

Style Insights Profile™



The Language of DISC

The **Style Insights Profile™** is a self-developing behavioral instrument designed to accurately measure the four dimensions of normal behavior. It provides you with insights and information on 24 specific areas, including:

- General Style Characteristics
- Four Behavioral Factors
- Ideal Work Environment
- Adapted and Natural Behavior Styles
- Key Strengths
- Tendencies
- Communication Do's and Don'ts
- Improving Effectiveness
- Keys to Adapting Effective Communications
- Other's Perceptions
- Success Insights Wheel®

History of DISC

The Personal Insights Profile provides a history of DISC, including the work of Dr. William Moulton Marston. In 1928 he published a book, *The Emotions of Normal People*, in which he described the theory we use today. Its validity has been scientifically tested over many years and has proven this to be a behavioral instrument you can trust.

Value of DISC

Understanding behavioral styles offers insights into an individual's strengths

and possible limitations, and into the development of action plans for increasing productivity and organizational effectiveness. Understanding other's work styles provides insight into finding effective ways to communicate and work effectively together.

2 Instruments in 1

Behavioral information for both a person's natural and adapted style are included. This will indicate stress caused as a result of significant adaptation to a less than ideal work environment.

Most Popular Applications

- Self-Development
- Management Development
- Team Building
- Customer Service
- Sales Training
- Interpersonal Communications
- Coaching
- Talent Placement

Provided By:

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Behavioral Factors

D - Dominance

- How you respond to problems or challenges.

I - Influence

- How you influence others to your point of view.

S - Steadiness

- How you respond to the pace of the environment.

C - Compliance

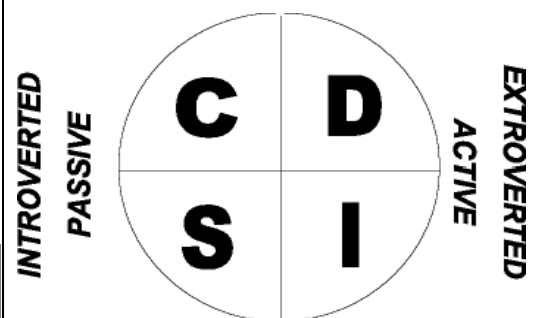
- How you respond to rules and procedures set by others.

"Success in the knowledge economy comes to those who know themselves, their strengths, their values, and how they best perform."

Peter Drucker

The Behavioral Instrument

BEHAVIORAL INSIGHTS
 TASK/THINKING
 ANTAGONISTIC



FAVORABLE
 FEELING/RELATIONS