



DISC Executive Summary

What is DISC?

- **The DISC Assessment** is the leading communication style tool. It is used by over 1 million people every year to improve teamwork, productivity and communications throughout an entire organization.
- **The DISC Report** is a non-judgmental tool used for discussion of people's behavioral preferences and differences.
- **The DISC Model** provides a common language that people can use to better understand themselves and adapt their behaviors with others - within a work team, a sales relationship, a leadership position, or other relationships.

DISC Model – 4 Communication Styles

- Dominant = Results oriented. Meeting example “Is it done yet?”
- Influence = People oriented. Meeting example “Let’s brainstorm”
- Steady = Planning oriented. Meeting example “Here’s the agenda”
- Conscientious = Procedures oriented. Meeting example “Here’s my analysis”

DISC brings Success to Your Organization

DISC provides insights into a person’s behavior and communication preferences. Our DISC Reports were created with workplace relationships in mind and offer action plans for working with, leading, managing, or selling to others. Successful strategies for implementing DISC include:

- Leadership and executive development
- Management training
- Sales training
- Conflict management
- Teambuilding
- Customer service
- Communication
- Job coaching
- Multiple applications

Join the thousands of organizations that have used DISC for increased success