulf Coast Laundry Service, Gulfport, MS



A Trusted Authority

A SAMPLE OF COMPANIES WE'VE WORKED WITH



Kannegiesser®



alphaGraphics®
DESIGN ■ COPY ■ PRINT



rotork®
Controls

As Seen In

FEATURED GUEST WRITER AND SPEAKER

LaundryTalks

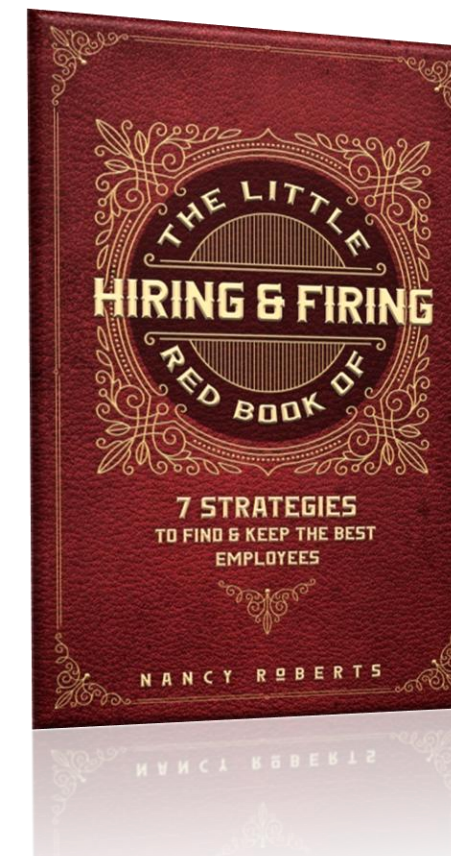
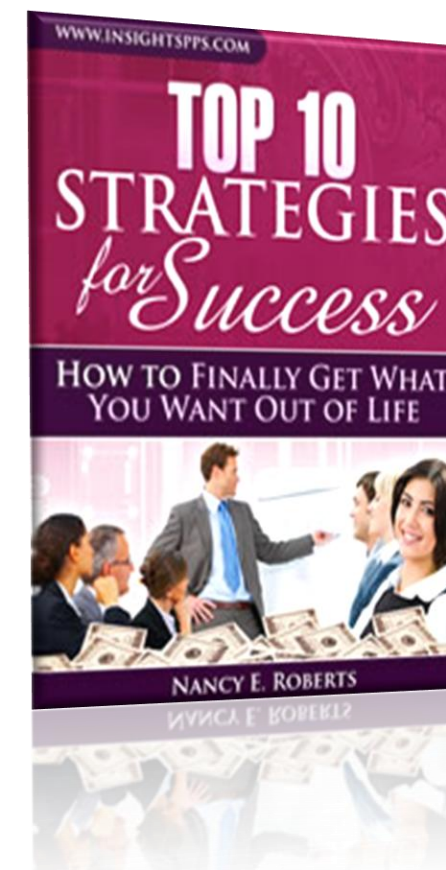
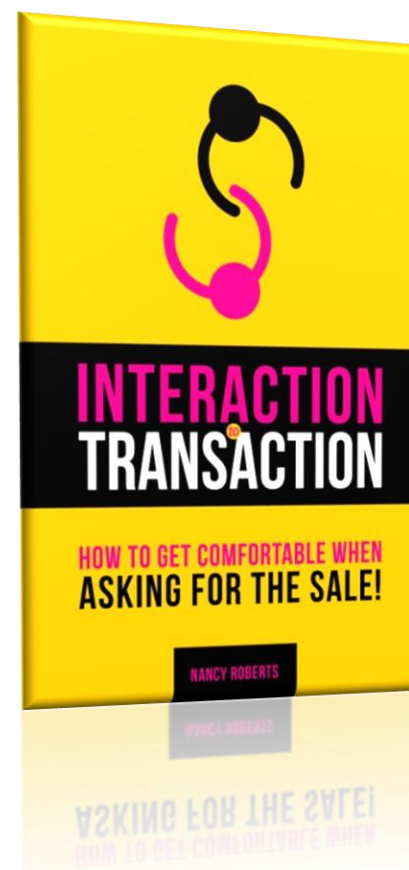
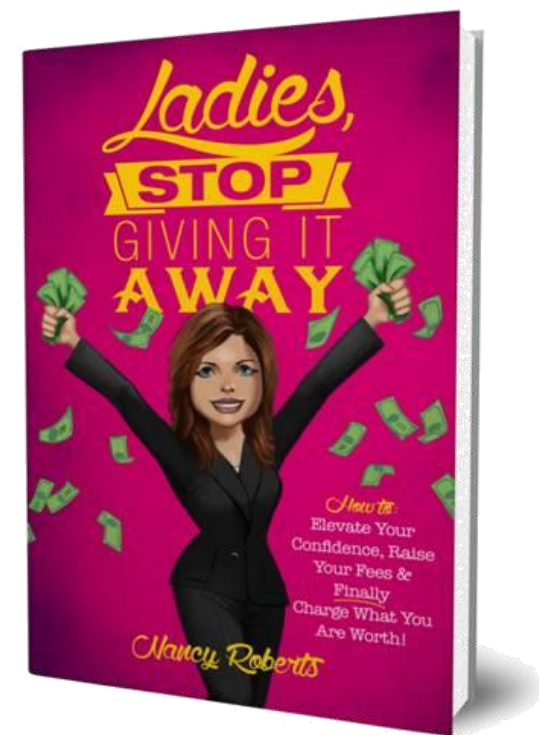


NEWSRADIO
WHAM
1180

TRSA¹⁰⁰⁺
est. 1912
MAGAZINE



LaundryTalks
HOST Eric Smith



Books by Nancy



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