



The DISC Model

Your communication style is heavily influenced by your personality style.

How you communicate with people, build relationships, network at business meetings, and build teams all hinge on the interaction between your style and the style of people with whom you interact.

Personality and behavioral style differences can get in the way of clear communication and understanding.

If you have a framework for understanding these differences, you can work with people much more effectively.

The DISC human behavior model is a simple and powerful tool for building this understanding.

How is DiSC Used?

Whether you're working with a Fortune 500 company, a small non-profit, a government agency, an educational institution, a church, or even coaching an individual, you'll find DiSC an easy-to-understand and effective tool to

- Build productive teams
- Develop effective managers, supervisors, leaders
- Train a powerful sales force
- Improve customer service
- Ease frustrations and interpersonal conflict
- Enhance communication
- Help with change and conflict management
- Improve personal diversity awareness and recognition
- Improve productivity
- Assist in hiring, recruiting, placement, promotion, outsourcing
- Enhance the counseling or coaching experience

What do the letters mean?



Dominance

Emphasis on shaping the environment by overcoming opposition to accomplish results.

Priorities

Getting immediate results
Taking action
Challenging self and others



Influence

Emphasis on shaping the environment by influencing or persuading others.

Motivated by

Social recognition
Disapproval
Loss of influence
Being ignored



Steadiness

Emphasis on cooperating with others within existing circumstances to carry out the task.

You will notice

Patience
Team person
Calm approach
Good listener
Humility



Conscientiousness

Emphasis on working conscientiously within existing circumstances to ensure quality and accuracy.

Fears

Social criticism
Slipshod methods
Being wrong

In the DISC model as taught by Personality Insights consultants, the full range of normal human behavior is defined by a circle divided into quadrants as described below.

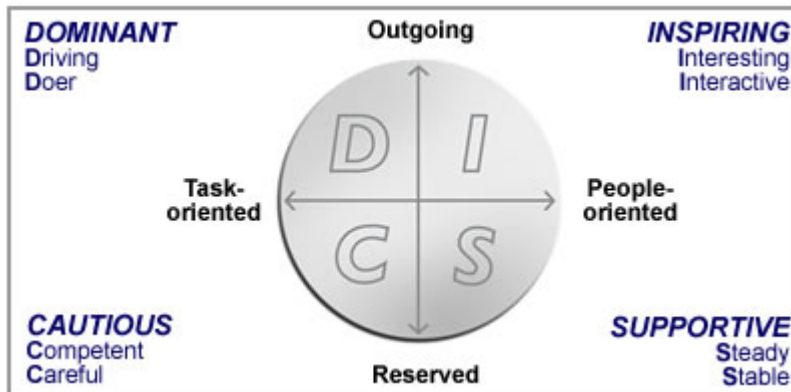
Divide a circle in half horizontally. The upper half represents outgoing or fast-paced people. The lower half represents reserved or slower-paced people. Outgoing people tend to move fast, talk fast, and decide fast. Reserved people tend to speak more slowly and softer than outgoing people and they generally prefer to consider things thoroughly before making a decision.



The circle can also be divided vertically. The left half represents task-oriented people. The right half represents people-oriented people. Task-oriented people tend to focus on logic, data, results and projects. People-oriented people tend to focus on experiences, feelings, relationships, and interactions with other people.



Combining these two circles completes the model description...



D

type individuals are outgoing and task-oriented. They tend to be ***Dominant*** and ***Decisive***. They usually focus on results and the bottom-line.

I

type individuals are outgoing and people-oriented. They tend to be ***Inspiring*** and ***Influencing***. They usually focus on talking and having fun.

S

type individuals are reserved and people-oriented. They tend to be ***Supportive*** and ***Steady***. They usually focus on peace and harmony.

C

type individuals are reserved and task-oriented. They tend to be ***Cautious*** and ***Conscientious***. They usually focus on facts and rules.