



## HANNAH NARDINI

**Evaluator**  
DISC Type : scd

**Workplace Consultant & Interior Designer at WKspace at WKspace**  
United Kingdom

### Overview

Hannah Nardini is the founder of WKspace and a leading UK workplace strategist with over 26 years of experience. Specializing in occupational psychology, she uses a data-driven approach to design office environments that enhance productivity and employee well-being. People who have worked with her describe her as detail-oriented and results-driven.

Outside of her primary professional focus, Hannah is committed to community support. She has been a long-time supporter of Lewis-Manning Hospice Care, leveraging her professional network to assist in furnishing their facilities, demonstrating a passion for using her skills for charitable causes.

Interesting fact: To inform her strategies, Hannah conducted a nationwide survey of 50,000 UK employees to gather insights on modern workplace dynamics.

### 👉 Personality Overview

**Fast But Analytical**

**Thorough Evaluator**

**Quality Focused**

They are not very likely to become strong advocates of your product or service. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They focus on the results, but can still be quite procedural and analytical about how to get there.

### 👉 Topics They Care About

#### **Workplace Psychology**

Her career is centered on applying occupational and behavioral psychology to understand the impact the physical environment has on people and performance.

#### **Data-Driven Strategy**

Emphasizes data collection and analysis as the starting point for any project, including a survey of 50,000 UK employees to inform her workplace recommendations.

## Change Management

Specializes in guiding large organizations through complex transitions, such as workplace moves and the adoption of new, agile working models.

## Community Support

Actively involved in charitable work, demonstrated by her long-term support and fundraising efforts for organizations like Lewis-Manning Hospice Care.

## Employee Engagement

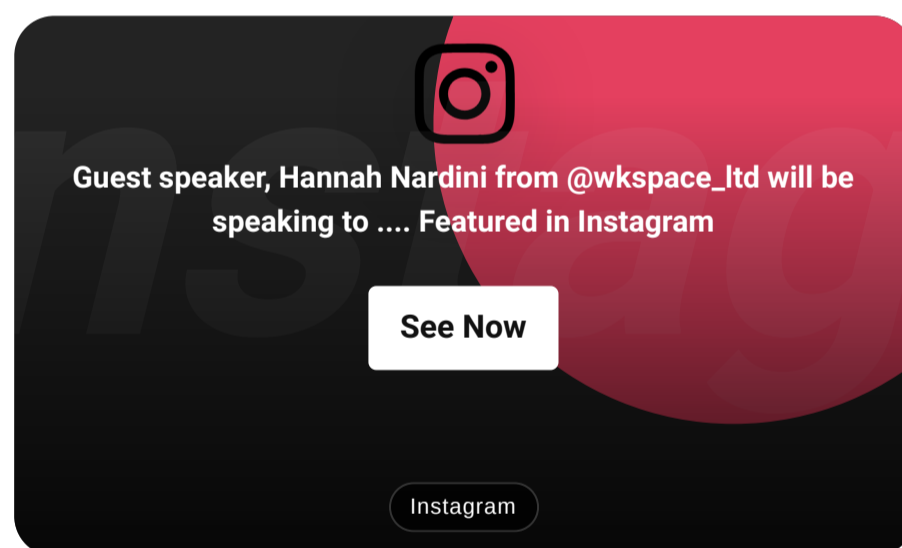
Focuses on creating environments and cultures that measurably improve staff morale, reduce attrition, and boost productivity through bespoke recommendations.

## Public Speaking

Frequently undertakes public speaking and conference engagements worldwide on topics including workplace strategy, well-being, and office design.



## Media Appearances



## Work History

- 11-2013  
Workplace Consultant & Interior Designer at WKspace at WKspace
- 10-2012 - 11-2013  
European Design Director & Workplace Consultant at Unispace
- 6-2009 - 9-2012  
Interior Design Manager at grant thorp
- 8-2005 - 5-2009  
Design Director at Arucana
- 1-2000 - 4-2005  
Design Director at BBD

## Education

- Education details unavailable from OU, AGS & COL

## More Information

Social Presence :



Prographics :

Exp : **28** Location : **United Kingdom** Job Level : **Senior**

Designation : **Workplace Consultant & Interior Designer at WKspace at WKspace**

## Insights For Selling To Hannah

### 👉 During A Call Or A Meeting

#### DO's

- Showcase your competitive superiority clearly when possible or address it at the minimum
- Be prepared for comments or questions that are critical of your product or your claims
- Help them see both - the 'big picture' impact and the ROI of the investment

#### DONT's

- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Don't nudge them to do something by using the logic that others have done the same
- Avoid too much small talk, just a few formal pleasantries should be fine

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Hannah, how are you? This is [user\_fname] at [user\_companynamefirsttwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Hannah, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Hannah is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Hannah

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

## Insights For Deal Planning

How Fast (Or Slow) Will Hannah Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Hannah Take Some Risk Or Not?

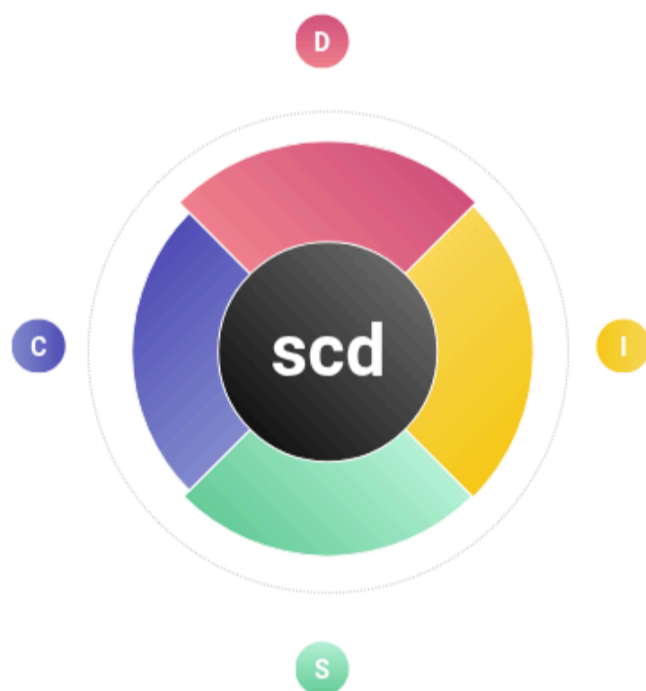
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

## You And Hannah

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Hannah's Key Traits



### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

### CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

### DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.