The D.I.S.C. Profile Model

What is the DiSC Profile?

The DiSC Profile is one of the oldest, most validated, reliable behavior assessments used within organizations to improve interpersonal relationships, productivity, teamwork and communication. The DISC Profile is a nonjudgmental tool for understanding behaviors that people demonstrate. It helps people explore behavior across four primary dimensions:

- **Dominance**: To the point, decisive and bottom line oriented. These people tend to be independent and results driven. They are strong-willed people who enjoy challenges, taking action, and immediate results.

- **Influence**: Optimistic and outgoing. They tend to be highly social and outgoing. They prefer participating on teams, sharing thoughts, and entertaining and energizing others.

- **Steadiness**: Empathetic & Cooperative. These people tend to be team players and are supportive and helpful to others. They prefer being behind the scene, working in consistent and predictable ways. They are often good listeners and avoid change and conflict.

- **Conscientiousness**: Concerned, Cautious & Correct. These people are often focused on details and quality. They plan ahead; constantly check for accuracy, and what to know "how" and "why".

Benefits of the DISC profile include:

- Understanding behavioral strengths and challenges in yourself and in others
- Learning to appreciate the differences and strengths of others
- Discovering tools for dealing with conflict effectively
- Enhance teamwork and reduce team conflict
- Developing strategies and awareness to deal with diversity of people, their communication styles and needs
- Increasing sales skill by understanding how clients or customers behavior and make decisions
- Improve customer relationships and customer satisfaction
- Reduce personal and organizational conflict, stress and turnover
- Improve communication skills through determining communication styles
- Enhance and develop coaching and mentoring skill
FAQs

1. **How is the DiSC delivered?** The questionnaire is delivered only on-line. Each participant will receive an email invitation directing the person to an online link.

2. **How long does it take to complete it?** It should take about 20 minutes to complete.

3. **How much does it cost?** Each instrument costs $75 per participant.

4. **How long is the session?** The group feedback session lasts about 3-4 hours.