

## Toni B. Springer CPA PA



### TONI SPRINGER

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People. It's always about people. Finding good ones; then finding more. Helping them be as productive as possible. Creating a constructive company culture. Human resource management is one of the single largest challenges faced by owners of small-to-medium sized businesses. That's what we see and hear at the Florida SBDC at the University of Central Florida (FSBDC at UCF) every day and why we offer the DISC behavior assessment tool, implemented by a DISC-trained consultant, to help our clients improve work productivity, teamwork and communication.

As important as employee effectiveness and satisfaction are for all businesses, nowhere is it more important than in a service business. Toni Springer, owner and principal at Toni B. Springer CPA PA, recognized that fact. Her firm offers tax, accounting, and business consulting services to companies and individuals. They like to say, "We can service your accounting needs so you can run your business, not let your business run you."

The key word here is "service." High quality, personalized service is crucial to her company and Springer relies on her employees to deliver that service. So finding the right people and creating a positive work environment are crucial to her success. "I had found the right person for a key role the firm," recalls Springer. "A colleague suggested I needed to clone her. His experience with DISC had been very positive and he recommended I see what it could tell me about this person's personality and behavior profile for the next time I was hiring or if I needed to replace her."

Springer contacted FSBDC at UCF consultant and DISC expert Lisa Reineck to implement the DISC tool. Focused on four behavioral traits -- Dominance, Influence, Steadiness, and Compliance -- the tool draws a picture of an individual's behaviors and preferences that can be used to enhance collaboration, cooperation and communications.

"Lisa did a great job and DISC had amazing consequences," continued Springer. "I have very good people, who performed and collaborated better when they started recognizing each other's styles and where the points of conflict existed. It brought peace back into the office. We all have better insights into each other's behavioral traits which significantly increased the morale of everyone."

"As a manager, DISC helped me see attributes in my employees I hadn't recognized before which enabled me to place people where they best fit, would be most productive and most fulfilled," Springer went on. "It may have even saved me from losing a valued employee. DISC revealed that one staff member was under immense stress from increased workloads. The results of the DISC report prompted me to make a quicker decision to hire additional staff. If I hadn't engaged in DISC, I probably wouldn't have made the decision to hire immediately and my ability to grow my business the way I wanted would have been hindered."

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