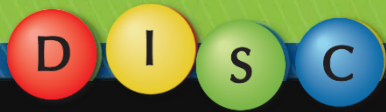# Welcome to DISC Certification
DISC Essentials

DISCcert
Bonnie Burn

DISCcert Delivers...

Agenda

1. DISC History

2. Style Descriptions

3. Reading Graphs

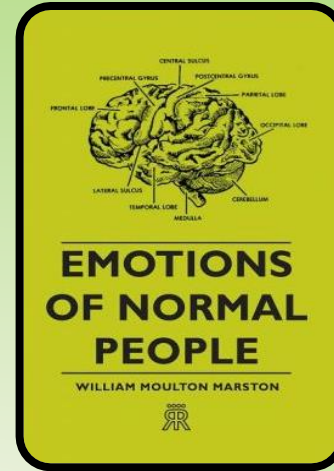4. Combination Styles

5. DISC Reports
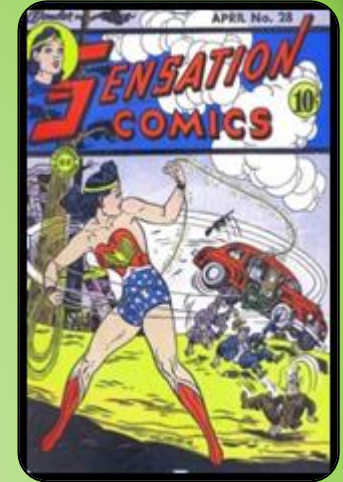
DISC History

DISC starts with Marston

Lawyer
Psychologist
(Harvard)

Inventor
Lie Detector

Author/Self-Help
1928
4 Behavioral Types
   -Sense of Self
   -Environment Interaction

Creator
1941
Wonder Woman

DISC - Timeline

Marston
1920
Model

Clarke
1940
Assessment

Cleaver
1950
Forced Choice

Geier & Downey
1970
Classical Patterns, Updated

DISC
Measures Observable Behaviors

DISC Terminology Evolved

		Pace (React to Environment)	Priority (Environment Focus)
(Dominance)	**Dominant**	**Fast**	**Task**
(Inducement)	**Influence**	**Fast**	**People**
(Submission)	**Steady**	**Deliberate**	**People**
(Compliance)	**Conscientious**	**Deliberate**	**Task**

DISC Application Evolved

1940   For Hiring

Today

Career Matching, Change Management, Coaching, Conflict Resolution, Customer Service, Diversity Training,

Hiring, Leadership Programs, Management Skills
Managing-Up, Mergers/Acquisitions, Mentoring,

New Employee Orientation, On-Boarding, Performance Development Plans, Retreats, Sales Training, Teambuilding, Productive Meetings,

DISC – Construct Reliability & Validity

Measures Observable Behaviors

FYI

Validity Report – Based on 28,200

Ipsative Assessment = Self-Report

Accuracy? Depends on Respondent

Robust Factor Analysis on Word Choice … Increases Reliability

Increased # of Assessment Items … Increases Reliability

Background - DISC Comparisons - Similarities

DISC Model - Basically the same definitions of D,I,S,C

DISC Data - Basically same results generated – Public Algorithm

Approval - Meets Standards of Reliability
- APA   (American Psychological Association)
- AERA (American Educational Research Association)

Background - DISC Comparisons - Differences

DISC

- Dominant or Driver   - Steady
- Influence or Interact   - Conscientious, Compliant, Cautious

Assessment

- Slight variations of word choices - e.g. happy vs cheerful

Graphics

- Display of Assessment Scores - e.g. Scales, Bars, Circles

Interpretations   - Short or more comprehensive

Report Focus   – DISC Model with Scores & Explanation .. & Activities?
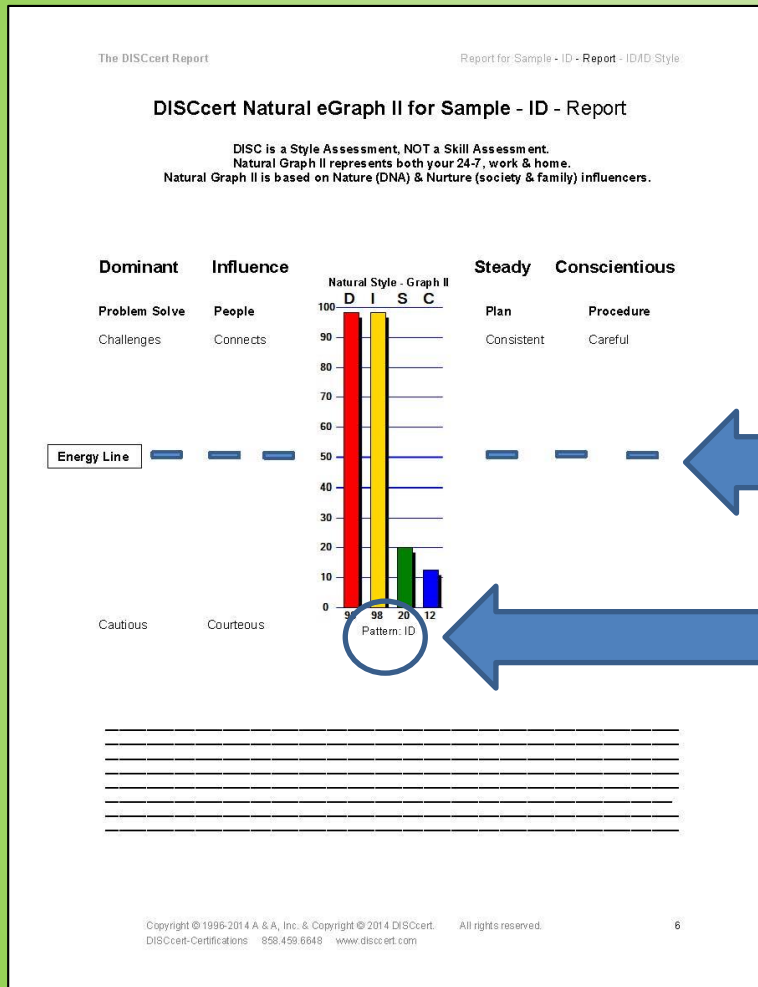
Style Descriptions

Natural Graph
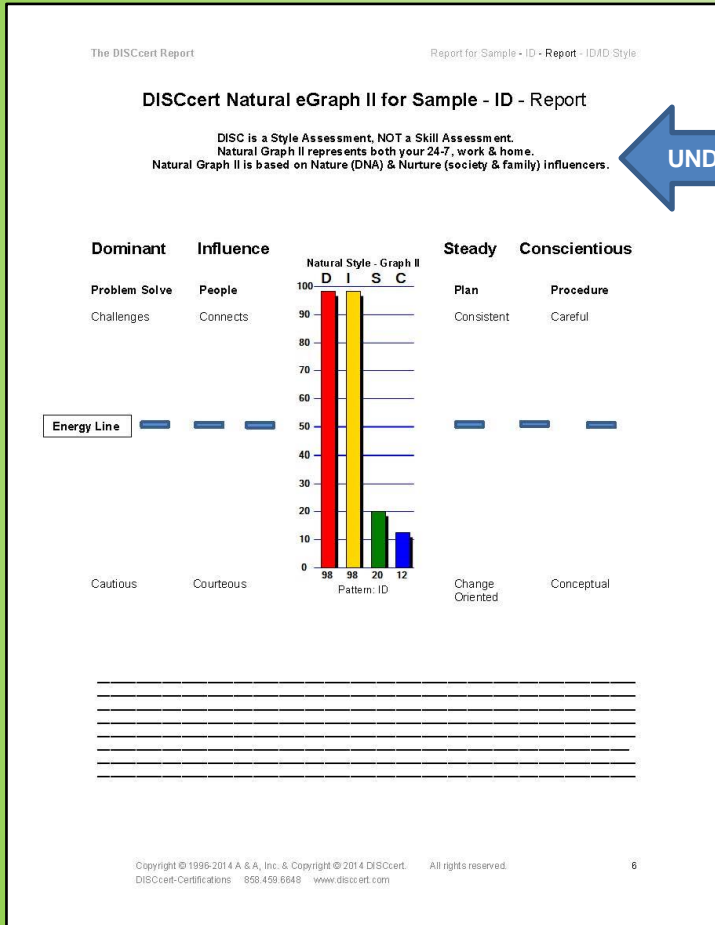
Key Points:

- Style NOT skill
- Represents BOTH your 24-7, work and home
- Based on Nature (DNA) and Nurture (society & family influences)

Natural Graph

Key Points

- Energy Line: indicates degree of preference for each style

- Natural Style: based on points *above* the Energy Line - Labeled as your "Pattern"

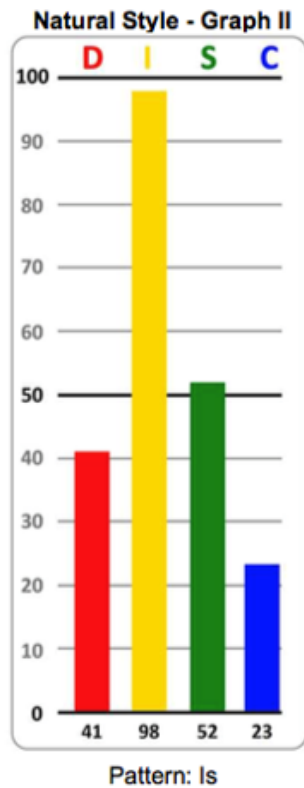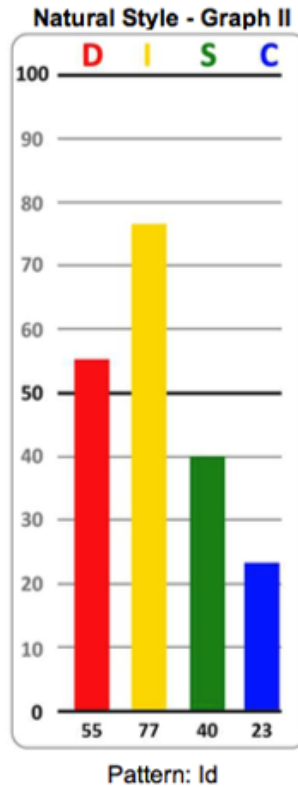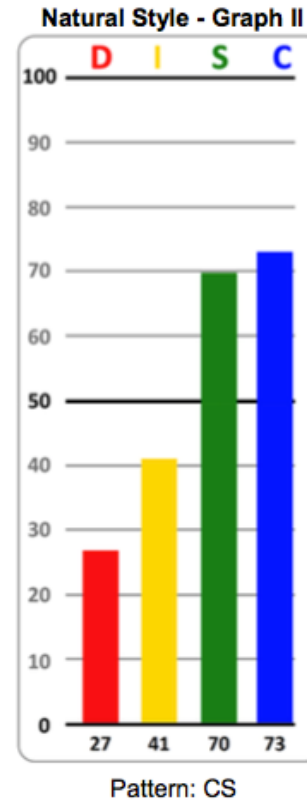- We all have *some* D, I, S, and C in our style
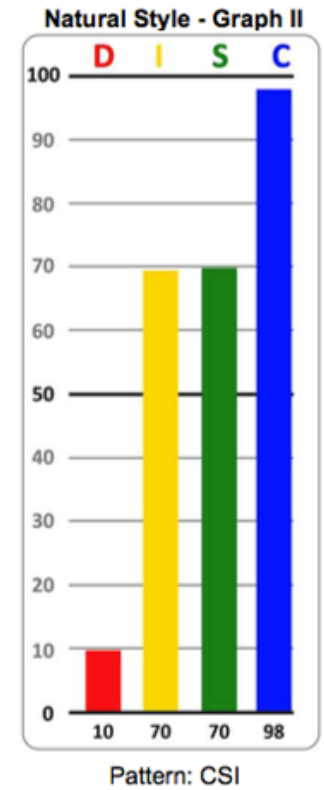
13

Natural Styles
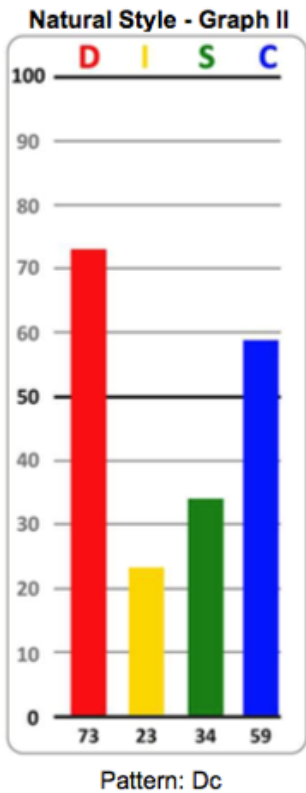
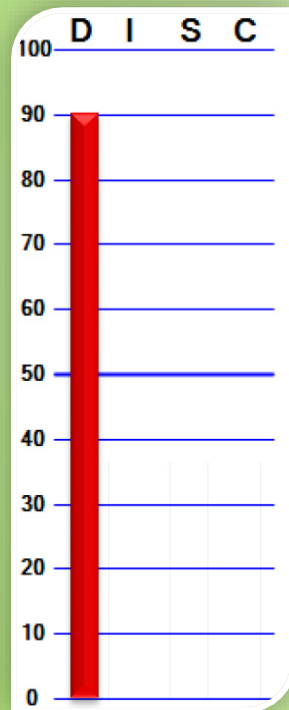| Darren Hayes | Patrice Jones-Washington | Jessica Pressman | Zoe Fludd | Brittany Collier |

Natural Style - Graph II

Darren Hayes — D: 73, I: 23, S: 34, C: 59 — Pattern: Dc

Patrice Jones-Washington — D: 41, I: 98, S: 52, C: 23 — Pattern: Is

Jessica Pressman — D: 55, I: 77, S: 40, C: 23 — Pattern: Id

Zoe Fludd — D: 27, I: 41, S: 70, C: 73 — Pattern: CS

Brittany Collier — D: 10, I: 70, S: 70, C: 98 — Pattern: CSI

Dominant

Orientation: Problem Solving

Above the Energy Line
- Preference: Expediency
- Overuse: Demanding

Dominant

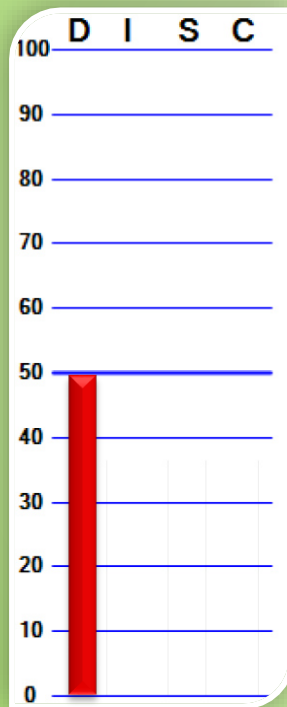## Orientation: Problem Solving
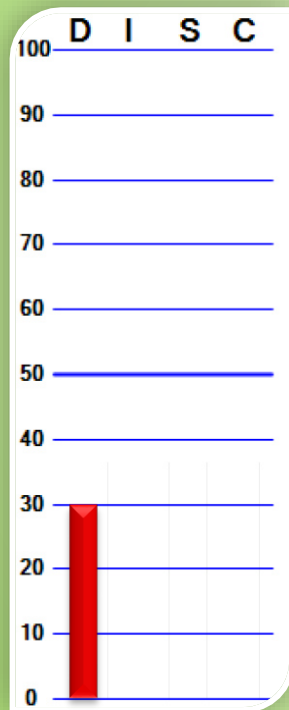
Below the Energy Line
- Preference: Contemplative
- Can Develop Skill: Being Expedient

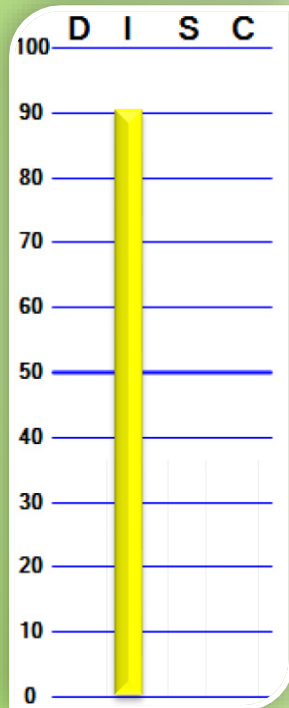# Dominant

Orientation: Problem Solving

Near the Energy Line
- Preference: Calculated Risks
- Moderate Effort to Stretch/Flex
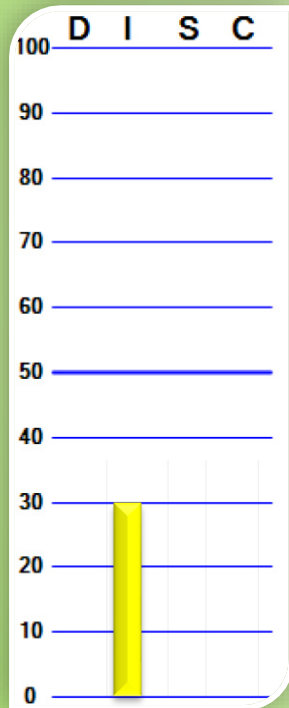
Influence

Orientation: People Connections

Above the Energy Line
- Preference: Demonstrative
- Overuse: Over-Enthusiasm

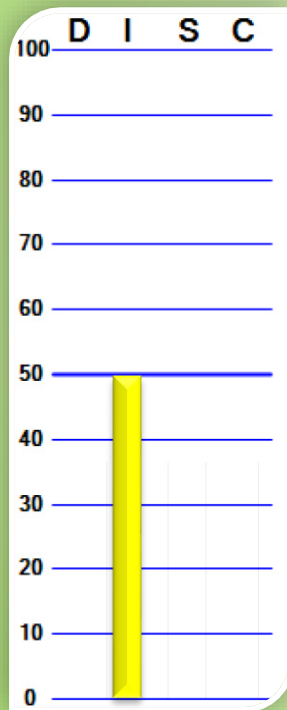# Influence

Orientation: People Connections

Below the Energy Line
- Preference: Understated
- Can Develop Skill: Persuasion

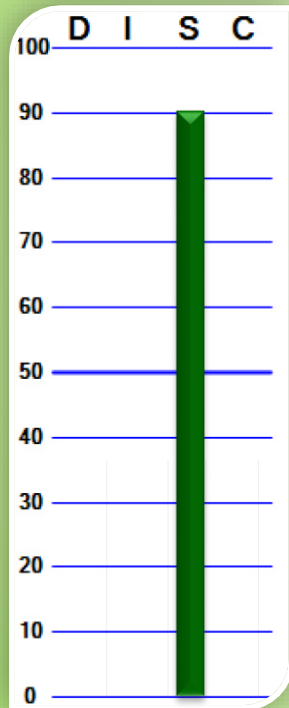# Influence

Orientation: People Connections

DISC scale chart showing markings from 0 to 100 with yellow bar at 50 level

CAROLE KING & JAMES TAYLOR
LIVE AT THE TROUBADOUR

Near the Energy Line
- Preference: Friendly & Reserved
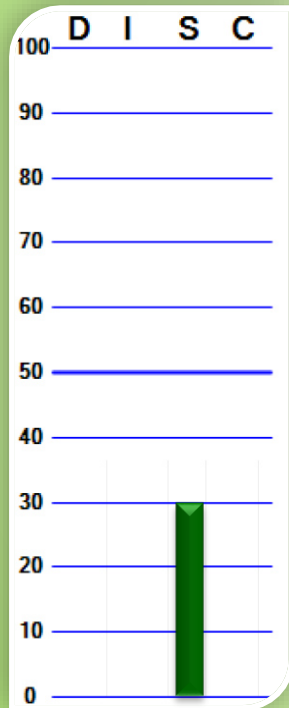- Moderate Effort to Stretch/Flex

Steady

Orientation: Planning

Above the Energy Line
- Preference: Systematic
- Overuse: Keep Status Quo

Steady

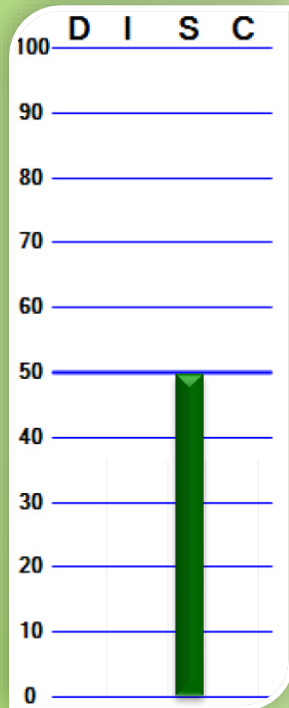## Orientation: Planning

Below the Energy Line
- Preference: Spontaneous
- Can Develop Skill: Organization
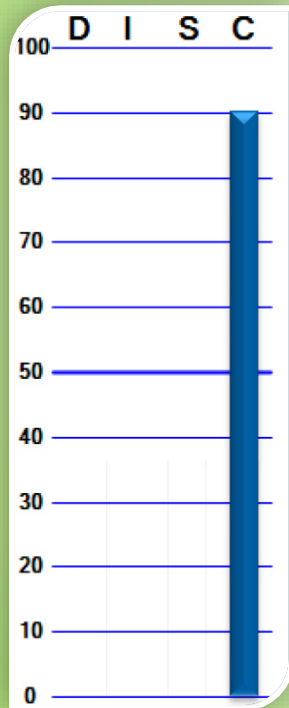
Steady

Orientation: Planning

Near the Energy Line
- Preference: Composed
- Moderate Effort to Stretch/Flex

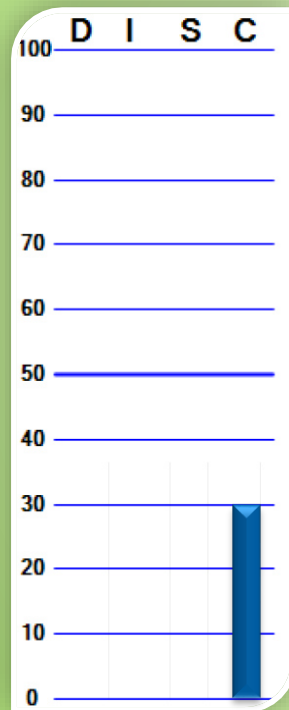# Conscientious

Orientation: Procedures

Above the Energy Line
- Preference: Analyzation
- Overuse: Stuck in Details

Conscientious
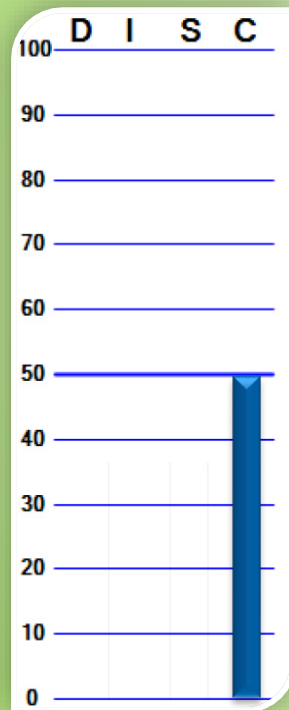
Orientation: Procedures

Below the Energy Line
- Preference: Conceptual
- Can Develop Skill: Detail Focus

Conscientious

Orientation: Procedures

Near the Energy Line
- Preference: Pragmatic/Focused
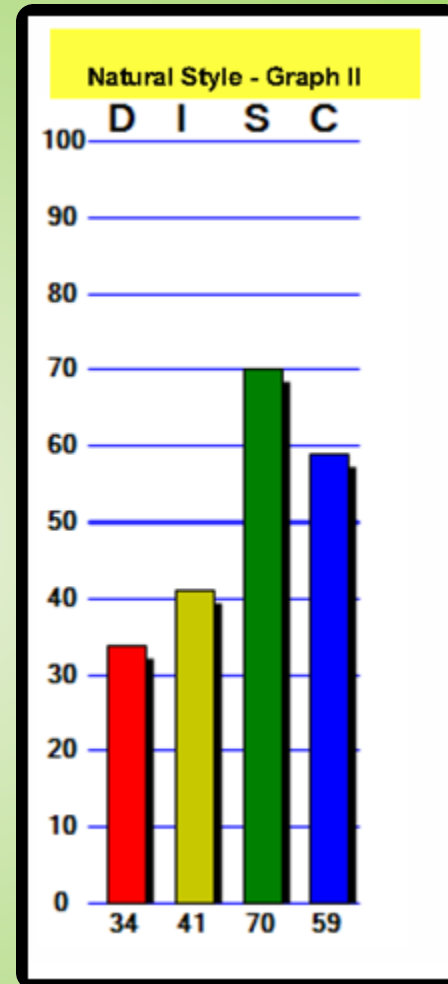- Moderate Effort to Stretch/Flex

Reading Graphs

27

What environment does Natural Graph represent?

-      **Home?**
-      **Work?**
-      **Home and Work?**

Natural Style - Graph II

D   I   S   C

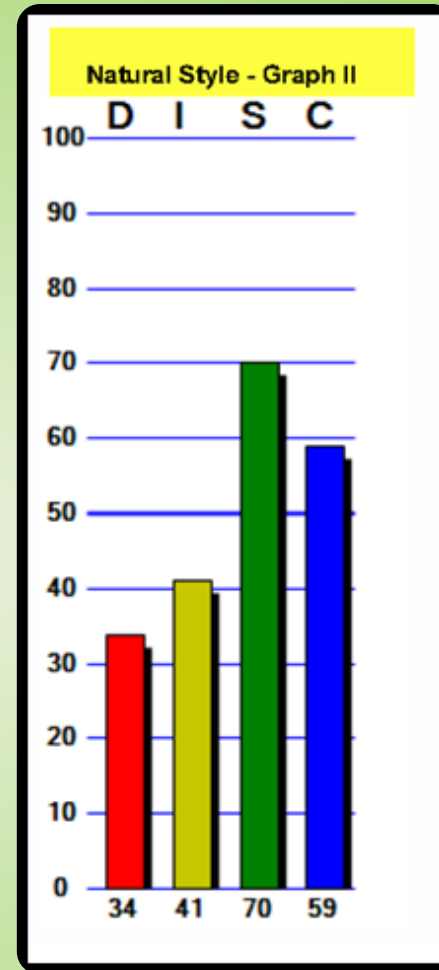| 100 |
| 90 |
| 80 |
| 70 |
| 60 |
| 50 |
| 40 |
| 30 |
| 20 |
| 10 |
| 0 |

| 34 | 41 | 70 | 59 |

Home and Work!

Combination of
Nature & Nurture

Real You, 24-7

No need to change Natural. Just is!
(Similar – Native Language)

Natural Style - Graph II

D I S C

D	I	S	C
34	41	70	59

What determines Natural Graph results?

Is it the selection of "Most" or "Least" when completing your DISC Assessment?

What determines Natural Graph results?

	Most	Least
1. Cheerful	○	○
Cooperative	○	○
Obliging	○	○
Persuasive	○	○

Least!

Research shows people have more **clarity** around what they **least like**.

Example
"What is your **least favorite food?**"   I will say:

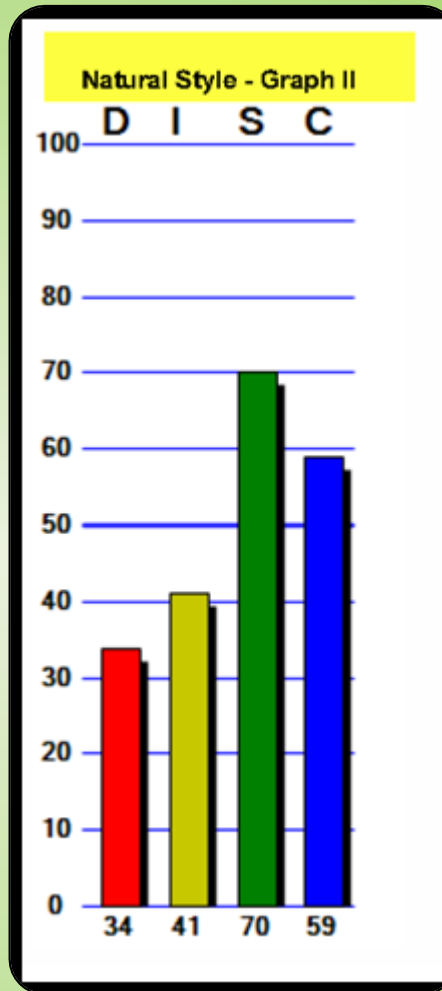Does not matter when or where you ask me.
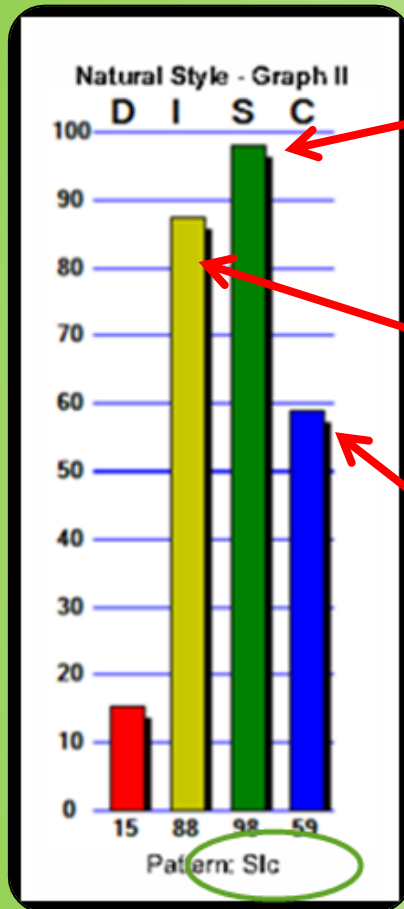My **answer will always be**:

Horseradish

True or False?

**Natural Style
can have 1, 2 or 3 points
above Energy Line.**

True and….

Must have at least 1 Style above or
below in order to be valid.

Natural Style - Graph II

What determines which styles are capitalized?

Start with the **Highest Point.**
That is always 1st in sequence & is capitalized.

For 2nd or 3rd point above the Energy Line -
Determined by an aggregate.
Calculated by combination of the placement of all 4 styles.

Typically, if 2nd or 3rd point is close
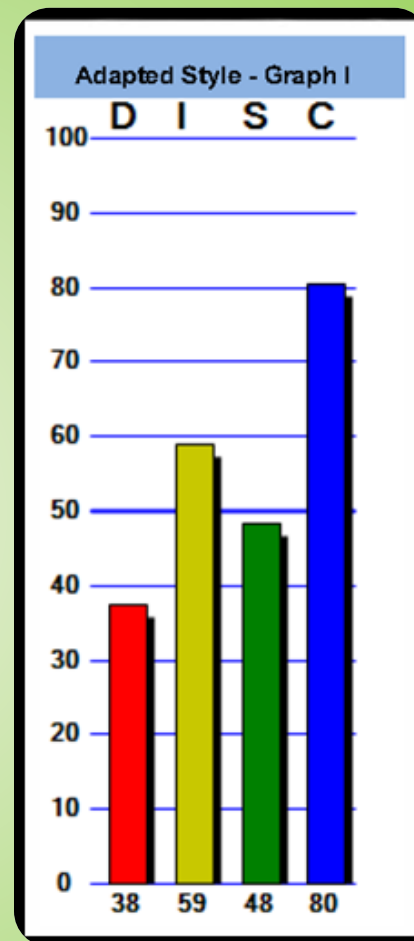To the Highest Point,
they will also be capitalized. (SIc)

Typically, if a point above Energy Line,
but significantly lower than high point(s), then Style will be lower case. (SIc)

33

Adapted Graph

What results does Adapted Graph represent?

- One day at work?
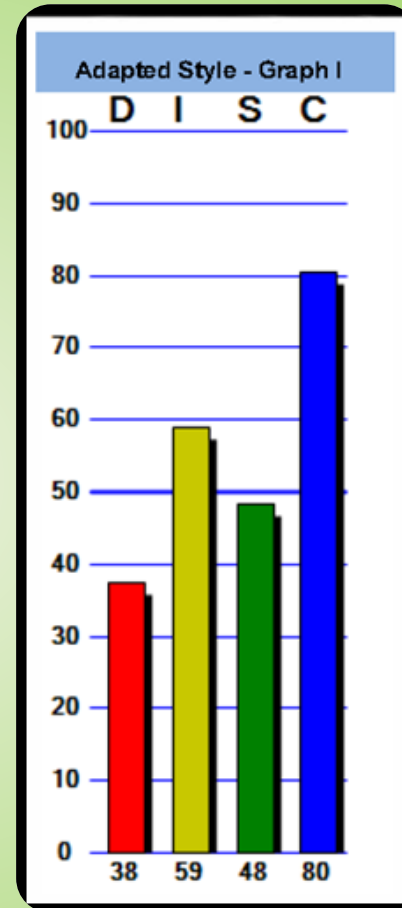- One week at work?
- Six months at work?

Adapted Style - Graph I

34

Adapted Graph

One day at work

May also represent
- One week at work
- Six months at work

What determines Adapted Graph results?

	Most	Least
1. Cheerful	○	○
Cooperative	○	○
Obliging	○	○
Persuasive	○	○

Most! Research shows our most selections vary – influenced by present circumstance.

"What is your most favorite food?"

Answer influenced by what? who? where?

Adapted Graph is influenced on the day you took the assessment by the 3 R's: Role? Relating? Responsibilities?

What does it mean Adaptive Graph is similar to Natural?

The day the person took the assessment they were able to use ...

their same natural style preferences.

Important:
**Be open to stretching when needed.**
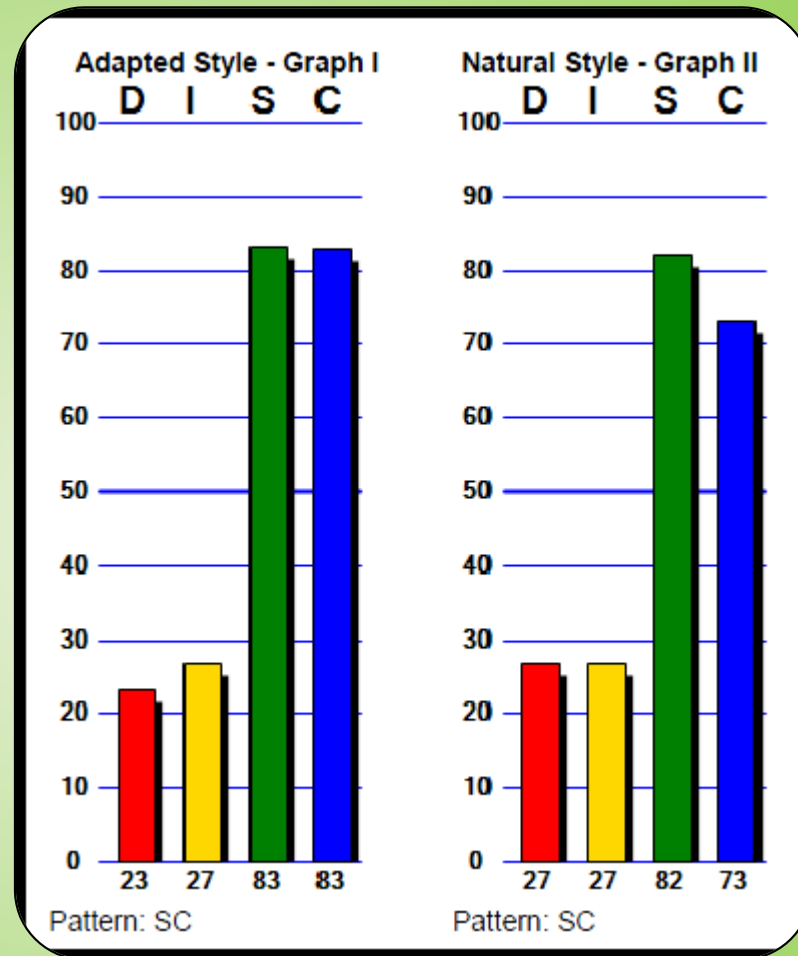
What if Adaptive Graph is different than Natural?

Adpated Graph reflects the need to <u>stretch when communicating the day they took Assessment.</u>

Stretching outside of comfort zone is based on what <u>Role, Responsibilities</u> or who they were <u>Relating</u> to the day they took the Assessment.

Common occurrence, because situations at work may change from day to day.

Adapted Style - Graph I

D I S C

Pattern: Ci (3436)

Natural Style - Graph II

D I S C

Pattern: Sc (2354)
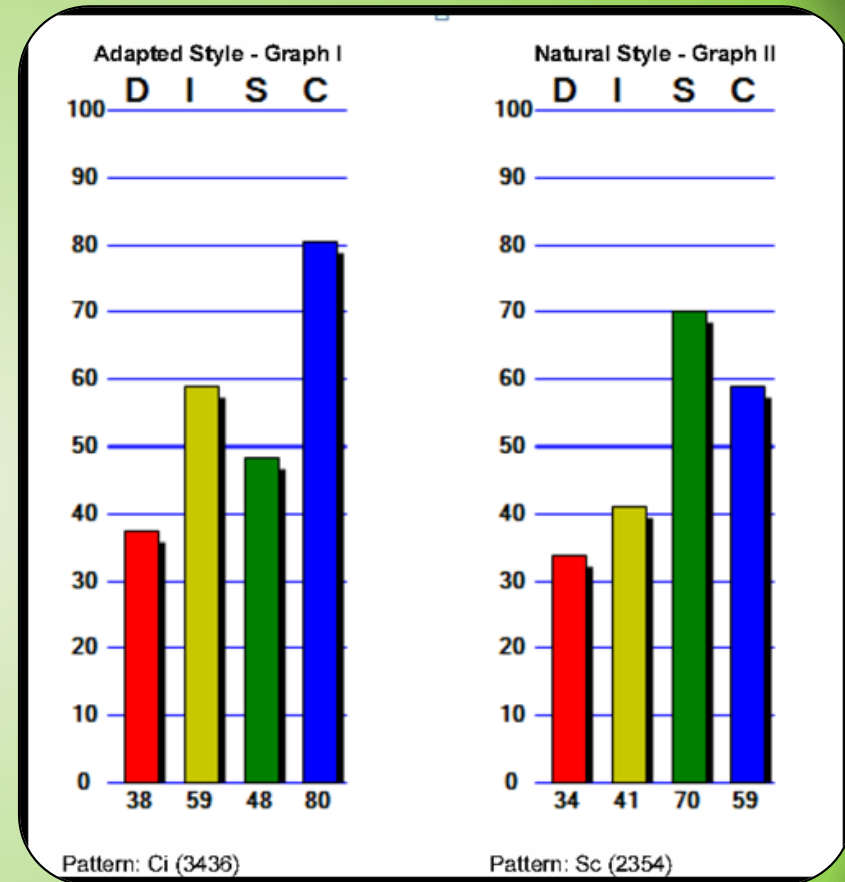
Is it better to have different or similar Graphs?

Both options are fine.

Similar Natural & Adapted

Stretching <u>not needed</u> day you took assessment at work.

Different Natural & Adapted

Stretching <u>needed</u> day you took assessment at work.

If different,

helpful to check out...

**"Does stretch occur occasionally
or does it represent a longer period of time?"**
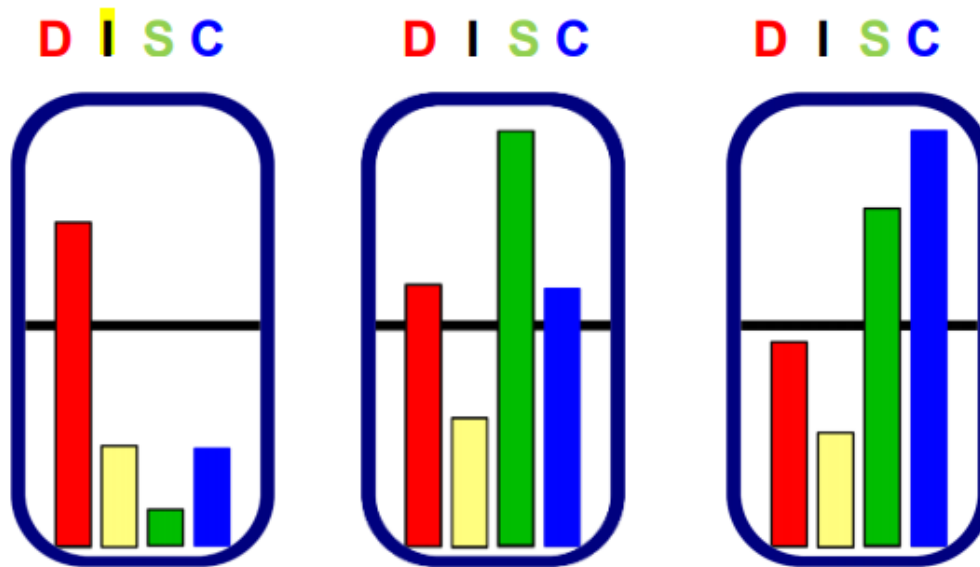
Longer period of time requires more effort.

Adapted Style - Graph I
D I S C
Pattern: Ci (3436)
38 59 48 80

Natural Style - Graph II
D I S C
Pattern: Sc (2354)
34 41 70 59
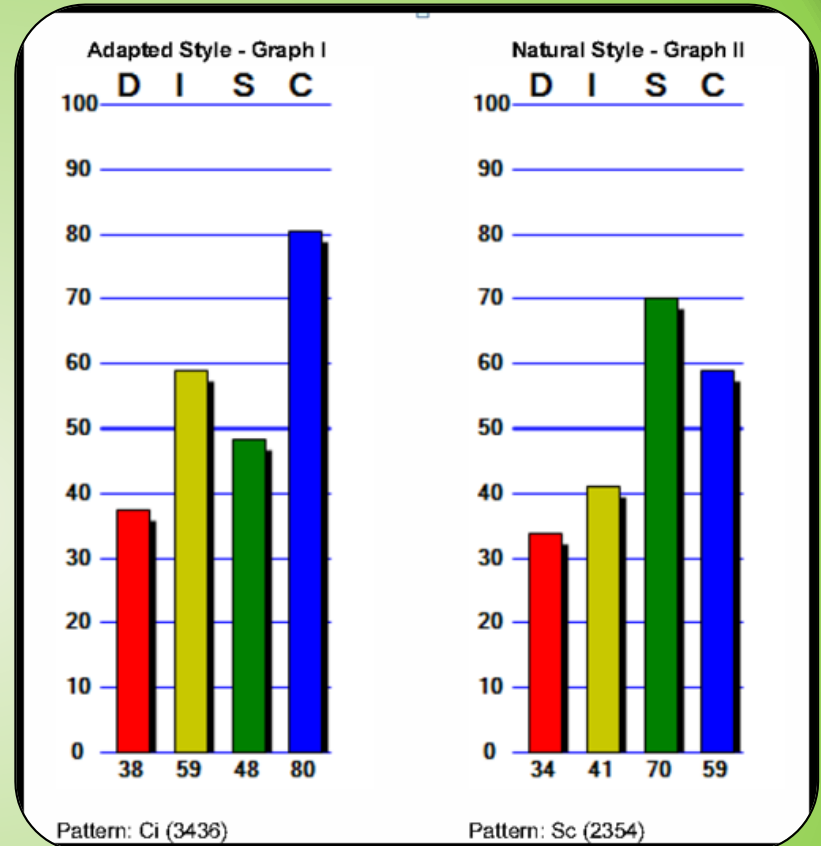
Combination Styles

15 Most Common DISC Behavioral Patterns

Presented by Bonnie Burn
Master DISC Certification Trainer

How many DISC Style Combination Styles are there?

There are 40 DISC Style combinations when focusing on one's primary, secondary, and tertiary styles above the midline.

D	I	S	C
DI	IS	SC	CD
DS	IC	SD	CI
DC	ID	SI	CS
DIS	ISC	SCD	CDS
DIC	ISD	SCI	CDI
DSC	ICD	SDI	CIS
DSI	ICS	SDC	CID
DCS	IDS	SIC	CSI
DCI	IDC	SID	CSD

Use Word Sketch for Quick Insights

D	I	S	C
Problem Solve	**People**	**Plan**	**Procedures**
Competitive	Demonstrative	Systematic	Accurate
Assertive	Enthusiastic	Stable	Analytical
Daring	Gregarious	Patient	Exacting
Ambitious	Intense	Peaceful	Factual
Directive	Optimistic	Accommodating	Precise
Expedient	Persuasive	Team Player	Logical
Decisive	Expressive	Consistent	Careful
Risk-taker	Charming	Cooperative	Data Driven
Goal oriented	Collaborative	Loyal	Investigates
Pioneering	Sociable	Supportive	High Standards
Deliberate	Trusting	Relaxed	Focused
Determined	Confident	Composed	Detail Oriented
Self-reliant	Friendly	Calming	Pragmatic
Concise	Generous	Courteous	Conventional
Calculated Risks	Poised	Active	Firm
Unassuming	Modest	Change Oriented	Challenges
Rational	Reserved	Eager	Self-assured
Thoughtful	Subtle	Spontaneous	Independent
Reflective	Introspective	Energetic	Autonomous
Contemplative	Moderate	Carefree	Open-minded
Hesitant	Restrained	Vigorous	Conceptual
Seeks Information	Private	Variety Oriented	Adventurous
Tentative	Understated	Tenacious	Experiments
Prudent	Inconspicuous	Energetic	Approximates
Judicious	Sympathetic	Animated	Exploratory
Balanced	Discreet	Unstructured	Progressive

Invalid Graphs

3 Invalid Graphs

There are 3 profile patterns that are invalid and cause confusion:

1. **Over shift** – All plotting points above the line.
2. **Under shift** – All plotting points below the line.
3. **Tight** - All plotting points near the energy line.
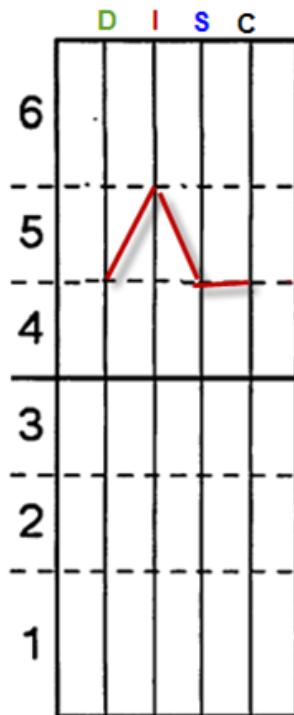
Over shift

Under shift
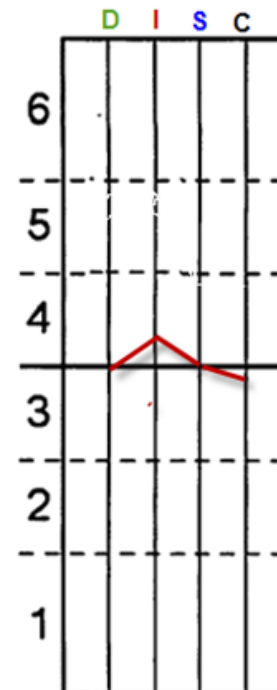
Tight

3 Invalid Graphs

Unusual Graphs or Graphs that do not seem to be on target can be caused by a person who is:

1. Overanalyzing by taking too long to respond.
2. Under pressure to "be all things to all people"
   (Over shift Graph only.)
3. Experiencing a significant emotional event or a personal trauma
   (Tight Graph only.)
4. Attempting to outsmart the instrument. (Least likely reason.)

STRONG Suggestions:
Facilitate the participant in taking another assessment. Instruct them during the first few forced-choice selections to ensure they are completing the assessment with:

1. Work environment in mind.
2. How they prefer to communicate at work.
3. If they are not sure of word definition, have them hover the mouse over the word. A group of synonyms will appear.
4. Often helpful if respondent starts with their "Least" selection & works towards "Most" selection.

DISC Reports

DISC Sales

Sales will increase!
- Steps in sales process match up with D, I, S, C Prospects

DISC Self

DISCcert Natural eGraph II for Sample - ID - Report

DISC is a Style Assessment, NOT a Skill Assessment.
Natural Graph II represents both your 24-7, work & home.
Natural Graph II is based on Nature (DNA) & Nurture (society & family) influencers.
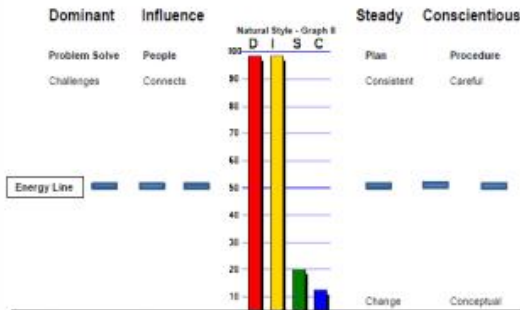
People create win-win communications
- Online, user-friendly assessment
- 35 page, personalized report
- Success strategies & learning activities

DISC Leadership

Complimenting Your People

Leaders become more effective
- Ten leadership competencies match up with DISC styles
- i.e. Motivating your people, Giving constructive feedback

DISC Team

Natural DISCcert - Team Results
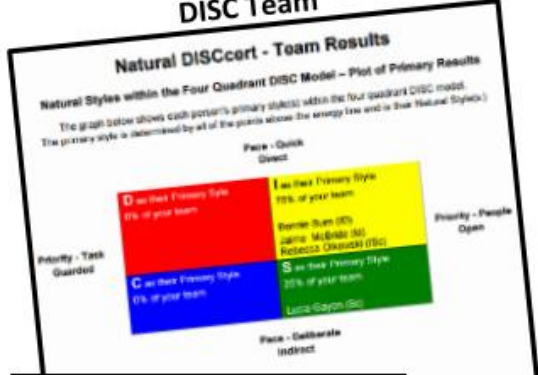
Builds stronger teams
- Provides overview of team member styles
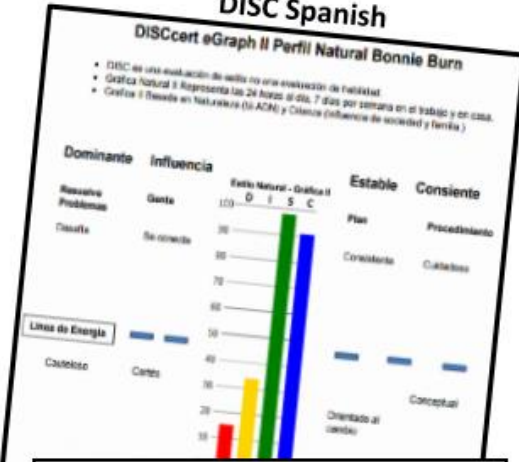- Great for new teams or for resolving conflicts

10-2016

DISC =
Communication
Success

DISC is the universal communication model used to explain the 4 core behavior styles:
Dominant, **I**nfluence, **S**teady, **C**onscientious

DISC Spanish

DISCcert eGraph II Perfil Natural Bonnie Burn

Assessment & report available in Spanish
- Includes same content as English version

The Wheel