



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

COMPANY PROFILE

US 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 a 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 front-line leaders as well.



Headquarters

Chicago, IL

WEBSITE

www.uscellular.com

Quick Facts

Customers: 5.1 Million

Revenue (2017): \$3.89 Billion

Associates: 5,900

"I've been using DISC since the 1980's. This is my first time with Extended DISC® tool. In my opinion, it's a much richer report."

— Ruth Jamieson, Senior Manager Performance Solutions



EXTENDED DISC

"I love the flexibility of the Extended DISC® report(s). You can easily customize it 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

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.