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## What is a DISC Assessment?

DISC personality profiles are one of the best (and most widely used) profiling vehicles to assess a person's behavioral tendencies. It is the universal language of observable human behavior, or "how we act". DISC does not measure education, experience, values or intelligence. It simply measures an individual's behaviors, or how they communicate. The DISC assessment is a personal assessment tool used to improve work productivity, teamwork, and communication.

There are four primary factors or measurement indicators used to assess an individual's personality and behavioral tendencies. The four primary DISC factors are **D (dominance)**, **I (influence)**, **S (steadiness)**, and **C (compliance)**.

- **D (dominance)** relates to control, power, and assertiveness.
- **I (influence)** is associated with social interactions, as well as the person's persuasiveness. It speaks to influencing flair, or the individual's tendency to be charming during interactions. Influence is also apparent in the person's confidence and a tendency to rely on their communication abilities to shape a situation.
- **S (steadiness)** denotes patience, persistence and thoughtfulness, as well as the person's need for attention to detail, when it is required, for action plans to be fleshed out and goals achieved.
- **C (compliance)**, sometimes referred to as conscientiousness, correlates to a person's need for structure, order, and organization. It addresses the individual's desire to know and adhere to the policies, procedures, and rules of order governing the situation.

The extent to which these four primary DISC factors are indicated in a person's emotional makeup can be measured in degrees of elevation on a scale from 0 to 100. The highs and lows of each of the four factors can be quantified by analysis. These results can be visually plotted on a graph. These measurements form the basis of a personalized DISC assessment.

## Why is DISCflex™ Unique?

**DISCflex™ users learn the *Theory, Practicality, and Implementation* of:**

- **Behavioral Flexing:** Adapting your behavior is the key to success. Knowing how to read any situation and understand how and when to 'dial up' or 'dial down' the appropriate DISCflex™ Factors and DISC Sub-factors™ leads to enhanced persuasion abilities, the capacity to interact and communicate more effectively, greater confidence, better overall results (especially when working with others), and finally, a sense of power.
- **DISCflex™ Factors:** These are the four building blocks of behavior that provide positive and negative stress indicators when an individual must make choices or act.
- **DISC Sub-factors™:** The relationship between a pairing of two DISCflex™ Factors - including how to situationally flex or long-term morph behavior - at will.



- **3<sup>rd</sup> Party Perception:** Many people see themselves one way, while their peers may see them in an entirely different way. This difference in perception is the root cause of conflict, misunderstandings, mistrust, and ultimately can cause a bevy of problems.

## DISCflex™ Unique Features

- **DISCflex™ Business Behaviors Report** offers a *3rd Party Participation* feature to allow you to conveniently invite others to offer *their perception of your behavior* (3rd Party) in three distinct environments: Co-workers, Social/Friends and Family.
- **DISCflex™** determines your profile and provides fully targeted eLearning sessions based on your **DISCflex™** profile.
- Provides over 20 hours of video, downloadable audio & activities on understanding how to situationally (short term) flex your behavior and/or make the decision to morph your habits/behavior over the long haul -- to change who you currently are to who **you want** to be.
- Determine the deltas/differences between self perception and the 3rd party perceptions in the three spheres of your life: Co-workers, Social/Friends and Family. This is invaluable as you can quickly see what others think of you compared to what you think about yourself.
- Based on the deltas, directs participants to further eLearning sessions
- As you learn program offers convenient quizzes and tests to confirm product knowledge
- At the start of the 6<sup>th</sup> month reassess by completing another **DISCflex™** and request 3rd party input from the same people.
- Based on results provide further targeted sessions.
- Reassess (and thereby prove ROI) at the 12<sup>th</sup> month mark with the same process and show the personal and professional growth.
- **DISCflex™** provides targeted video lessons for individuals to learn how to "dial up" and "dial down" their behavior, as needed, in any situation.