

## How do you establish DISCcert credibility?

### Question:

I have a peer that went through and is certified on Everything DISC. She insists that it is far superior and that DISCcert is just a "bootleg" copy. (I thought you might think her words are funny.) Trying to justify using you as the preferred vendor. Any selling points to offer?

### Answers:

First info is for you to just know.

Second section is how to address credibility issue with your peer(s.)

#### Section One:

Just FYI... Something Everything DISC Certified Trainers are not told.

Way back when... over 25 years ago, we were all taught...

Have your respondents average Graph I & II together and that will generate Graph III and that is your Natural. Well, Researchers discovered about 15 years ago, this was wrong. That it just doesn't make sense. So,...almost all DISC providers went with the new, updated research. However, Everything DISC had for years and years professed Graph III was the Natural one. I wondered for years how they were ever going to get out of this dilemma.

And, they did a brilliant marketing job. When Wiley bought them, they said new Research showed this computation process was not the most accurate and that really we should just focus on Graph II, the Real Natural (and they even dropped the Adaptive.) Then they just went with what we call the "Wheel," the circle diagram.

I don't recommend trying to explain that to your peer. But, Everything DISC had a lot of their clients in arms when they did this change. Here all those years they are professing one thing.. and oops.. we were wrong. They had and still have to do a lot of dancing around the issue with those companies they have history with.

#### Section Two:

Your question "How do you establish credibility?" goes to the heart of the matter.

Recommend the following conversation with your peer.

- "Since we both know DISC encourages flexibility, why don't we both take each other's DISC Assessment and compare the elements?"
- "But, before we do that, let's agree on what makes a DISC Report substantive. The following are my thoughts. Like to hear yours so we can come to a consensus for measuring a DISC Report's substance."

1. Provides Natural Graph information with Word Sketch and Narrative.
2. Provides Adaptive Graph to provide insight on possible influencers that are impacting an individual, team or organization. (Everything doesn't include anymore.)
3. Explains DISC Model with practical work examples.
4. Has 4 learning activities incorporated into the actual Report.
5. The learning activities are structured to build the participant's competency and confidence in applying DISC.
6. The DISC Report equally explains the model and shows how to apply DISC for increased communication success.

*Once the 2 DISC Reports are compared... DISCcert wins every time!*