

What is DiSC Profiling?

This Guide provides an overview of what DiSC Profiling is and how it can help the growth and development of a Business and its employees.

Introduction

DiSC is a model of human behaviour that helps people understand 'why they do what they do' The DiSC Model is a simple tool and is used world-wide, helping people to make and develop effective workplace relationships and interactions. It uses assessment data to provide a host of information about a person's workplace priorities and preferences. It can help them to learn how to interact with others in an efficient and effective way, whether they have similar or very different preferences and priorities.

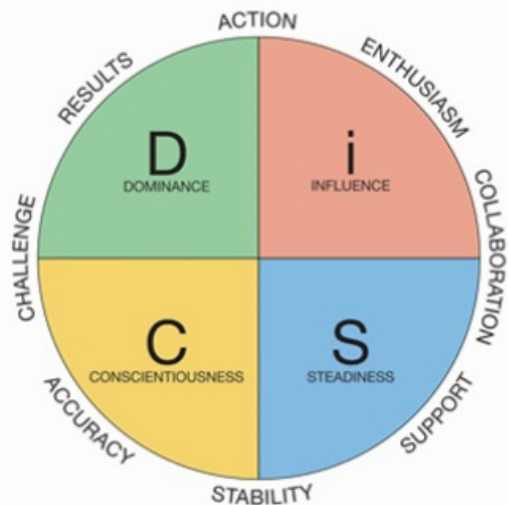
The DiSC model is based on several cornerstone principles:

- All DiSC styles and priorities are equally valuable and everyone is a blend of all four styles
- A person's work style is also influenced by other factors beyond DiSC such as life experiences, education, and maturity
- Understanding oneself better is the first step to becoming more effective with others
- Learning about other people's DiSC styles can help you understand their priorities and how they may differ from your own
- You can improve the quality of your workplace and its interactions by using DiSC to build more effective relationships

What is the DiSC Model?

DiSC is a simple model made up from four basic styles: D, I, S, and C

Everyone is a blend of all four DiSC styles and usually one, two, or even three styles stand out. Unlike simple personality tests, there is no perfect DiSC style, each one is equally as important as the others. However, to be really great at all interactions, it really helps to know where ones priorities and preferences lie, and where the priorities and preferences are for others in the workplace, whether they are colleagues, customers, management or anyone else for that matter!



How will it benefit me?

DiSC can be a stepping stone to a number of development areas and workplace improvements, from business and team growth to leadership excellence. As its primary focus is 'why people do what they do', any workplace situation that involves two or more people interacting can be greatly enhanced by understanding the DiSC profile and model. Whilst its uses are wide ranging, it is particularly useful for:

- Helping teams understand one another and work better together
- Acting as a springboard for team building & team cohesion
- Improving employee, workplace, leadership and sales communication
- Helping people to understand (and appreciate) others, regardless of their perspective
- Reducing conflict and avoiding misunderstandings



By helping employees to understand themselves, their behaviours and their workplace priorities and preferences, you can aid the development of both individuals and teams. There are a range of DiSC profiling tools that are suitable for specific roles within the business:

DiSC Profile Type	Uses and outcomes
Everything DiSC® Workplace Profile	<p>Everything DiSC Workplace can be used with everyone in an organisation, regardless of their title or role, to improve the quality of the workplace and to create more effective, productive relationships.</p> <p>This is ideal where team building, communication, conflict management, motivation, productivity, and self-awareness need focus.</p> <p>Those completing this profile will gain self-awareness and will further understand and appreciate the styles of the people they work with, along with developing strategies for overcoming challenges when working with people of different DiSC styles.</p>
Everything DiSC® Management Profile	<p>This profile uses the same DiSC model but looks at things from a management perspective. It enables managers to bring out the best in each team member whilst developing a deeper insight into their own behaviours, helping them understand others and connecting better themselves.</p> <p>Everything DiSC Management increases effectiveness using personalised learning to help managers:</p> <ul style="list-style-type: none"> ▪ Develop their management styles ▪ Improve communication ▪ Increase employee engagement <p>This profile is ideal for those in, or aspiring to, a management role and helps develop management training, delegation, motivation, and leadership development.</p>
Everything DiSC® Sales Profile	<p>This profiling tool supports sales teams and sales people in their ability to connect with their customers.</p> <p>Sales people will develop self-awareness and learn to communicate better and improve their sales relationships by:</p> <ul style="list-style-type: none"> ▪ Understanding their own DiSC sales style ▪ Identifying and understanding their customer’s DiSC buying styles ▪ Adapting their DiSC sales style to meet their customer’s needs <p>Everything DiSC Sales is a great addition to the development of all sales teams/people within a business</p>
Everything DiSC® Work of Leaders	<p>This helps existing or aspiring leaders to discover their preferred DiSC leadership style and adopt strategies focussing on three critical elements of Leaders: <i>Vision, Alignment, and Execution</i>.</p> <p>DiSC Work of Leaders encourages leaders to understand their own leadership behaviours and how they impact their effectiveness.</p> <p>Everything DiSC Work of Leaders approaches leadership as a one-to-many relationship (as opposed to the one-to-one relationship of management). It focuses on tangible steps directed at leading a group or organisation toward desired outcomes.</p>

What's next?

Here at PAGE Consulting Ltd, we can provide you with advice and guidance on the type of profiling that may be best for you, your teams or your business, and the range of support we can offer following your assessment.

Once you have chosen which Everything DiSC profile you wish to complete, you will be issued with a log in to our intelligent assessment system. Our online DiSC assessments use the most advanced assessment method (adaptive testing) and sophisticated algorithms to intelligently analyse a person's responses and provide the most personalised DiSC feedback possible.

Our Certified DiSC Trainers will then help you to understand the outcomes and explore opportunities you can develop and enhance your behaviours, preferences, and priorities within the workplace.



Research, Reliability & Validity

The publisher of DiSC® assessments, J Wiley, is committed to maintaining the highest standards of instrument development and application through careful research and development processes. All DiSC instruments offer valid scores and accurate feedback to the respondent. Each instrument is designed to provide reasonably accurate interpretations or feedback based on individual scores.

Research and rigorous validation studies by Wiley have made DiSC psychometric assessments products you can confidently use in training, coaching, or consulting situations. Research reports are publicly available.

