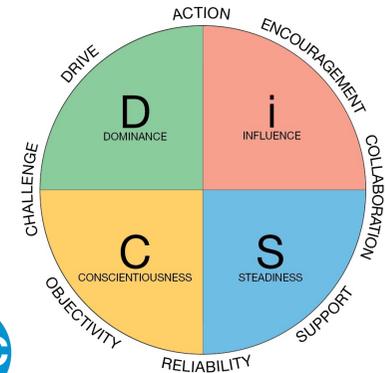




## PURPOSE

DiSC® is the most trusted learning instrument in the industry. It is used worldwide in dozens of training and coaching applications, including organizational development and performance improvement.

Designed to complement and supplement existing training programs, DiSC® can help improve communication, ease frustration and conflict, and develop effective managers and teams.



# Everything DiSC® Social Styles

DiSC® provide a nonjudgmental language for exploring behavioral issues across four primary dimensions :

- **Dominance** : direct and decisive. D's are strong-willed, strong-minded people who like accepting challenges, taking action and getting immediate results.
- **Influence** : Optimistic and outgoing. I's are "people people" who like participating on teams, sharing ideas and energizing and entertaining others.
- **Steadiness** : Sympathetic and cooperative. S's are helpful people who like working behind the scenes, performing in consistent and predictable ways and being good listeners.
- **Conscientiousness** : Concerned and correct. C's are sticklers for quality and like planning ahead, employing systematic approaches and checking and re-checking for accuracy.

DiSC® helps employees at all levels :

- Understand their own behavior
- Learn how and when to adapt their behavior
- Improve communication
- Promote appreciation of differences
- Enhance individual and team performance
- Reduce conflict

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