

What is DiSC?

A DiSC profile is a tool used to identify behavioural style by measuring attributes or qualities of a person and aspects of his or her personality.

DiSC is an acronym for the four primary dimensions of behaviour:

Dominance - direct, results-oriented, strong-willed and forceful.

Influence - outgoing, enthusiastic, optimistic and lively.

Steadiness - even-tempered, accommodating, patient and humble.

Conscientiousness - analytical, reserved, precise and systematic.

DiSC does not measure:

- Personality type
- Surface behaviour
- Values and beliefs
- Thinking and feeling

The DiSC behavioural model is based on research conducted by William Moulton Marston Ph.D. (1893-1947). Marston wanted to examine the behaviour of "normal" people in their environment or within a specific situation. He documented his findings in the book "Emotions of Normal People."

The key to understanding the DiSC dimensions of behaviour is to understand the two needs that drive them. There are two basic needs that influence how people behave in relation to one another: the need for **affiliation** and the need for **control**.

The key to using DiSC effectively is to understand that whatever your DiSC profile is, it is just perfect for you. There are no good or bad profiles.

No matter what your profile is, there will be times when being yourself will work just fine for you, and there will be times when it doesn't work. At times like this, when being yourself does not produce positive results for you, you need to be able to adapt your thinking and behaviour to be more effective:

Adaptable Behaviour

- Knowing your own DiSC style is helpful in understanding your own natural behavioural tendencies and how to meet your individual needs.

But when building relationships with others - something we all have to do - knowing how to **adapt your behaviour** to improve relationships with other people improves communication and creates win/win solutions.

- Each individual has a primary DiSC style, yet we are all capable of, and at times display, aspects of the other styles. DiSC can harness you with the knowledge to practice those behaviours so that you can be more adaptable when it is appropriate to do so.
- Each new [Everything DiSC circumplex profile](#) includes comprehensive information on how your DiSC style relates to each of the styles, along with strategies to increase adaptability and relationship effectiveness.
- The free [Everything DiSC Comparison Report](#) also acts as a guide to show how two individuals can work together to be more adaptable with each other.

People Reading

- DiSC is not intended to be used to label people. Instead, it's a way to help us understand their needs.
- Therefore, one of the great things about understanding the DiSC model is that you can learn to recognise others' DiSC style through people-reading.
- When people-reading, be mindful that people are a mixture of styles, so it may be difficult to read them correctly. Pay attention to body language (posture, use of hands, facial expressions), tone of voice and expression (pace, inflection, volume) and the words chosen to deliver the actual messages.

The Everything DiSC Circumplex Model

- The most recent DiSC profiles from Inscape Publishing Inc. are application specific. These tools don't just provide the individual with an understanding of their own behavioural style. Their profile gives them specific application strategies for improving communication, relationships, and results with others of different styles.
- To make them even more application specific there are profiles for **managers and leaders, salespeople**, and everyone in the **workplace**. It is now possible to get the whole team, department, or organisation speaking the same language and working on application projects to increase productivity and customer loyalty. These tools don't just provide the individual with an understanding of their own behavioural style. Their profile gives them specific application strategies for improving communication, relationships, and results with others of different styles.

Here is a summary of the profiles:

EVERYTHING DiSC® WORKPLACE™ PROFILE

This profile can be used with everyone in the organisation, regardless of their title or role, to build more effective relationships and improve the quality of the workplace. Free comparison reports enable two participants to understand their similarities and differences and work together to build better relationships

EVERYTHING DiSC® MANAGEMENT PROFILE

This DiSC-based management profile helps that helps managers to understand themselves, create more effective relationships with their employees, and understand their own manager's style.

EVERYTHING DiSC® SALES PROFILE

The Everything DiSC Sales profile teaches salespeople how to connect better with their customers and increase sales effectiveness using the power of DiSC. Salespeople learn to communicate better and improve their sales relationships.

Additional resources such as the [Customer Interaction Map](#) and the [Everything DiSC Comparison Report](#) take the application to another level of increasing the effectiveness of real life relationships.

Why us DiSC in on the next page:

Why use DiSC?

DiSC assessments help Human Resources professionals, managers, and workplace experts to eliminate much of the needless mystery, misunderstanding, and conflict that stop teams from working effectively together.

If you want your co-workers to work well with you and give their best, then you need to be aware of your behaviour and the impact you have on your work relationships. DiSC assessments make this easy.

The DiSC model also describes behaviours that are also easily recognisable in other people. Not only can you develop a better understanding of your own needs and behaviour, you can also build a deep understanding of the people around you, their unique needs and why they behave the way they do.

Thousands of organisations - large and small - have transformed their workplace environment through DiSC.

The most important thing to know about any tool you use to profile your team members is that it is valid and reliable. For that reason, Phil Gray Consulting uses DiSC instruments developed by Inscape Publishing, Inc.

The Inscape profiles are the most valid and reliable DiSC products on the market. Inscape is at the forefront of research and development in the application of behavioural sciences in the workplace, and has published validation reports for all of its profiles. See these additional [research reports](#) for more info.

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