

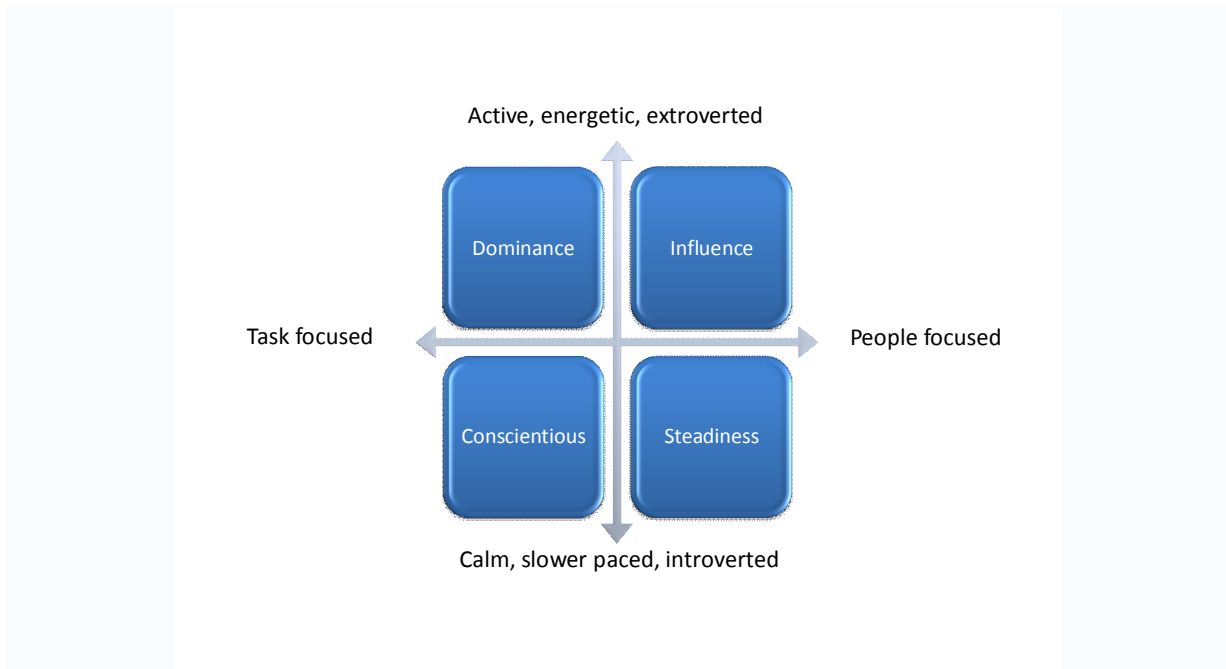
DISC Behaviour Styles Profile

Understanding DISC Behaviour

Understanding behaviour is a critical for creating high-performing individuals, teams and organisations.

The DISC Behavioural Model is one of the most widely used measures of behaviour in the workplace. It's main strength is that it is jargon free and easy for people to understand and use. The DISC Profile Assessment is completed online, taking only 10-15 minutes to complete.

The DISC Assessment classifies four aspects of behavior by testing a person's preferences in word associations. DISC is an acronym for: **D**ominance, **I**nfluence, **S**teadiness, **C**onscientiousness.



- **Dominance:** People who score high in 'D' are very active in dealing with problems and challenges, while low 'D' scores are people who want to do more research before committing to a decision. High 'D' people are described as demanding, forceful, egocentric, strong willed, driving, determined, ambitious, aggressive, and pioneering. Low 'D' scores describe those who are conservative, low keyed, cooperative, calculating, undemanding, cautious, mild, agreeable, modest and peaceful.
- **Influence:** People with high 'I' scores influence others through talking and activity and tend to be emotional. They are described as convincing, magnetic, political, enthusiastic, persuasive, warm, demonstrative, trusting, and optimistic. Those with low 'I' scores influence more by data and facts, and not with feelings. They are described as reflective, factual, calculating, skeptical, logical, suspicious, matter of fact, pessimistic, and critical.

- **Steadiness:** People with high 'S' styles scores want a steady pace, security, and do not like sudden change. Low 'S' intensity scores are those who like change and variety. High 'S' persons are calm, relaxed, patient, possessive, predictable, deliberate, stable, and consistent. People with low 'S' scores are described as restless, demonstrative, impatient, eager, or even impulsive.
- **Conscientious:** Persons with high 'C' styles adhere to rules, regulations, and structure. They like to do quality work and do it right the first time. High 'C' people are careful, cautious, exacting, neat, systematic, diplomatic, accurate, tactful. Those with low 'C' scores challenge the rules and want independence and are described as self-willed, stubborn, opinionated, unsystematic, arbitrary, and careless with details.

The DISC Personal Profile Report

The DISC Personal Profile Report provides constructive, work-based information outlining an individual's unique behavior style. With over 2000 profile combinations, the DISC Personal Profile is possibly the most comprehensive personal profile available today.

The DISC Personal Profile Report provides detailed information about:

- Behavioural tendencies
- Needs
- Motivation
- Work habits
- Preferred environment
- Strengths
- Potential weaknesses
- Strategies for increasing effectiveness

The DISC Team Profile Report

The DISC Team Profile allows team members to understand each other's behavioural profiles. The DISC Team Profile enables a team to move from judging others to valuing and bring out the best in each other.

Applications of DISC

DISC Profiles are used worldwide by leading companies in diverse applications, including:

- Recruitment
- Coaching
- Team development
- Leadership development
- Talent management
- Performance review
- Career development
- Organisational development

History

DISC is based on the work of William Moulton Marston Ph.D. (1893 - 1947). Marston examined the behavior of individuals in their environment or within a specific situation. Marston completed doctoral studies at Harvard in the newly developing field of Psychology. In the early 1920's Marston first studied the concepts of will and power and their effect on personality and human behavior. These findings contributed greatly to the field of psychology. Marston published *Emotions of Normal People* in 1928. In this book he first formally presented his findings, though he had written about DISC four years earlier. Marston published a second book on DISC, *Integrative Psychology*, in 1931.