

DISC – Personal Profile Analysis

What is the History of the DISC?

The DISC Personal Profile Analysis theory is derived from the work of Dr. William Moulton Marston whose life's work was as a teaching and consulting Psychologist to business. Dr. Marston's most well-known contribution was his success in lie detection. His work was done at Harvard University and in 1938 his book, "The Lie Detector," was published.

In 1928 he published a book, "The Emotions of Normal People," in which he described the theory that the DISC profile uses today. He viewed people as behaving along two axes, with their actions tending to be *active* or *passive* depending on the individuals perception of their environment as either antagonistic or favorable. By placing these axes at right angles, four quadrants were formed with each defining a behavioral pattern.

Dr. Marston believed that people tend to display a self-concept which is fundamentally in accord with one of the four factors. Using Marston's theory, one can apply the powers of scientific observation to behavior and form objective and descriptive opinions about how a person is likely to react in common works scenarios. The Personal Profile is not a clinical instrument and is not intended for the diagnosis of abnormal behavior.

What is the DISC used for?

The DISC is primarily used in a work setting and is a valuable tool to assist Human Resource professionals and organizational leaders in the following ways:

1. Hiring the best fit for the job
2. Making informed choices when creating high performance, ad hoc, or specialist teams
3. Planning for staff and leadership development
4. Managing and motivating staff
5. Increasing the communication skills of teams and leaders/managers
6. Creating a successful succession plan for the organization
7. In conjunction with organizational strategic planning to ensure that there is the right talent to achieve the goals and objectives set.

What information is gathered?

Three separate groups of information are gathered by the questionnaire and presented in the following graphs:

1. The Self – Image: Speaks to the candidate’s natural behavioral preferences
2. Work Mask : Speaks to how the candidate is modifying their behavior to be successful in their current working environment
3. Behavior under Pressure: Speaks to how the candidate modifies their behavior when experiencing external or internal pressure

The four work preference factors measured by the DISC Personal Profile are:

1. Dominance: driving for results, making decisions, challenging self and others
2. Influence: motivating people, generating enthusiasm, cultivating relationships
3. Steadiness: developing specialist skills, thorough, consistent & persistent
4. Compliance: concentrating on detail, monitoring quality and assessing risk

What reports are available?

- *Executive Summary:* An overview of General Characteristics, How to Maximize the candidates potential, Appropriate responsibilities and a review of the graphs
- *PPA Profile:* A detailed explanation of the candidate’s three graphs.
- *Sales Audit:* A detailed look at how the candidate is likely to handle the various stages of a sales call with a customer
- *Sales Questionnaire:* A list of questions for interview purposes that highlights the candidate’s strengths and limitations re sales performance.
- *How to Manage:* An overview of the candidate’s strengths and limitations and recommendations for their immediate supervisor on how to effectively manage them to capitalize on their strengths and minimize the impact of their limitations.

- *Strengths & Limitations:* A brief summary of the candidate's working strengths and limitations.
- *Training Needs:* A report that suggests where training dollars would be most effective given the candidate's natural behavioral preferences
- *Human Job Analysis:* A benchmark report of a typical profile for success in a particular job or position. This report is for comparison with a candidate's characteristics.
- *Team Audit:* A composite of team member profiles can be produced for use in clarifying team strengths and limitations, gaps and opportunities for synergy.

* A variety of other reports are available upon request.

What is the process?

The DISC Personal Profile System is fast, convenient and reliable.

1. The DISC is delivered via an electronic system and a candidate can be evaluated within 1 working day.
2. Candidates complete the questionnaire in the privacy of their work station or home, ensuring confidentiality.
3. Results can be presented in a variety of ways, through the use of a menu of related reports:

As the talent wars heat up over the next decade, it becomes increasingly important for companies to select, develop and capitalize on the best talent available. The DISC has been utilized world wide by fortune 500 companies to help them: identify and nurture their high performers, develop their core employee and re-assign those that are struggling in their positions.

The DISC is routinely used in conjunction with training and coaching. When people can see how they can fit a new skill into their own personal style they embrace it more readily and it increases the likelihood that the concepts and skills learned will be internalized and put into action.