



## JIM CARROLL

Observer

DISC Type : ci

**Division Superintendent at York County School Division**

Yorktown, Virginia, United States

### Overview

Dr. Jim Carroll is the Division Superintendent for the York County School Division, bringing over 36 years of experience in public education. His career progressed from special education teacher to principal and chief officer, where he supervised over \$60 million in capital projects. He holds a Doctorate in Educational Leadership from Wingate University.

He is dedicated to enhancing organizational success through relationship building, effective coaching, and pushing for improved performance. He has a keen interest in professional development and management principles from institutions like Harvard Business Review and Yale School of Management.

Unique fact: He has been involved in the opening of three new schools during his career, including one as the founding principal.

### 👉 Personality Overview

Value Driven

Curious

Example Seeker

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are likely to ask many questions and look heavily for supporting information. They are generally good communicators and can be hard to convince.

### 👉 Topics They Care About

#### Educational Leadership

With a 36-year career culminating in his recent appointment as Division Superintendent, he has a long history of school and district leadership.

#### School Operations

As the former Chief Operations Officer, he guided major operational initiatives and supervised more than \$60 million in capital improvement projects for the division.

#### Workplace Culture

He introduced research-based working conditions surveys to help schools and departments strengthen their culture and improve student outcomes.

### Student Achievement

His stated focus is on continuous improvement and staying anchored to the core purpose of serving students, building on a tradition of excellence.

### Human Resources

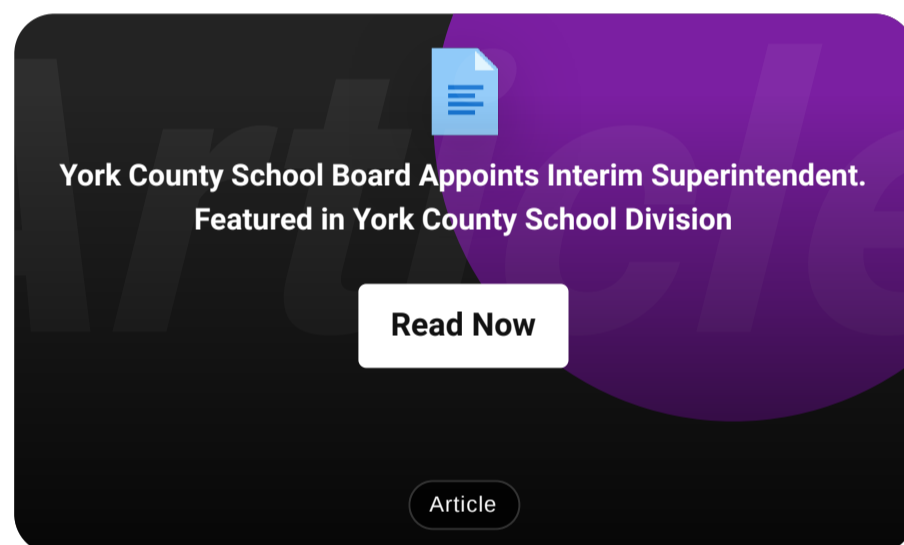
He previously served as the Chief Human Resources Officer, where he overhauled hiring processes for the school division.

### Carolina Panthers

[Predicted] Based on his extensive time working as a principal in Cabarrus County, North Carolina, near Charlotte.



## Media Appearances



## Work History

- 3-2026  
Division Superintendent at York County School Division
- 10-2025 - 3-2026  
Interim Division Superintendent at York County School Division
- 7-2019 - 9-2025  
Chief Operations Officer at York County School Division
- 12-2014 - 6-2019  
Chief Human Resources Officer at York County School Division
- 1-2010 - 11-2014  
Principal at Cabarrus County Schools

## Education

- Graduate Certificate from Georgetown University
- 2012 - 2015  
Doctor of Education - EdD from Wingate University

## More Information

Social Presence :



Prographics :

Exp : **34** Location : **Yorktown, Virginia, United States** Job Level : **N/A**

Designation : **Division Superintendent at York County School Division**

## Insights For Selling To Jim

### 👉 During A Call Or A Meeting

#### DO's

- Be prepared for a lot of questions, answer them objectively
- Persuade objectively how your product will help them achieve their goals
- Invite them for a social do but don't rely solely on the relationship

#### DONT's

- Avoid making offhand commitments
- Don't be too objective but make sure to pad your storytelling with data points
- Don't rely excessively on your relationship with them to win the deal

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi Jim, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

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

**Greeting:** No

*Example: Skip usual lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jim is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Jim

- *They are practical and friendly, don't expect a clear-cut response often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jim Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Jim Take Some Risk Or Not?

- *They evaluate their decisions systematically and are less likely to take risks.*

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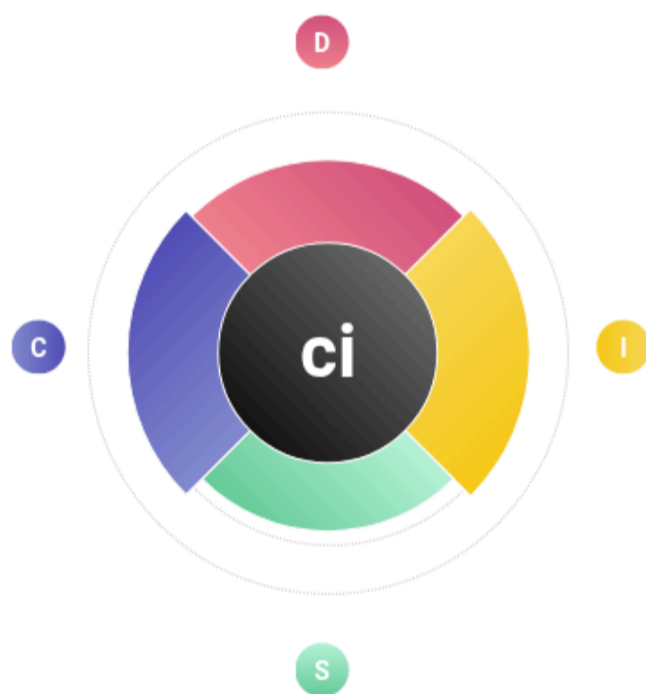
## You And Jim

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jim's Key Traits



### **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.

### **INFLUENCE**

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.