



Great leadership boils down to effective and impactful communication. Extended DISC® is a gift to learn how to have strategic communication with everyone.

## COMPANY PROFILE

U.S. Cellular is the fifth-largest full-service wireless carrier in the United States, providing national network coverage and industry-leading innovation designed to elevate the customer experience. The Chicago-based carrier offers coverage where the other carriers don't and a wide range of communication services that enhance consumers' lives, increase the competitiveness of local businesses and improve efficiency of government operations. U.S. Cellular has the Highest Wireless Network Quality Performance in the North Central Region, according to J.D. Power, and 99 percent of customers have access to 4G LTE speeds.

## THE BUSINESS CASE

The business model at U.S. Cellular starts with leadership excellence. Leaders ensure that associates have the best training and knowledge, so they can act freely to make informed decisions on behalf of the customers. So it only made sense to equip our leaders with the best training and knowledge as well. We offer Leadership Programs to our mid-level leaders in which we use the Extended DISC® model. We're hoping to gain approval to also use the tool with our frontline leaders as well.



### HEADQUARTERS

Chicago, IL

### WEBSITE

[www.uscellular.com](http://www.uscellular.com)

### QUICK FACTS

- Customers: 5.1 Million
- Revenue (2017): \$3.89 Billion
- Associates: 5,900

“I love the flexibility of the Extended DISC® reports. You can easily customize them to fit with leaders at any level in the organization. You can take bits and pieces that you want to use to create a very impactful program. Extended DISC® can be applied in any sphere of influence.”

Ruth Jamieson, Senior Manager Performance Solutions



“I’ve been using DISC since the 1980s. This is my first time using the Extended DISC® too. In my opinion, it’s a much richer report.”

Ruth Jamieson, Senior Manager Performance Solutions

## SOLUTION

As we designed our Leadership Program, we chose Extended DISC® as the tool to help us identify, appreciate and understand the similarities and differences each person has. We teach our leaders how to apply the Extended DISC® knowledge to help solve communication barriers and interpersonal conflicts. We teach them how to identify styles and how to modify styles to improve communications and interactions.

## BENEFITS

We recently launched our Leadership Program, and the Extended DISC® tool has been well received. There is a lot of excitement and positive feedback about the tool. It provides insight into modifying behaviors and the energy it might take. We all have the ability; the report measures the energy it will take.

The concepts behind the training promote an understanding of a person’s own behavioral style first, then how to identify the behavioral style of others, and ultimately how to adapt your style to better communicate and work with others. A favorite story involved two managers who were not working well together. After attending an Extended DISC® program, they sat down and discussed how their different styles were conflicting in their expectations about how tasks were accomplished. The end of the story was a strong working relationship and friendship that evolved. In essence, this story has repeated many times over and illustrates the impact of the program.

Extended DISC® is a great partner from the perspective that they are responsive to every inquiry and request we have. Their support documents help us deliver great training. The initial train-the-trainer was in-depth and delivered in a way that prepared our trainers to be well-informed and able to answer student questions.

We are looking forward to offering advanced levels of Extended DISC® training in the near future and to make use of the Team Profiles, Work Pair Profiles and more tools that Extended DISC® offers. Until then, we continue to offer the core class to packed audiences that absorb and use the concepts and skills that ultimately help support our Mission, Vision and Values.