

The Universal Language of Behaviour



What is DISC?

DISC is an assessment tool that measures observable behaviour or 'How we act'. Research has consistently shown that behavioural characteristics can be grouped into four quadrants:



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|-------------------|---|
| Dominance | How we deal with problems and challenges |
| Influence | How we deal with people and contacts |
| Steadiness | How we deal with pace and consistency |
| Compliance | How we deal with procedures and constraints |

DISC looks at common behavioural characteristics that have been validated across ages, genders, cultures, races and religions. It is sometimes described as a personality test, however this is not entirely accurate. It is important to make this distinction because personality encompasses everything that we are (including our intelligence, talents, skills, beliefs, values and motivations) whereas DISC is only concerned with the way we communicate and interact with one another.

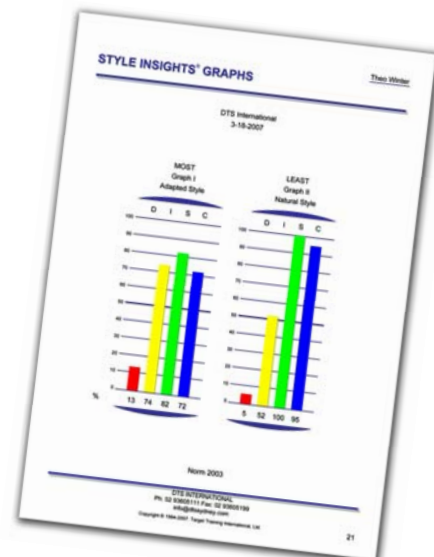
The questionnaire (made up of 24 questions) that is used to determine a person's DISC style is based on the work of the Harvard Psychologist William Marston. Marston, however, did not actually invent the instrument, nor did he foresee the enormous potential application of his work. Since Marston's time DISC has continued to be refined and developed. Today, DISC is one of most popular and highly validated assessments in business, estimated to be in use by 75% of the fortune 500 companies. DISC continues to grow in recognition due to its myriad of advantages and applications.

Results and Benefits

The Success Insights DISC Reports are completely personalised. These highly validated reports are used by coaches, trainers, consultants, recruiters and managers in hiring, developing and retaining talent.

Some of the most popular uses for DISC include:

- ✓ **Communication**
- ✓ **Team Building**
- ✓ **Recruitment**
- ✓ **Sales Effectiveness**
- ✓ **Management**
- ✓ **Staff Engagement and Motivation**
- ✓ **Leadership Development**
- ✓ **Customer Service**



To find out what DISC can do for you. Call us today!

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