



# What Are the Benefits of DISC?

DISC is the leading assessment tool, used by over 40 million people, that helps leaders to develop their leadership influence and supports teams to create authentic and productive connections.

DISC is easy to use and promotes an on-going language of teamwork. The DISC model helps individuals and organizations to understand personal behaviors that impact communications. DISCcert DISC Assessments provide insight into how you naturally show up in the world and guide you in learning how to appreciate other DISC Styles. Building a bridge of understanding across DISC Styles provides the opportunity to increase understanding, engagement and meaningful, productive relationships.

The DISC Report is not a personality test (this would assume right or wrong answers), but rather an Assessment of your communication Behaviors. All DISC Styles are of equal value and are needed in a healthy, successful organization. The four main DISC Styles are Dominant, Influence, Steady, and Conscientious.

## DISC Reports assist individuals and organizations to:

- Increase self-awareness and understanding of communication preferences
  - How you respond to conflict
  - What keeps you motivated
  - What causes you stress
  - How you approach problem-solving
  - Discover how you make decisions
- Learn how to adapt your own Style to get along better with others with Tips for Communicating with Others (Page 14 in the Report)
- Develop actionable strategies to inspire team interactions (p.29 of Report: Action Plan)
- Teaches you how to increase your leadership influence
- Develop stronger sales skills by identifying and responding to customer styles (with our DISC Sales Report)
- Manage more effectively by understanding the preferences and priorities of employees and team members

<b>Dominant</b> (Quick/Task)		<b>Influence</b> (Quick/People)	
Characteristics	Tips for Others	Characteristics	Tips for Others
<ul style="list-style-type: none"> <li>_ Competitive</li> <li>_ Strategic</li> <li>_ Bottom-line</li> <li>_ Goal oriented</li> <li>_ Debates</li> <li>_ Be in Control</li> <li>_ Assertive</li> </ul>	<ul style="list-style-type: none"> <li>_ Offer Solutions to Win</li> <li>_ Display Reasoning</li> <li>_ Provide Concise Data</li> <li>_ Offer Projected Results</li> <li>_ Be Prepared with Facts</li> <li>_ Present Action Plan</li> <li>_ Anticipate Questions</li> </ul>	<ul style="list-style-type: none"> <li>_ Expressive</li> <li>_ Optimistic</li> <li>_ Builds Alliances</li> <li>_ Be Involved</li> <li>_ Likes Change</li> <li>_ Appreciates Recognition</li> <li>_ Spontaneous</li> </ul>	<ul style="list-style-type: none"> <li>_ Acknowledge Ideas</li> <li>_ Discuss Solutions</li> <li>_ Have Joint Meetings</li> <li>_ Include from Start</li> <li>_ Offer New Ideas</li> <li>_ Provide Compliments</li> <li>_ Ask their Opinion</li> </ul>
<b>Conscientious</b> (Deliberate/Task)		<b>Steady</b> (Deliberate/People)	
Characteristics	Tips for Others	Characteristics	Tips for Others
<ul style="list-style-type: none"> <li>_ Think Logically</li> <li>_ Seek Facts</li> <li>_ Focus on Accuracy</li> <li>_ Values Creditability</li> <li>_ Like to Contemplate</li> <li>_ Analytical</li> <li>_ Follows Protocol</li> </ul>	<ul style="list-style-type: none"> <li>_ Provide Rationale</li> <li>_ Give Written Data</li> <li>_ Show Due Diligence</li> <li>_ Be Prepared</li> <li>_ Build in Extra Time</li> <li>_ Offer Pros and Con</li> <li>_ Cooperative</li> </ul>	<ul style="list-style-type: none"> <li>_ Stability Focus</li> <li>_ Dependable</li> <li>_ Methodical</li> <li>_ Enjoy Teamwork</li> <li>_ Look for Calmness</li> <li>_ Express after Assessing</li> <li>_ Be Courteous</li> </ul>	<ul style="list-style-type: none"> <li>_ Provide Assurances</li> <li>_ Follow-through</li> <li>_ Provide a Plan</li> <li>_ Be Sincere</li> <li>_ Show Composure</li> <li>_ Give Advance Notice</li> </ul>