

DISC Assessments



The DISC profile is a straightforward, pragmatic, and memorable framework centred around studying individual patterns of observable behaviour and emotions. It quantifies the strength of characteristics using scales of directness, openness, pace, and priority, creating a distinctive blend of four behavioural styles:

Dominance (D)
Influence (I)
Steadiness (S)
Conscientiousness (C)

When one employs the DISC model, they can discern their unique blend of styles, understand and adapt to others' styles, and foster enhanced communication skills, facilitating effective interactions that lead to mutually beneficial relationships. This approach is universally applicable in team dynamics, sales, leadership, or various personal and professional relationships.

Leveraging DISC offers valuable insights into behavioural tensions, stress triggers, problem-solving, and crafting more effective responses to conflicts. Identifying these elements for each individual paves the way for improved relationships, both in personal and professional spheres. For instance, sales professionals employing DISC can hone their sales skills by recognising and adapting to customers' styles. In personal relationships, comprehending the needs, emotions, and concerns of others can foster mutually beneficial partnerships.

Fundamental Principles of the DISC Model

All DISC styles possess equal value, and everyone embodies a mix of all four styles. Each DISC style presents unique strengths and challenges; no style is superior to another. Your work style is also influenced by factors not captured by DISC, such as life experiences, education, motivations, emotional intelligence, and maturity level.

Gaining a deeper understanding of oneself is the initial step toward becoming more effective when collaborating with others.

Learning about the DISC styles of others enables you to grasp their priorities, needs, fears, and differences from your own.

Utilising DISC can enhance workplace interactions, fostering more effective, mutually beneficial relationships.

Applications of the DISC Assessment

The DISC assessment teaches individuals how to identify predictable aspects of behaviour and communication and leverage this knowledge to their advantage. Establishing strong, immediate connections with others is a core skill applicable across sales, management, executive leadership, and daily life.

The primary goal of DISC is to empower users to build and maximise productive relationships. It doesn't entail changing one's personality traits but rather recognising what motivates others and finding the most effective ways to engage with them.

The comprehensive yet user-friendly DISC reports equip individuals with specific skills to enhance their interpersonal interactions, yielding immediate results.

The applications of DISC assessments encompass

- Hiring & Selection: Provides tools for comparing applicants to desirable job performance benchmarks.
- Change Management: Teaches behaviours that transform resistance into receptivity.
- Coaching: Empowers individuals to help others consistently reach their potential.
- Conflict Resolution: Brings clarity, rapport, and understanding to different behavioural styles.
- Customer Service: Trains administrative and customer support teams to consistently deliver world-class service regardless of behavioural style.
- Leadership Programs: Equips leaders with effective team management strategies.
- Management Skills: Teaches methods for motivating, engaging, and challenging staff consistently and genuinely.
- Mentoring: Reveals how to propel high potentials to greater effectiveness.
- Sales Training: Enhances revenue by teaching sales professionals how to harness identifiable behaviours in prospects.
- Team Building: Assists in creating teams based on compatible skills and traits while identifying areas where additional support may be needed.
- Productive Meetings: Helps plan meetings that consider behavioural styles to ensure optimal outcomes.

Origin of DISC

The DISC model traces its roots to Dr. William Moulton Marston, a lawyer and physiological psychologist, who introduced it in his 1928 book, "Emotions of Normal People." Marston's research on human emotions led him to postulate the four behavioural types: Dominance (D), Influence (I), Submission (S), and Compliance (C), abbreviated as DISC. According to Marston, these types were derived from individuals' sense of self and their interactions with the environment.

While Marston didn't create an assessment tool from his theories, others did. In 1956, industrial psychologist Walter Clarke developed the Activity Vector Analysis, a psychometric tool designed for business use. Subsequently, DISC findings were published in the Journal of Clinical Psychology in 1965, and the assessment format continued to evolve.

Although modern DISC assessments have evolved from Marston and Clarke's work, they still rest on the foundation of four behavioural styles, with ongoing integration of new scientific insights.

How DISC Behaviour Assessments Function

DISC assessments do not yield right or wrong answers; they offer insights into individual behavioural tendencies and communication styles. They are easily accessible online, often taking just 10-15 minutes to complete. While a person's Natural profile tends to remain relatively consistent, their Adapted style can change based on circumstances, environment, or relationships.

Scoring and reporting can be electronic or paper-based, with questionnaire responses used to determine one's behavioural blend. The resulting profile report provides insights into unique behavioural styles, preferences, needs, ideal working environments, and strategies for adapting behaviour when interacting with others. Reports also offer insights into other DISC styles, promoting better understanding and effective communication within work teams.

It's worth noting that DISC profiles do not unfairly label individuals. Instead, they help people comprehend behavioural and communication preferences, fostering better interactions.

Duration of the DISC Assessment

In most cases, completing the DISC questionnaire takes approximately 10-15 minutes. Respondents make 26 selections of words or phrases that align with their self-perception. The report algorithm then generates a comprehensive report detailing their DISC blend.

It's important to recognise that different vendors may employ varied assessment processes, with some offering computer adaptive testing with more questions. It's advisable to assess the validity of the tools and ensure the data is up to date.

What DISC Measures

DISC assesses observable behaviour and emotions, not intelligence, education, experience, aptitude, mental health, or values. It sheds light on how individuals respond to challenges, influence and interact with others, operate at their preferred pace, and follow directions within structured environments, among other tendencies.

A DISC report comprises three parts

Part I: Offers an overview of each DISC style, highlighting their characteristics, behavioural tendencies, and emotional traits.

Part II: Focuses on self-understanding, providing information about one's unique tendencies. It includes narratives, visuals, Communication Do's and Don'ts, Workplace Tendencies, Areas of Improvement, Stress Responses, and 12 Behavioural Tendencies at Work.

Part III: Explores adaptability, offering actionable recommendations for improved communication and interaction with others. It serves as a resource for applying DISC knowledge in everyday environments. In conclusion, the DISC profile is a dynamic tool for enhancing self-awareness, understanding others, and fostering effective communication in various aspects of life, from professional settings to personal relationships.

What is DISC?

DISC is a needs-motivated, observable behavioural profiling system which measures the energy you are putting into dominating problems, influencing people, steadying the environment, and complying to rules and details.

Which style is the best?

Your style blend is the best. All styles have unique strengths and challenges.

What makes DISC so popular?

DISC is a short description of YOU, custom designed in 10-15 minutes. It helps you to recognize your own style, see what works about you, and control your own style. It tells others how to communicate with you, anticipates normal tensions in relationships, shows you how to read others and adapt your communication.

Why do people like DISC?

DISC shares information about our favourite topic — us. It is also a quick and easy assessment, and the model is easy to recall, non-threatening, and makes authentic sharing easy.

What does DISC actually measure?

DISC measures our underlying emotions, needs, and fears (like an iceberg) - the primary concerns that drive all behaviour. Through self-selection, you choose the words that are most like you and the words that are least like you, and through those responses, the tool reveals your behavioural style.

Why don't all Ds (or Is, Ss, or Cs) act/communicate the same way?

We all have different biases, preferences, motivations/values, critical thinking skills, experience, education, and intelligence levels that influence our behaviour. DISC is a combination of nature and nurture, so we all have had different experiences shape us, too. The same way that we all have different hair or prefer different flavors of ice cream, we all act and communicate in different ways. Plus, we need all four styles in the world to be as effective and successful as possible as a community and as individuals.

How many DISC Assessments are there?

We provide only one assessment, but the results of that assessment can be used for a variety of purposes, both personal and professional. Some applications include using DISC in Leadership, Sales, Service, Coaching, and in 360° applications.

What happens if someone tries to outsmart or trick the instrument?

Is it easy? The DISC assessment can be tricked, but it's not that easy. It is not always obvious what the answer "should" be (most and least is the basis, not a scale, and the algorithm is based on both). There are also some answers that are designed as specific validity answers to ensure integrity. A better question might be, "why would someone want to modify or alter their results to inaccurately represent them?" There is little benefit in understanding ourselves and growing if we are not honest in the assessment process.

How accurate are the DISC assessment results?

DISC has high statistical accuracy, validity, and reliability through studies over many years. The best measure of validity is YOU — does it represent how others see you behaving at least 80% of the time or more?

If there is inaccuracy, it is typically caused by human errors— like time, focus, or subjectivity. If you think too much, take too long, focus on more than one area, or try to trick the instrument, the results could be inaccurate. It's best to do it quickly, without too much analyzing, and go with your natural response or gut reaction.

Would the report be different if I took the DISC in a different role? Yes, it

provides a snapshot of who you are in your adapted style at the time you took the assessment, depending on the role you had in mind. Keep focused on a single role when completing the questionnaire.

What do I do if I think mine is inaccurate?

Some styles never feel they get it "right." Ask someone who knows you what they see to ensure you aren't missing something (blind spot).

If you take the DISC Assessment in different periods of your life, will the results be the same?

Do you have the same attitudes, beliefs, and values as you grow and develop? Are there things about your lifestyle that have adjusted your mindset or paradigm as you have changed?

Graphs

DISC is a snapshot of how you see yourself in the activity, focus, and environment in which you are answering. As you think, so you are. Behavior is always affected by the decisions you are making or may not make, and you can choose to change. However, your natural tendencies may be more consistent.

What is the energy line?

DISC measures the energy of life you are putting into dominating problems, influencing people, steadying the environment, and complying to rules and details. The energy line is the mid-line representing 50: styles above it are high, and styles below it are low (in varying degrees). Below the line you are holding back energy, and above the line you are pushing energy forward. The energy line also divides our expressed and concealed behaviour tendencies.

What's the difference between the Graphs: I - Adapted & II - Natural?

What are you most and what are you least? Based on the words you selected, your graphs are determined with your most scores showing as adapted, and least scores showing as natural. We are most honest about ourselves when we look at our "least." Your "least" answers are inverted before being calculated into the algorithm to reveal your natural style.

How can people with different graphs plot in the same place on the wheel?

The wheel only plots 60 of the possible DISC Graphs. Plotting is determined by the styles that are 50 and above. The graphs are determined by what styles show up above the midline and their intensity, so a variety of combinations can match a single segment on the wheel.

What are unusual graphs?

When all points are near the mid-line, you may get an unusual graph. Often this depends on focus while taking the assessment, inconsistent answers indicating stress and over-adapting, or someone uncertain of their role. This will typically show up with a missing star or circle on the Behaviour Pattern View (Wheel). We recommend you take it over again in a few months.

DISC History

How old is DISC?

DISC has been around for a long time. The four quadrant distinctions have roots in the ancient four humours theory, but it was Hippocrates around 400 BC who brought it to medical theory with the four temperaments: sanguine, choleric, melancholic, and phlegmatic. Each were associated to certain moods, emotions, and behaviours. Many others also shaped our modern view of the temperaments.

In the 1920's, Freud & Jung first began studying human behavior. Dr William Moulton Marston was the first to conduct research on the emotions of normal people, and he developed the four behavior types in 1928 that precede what we use today: D— Dominance, I — Inducement, S — Submission, and C — Compliance. He taught DISC-Literacy, and how to understand observable clues to tell their story as well as what motivates the primary style. Although William Moulton Marston contributed to the creation of the DISC Assessment, he did not create it or even intend to use DISC as an assessment.

It was Walter Clarke in 1956 who created the DISC assessment based on Marston's theory. About 10 years later, the first self-description test was used asking respondents to choose between terms to identify their style. There have been many versions of the DISC model and the assessment tool used, with varying degrees of validity and reliability.

Selection & Hiring

How accurate would it be to use a DISC report compared to an ideal DISC for job selection? Can I use it for hiring and selection?

DISC should be used for no more than 20% of the job measurement at best and should never be used as a lone tool for selection. In combination with other assessments, interviews, and references, DISC can be helpful in providing supporting information or suggestions of where someone may fit on a team.

We have other Selection and Hiring tools that can support you.

How does MBTI compare to DISC?

MBTI is more complicated for the average person, and DISC is more intuitive to read and understand. With DISC, a coach isn't necessary to explain as much—it's only four styles that are very simple and practical. MBTI is 16 combinations of four different letters.

MBTI is also a psychological assessment, DISC is needs-based, observable behaviour and emotion. DISC is self-assessment, and MBTI is evaluated by another party. DISC helps one learn to identify the communication style of others in addition to self, while MBTI focuses only on self-understanding.

What should I do once I have taken the DISC to continue forward? What comes next? What works well with DISC?

There are a variety of options for you to consider as a next step. You can take individual reports (DISC, Motivators, Learning Styles, Hartman Value Profile (Critical Thinking), or Emotional IQ), or you can check out our combination reports (DISC and Motivators, DISC and Learning Styles). There are also 360-degree options for you that will reveal other's perceptions of you (DISC 3600).

We are happy to help you plan your own development path if you would like to discuss it with us.

Investment

The DISC assessment includes:

- A 45-minute pre-assessment briefing session
- An online assessment which can be completed in your own time in approximately 10 — 15 minutes
- A detailed, personalised report
- Investment: £595 per person
- The pre-assessment session is delivered live online via Zoom.

Additional Coaching Sessions can be arranged to cover;

- Report debriefing
- A personal development plan
- Investment: £195 per person

Contact us

Email leanne@thebritishschoolofexcellence.com

Telephone +44 (0) 203 856 3571

Website www.thebritishschoolofexcellence.com

WhatsApp +44 (0) 7570 228 025