



Dr. Robert Rohm

Robert A. Rohm, Ph.D. · Speaker, author and founder of Personality Insights, Inc., Atlanta

SHORT BIO (62 WORDS)

Robert A. Rohm, Ph.D., is a speaker, author and the founder of Personality Insights, Inc. in Atlanta. For more than 35 years he has taught the DISC model of human behavior to over 2 million people in live audiences. He hosted the PBS special *The Model of Human Behavior* and has written or co-written more than 20 books, including *Positive Personality Profiles*.

FULL BIO

Dr. Robert Rohm has taught the DISC model of human behavior for more than 35 years. Before he became a speaker, he worked as an educator, a curriculum director and a school principal, and he earned his Ph.D. in Higher Education Administration and Counseling from the University of North Texas.

His interest in personality started at home: one of his own daughters had him stumped. That search led him to the DISC model, which he set out to make simple, positive and practical. The result was his book *Positive Personality Profiles* and, later, Personality Insights, Inc., which offers DISC profiles, training and certification. He is also a co-founder of DiscoveryReport.com.

Over 2 million people have heard Dr. Rohm speak live, in audiences as large as 80,000. He has shared the stage with Zig Ziglar, John Maxwell, Les Brown and Lou Holtz, and has trained teams at organizations including Chick-fil-A, Merrill Lynch, Campbell's, Century 21 and Frigidaire. In 1996 the Arizona Diamondbacks brought him in to help draft players by personality style; after the team won the 2001 World Series, he received a ring inscribed "Fastest Ever."

He hosts the Becoming Wiser podcast and a free monthly Spiritual Teaching Series. He is a father and grandfather.

Interviews and bookings

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Online

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FAST FACTS

- 2 million+ people in live audiences
- 20+ books written or co-written
- Host of the PBS special *The Model of Human Behavior*
- Founder, Personality Insights, Inc., Atlanta
- DISC assessment certified by the Assessment Standards Institute
- 35+ years teaching the DISC model
- Largest audience: 80,000 people
- Ph.D., University of North Texas
- Co-founder, DiscoveryReport.com
- Host, Becoming Wiser podcast

SUGGESTED INTERVIEW QUESTIONS

1. What first got you interested in personality?
2. What are the four DISC styles, in plain English?
3. You say people primarily don't do things against you; they do things for themselves. What does that change at home and at work?
4. How did you end up helping the Arizona Diamondbacks draft players?
5. What does each style tend to do under stress?
6. How can a parent connect with a child who is nothing like them?
7. How should a leader talk differently to each of the four styles?
8. Why do you teach this with so much humor?

TALK TOPICS

1. **Why Can't You Be Normal Like Me?** The four styles, and why the people around you do what they do.
2. **Teams That Pull Together.** Less friction and better meetings.
3. **Selling With Style.** Read the customer and sell the way they like to buy.
4. **Your Family, Your Style.** Parenting and marriage through the four styles.

QUOTES YOU CAN USE

- "People primarily don't do things against you. They primarily do things for themselves."
- "Different is not bad. It's just different."

PHOTOS

A high-resolution photo with the background removed is available at robertrohm.com/about. Please credit Personality Insights, Inc.

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