



BEHAVIORAL STYLE PROFILE

RESULTS FOR YOUR C/D PERSONALITY STYLE

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INTRODUCTION

Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

The D.I.S.C. is a tool which is used to describe a person's behavioral style. It identifies and describes a person's behaviors and how each style is seen by others. The D.I.S.C. stands for the four different personality styles:

- D = Director**
- I = Interactor**
- S = Supporter**
- C = Thinker (Compliance)**

This report is designed to help individuals and management achieve a better understanding of this person's behavioral style. It will provide helpful insight into the individual's behavioral strengths as well as areas in need of possible improvement. The Behavioral Style Profile or BSP report can also be used to develop strategies and methods to help individuals increase their personal flexibility in working with clients, managers, peers, and staff. It is a powerful tool to use during the hiring process as well.

We all have a basic behavioral style that we bring to our work environment. The Behavioral Style Profile is an overview of the four basic behavioral styles based on an individual's responses to a short questionnaire. This report tells us how an individual approaches problems, influences people, paces his (her) work, and follows procedures.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown based upon the individuals responses to the questions.



The goal of the D.I.S.C. is to create better rapport with team members and clients by improving relationships. By understanding what drives people and recognizing your options to effectively communicate, you will be able to talk to people more easily. The D.I.S.C. teaches you powerful life-skills that will serve you well in all your relationships: business, social and family.

When reading the profile please remember to keep in mind that we all possess all four of the personality types. We measure the adapted profile of the person. This means, how they want people to see them. This differs from their natural style which is how they act at home when alone or with friends and family. Simply put, one of the personalities is dominant in a person's business life and one in their private lives, sometimes, they are the same. *

D	I	S	C
Director –	Socializer – Interact	Supporter –	Thinker –
WHAT	WHO	WHY	HOW
<i>Wants to:</i> make money, save time, be more efficient	<i>Wants to:</i> have fun, talk about themselves	<i>Wants to:</i> have security, safety, sense of belonging	<i>Wants:</i> practicality, logic, fairness, systematic approach
<i>When Talking To:</i> Be short and to the point – closed questions	<i>When Talking To:</i> Add humor; don't labor on details	<i>When Talking To:</i> Ask for their opinion & feelings – open- ended questions	<i>When Talking To:</i> Give facts, documentation, data, printouts
<i>SEEKS:</i> Productivity, bottom line	<i>SEEKS:</i> Recognition, fun	<i>SEEKS:</i> Acceptance	<i>SEEKS:</i> Accuracy
<i>FEARS:</i> Being taken advantage of	<i>FEARS:</i> Loss of prestige	<i>FEARS:</i> Sudden change	<i>FEARS:</i> Criticism of work

* This report is written in the point of view to the person reading, so if you are a manager/rainmaker please keep that in mind when reviewing the material.



HOW TO INTERPRET THE BEHAVIORAL STYLE PROFILE RESULTS

When utilizing the Behavioral Style Profiles, you will need to determine both the primary and the secondary influence for yourself. The dominant personality is the primary quadrant in which, according to your responses to the questions, you scored. The secondary personality is where you scored within that quadrant.

It is to be understood that *all people posses all four of the personality types*. However, one personality type will be dominant in every person. The four types being:

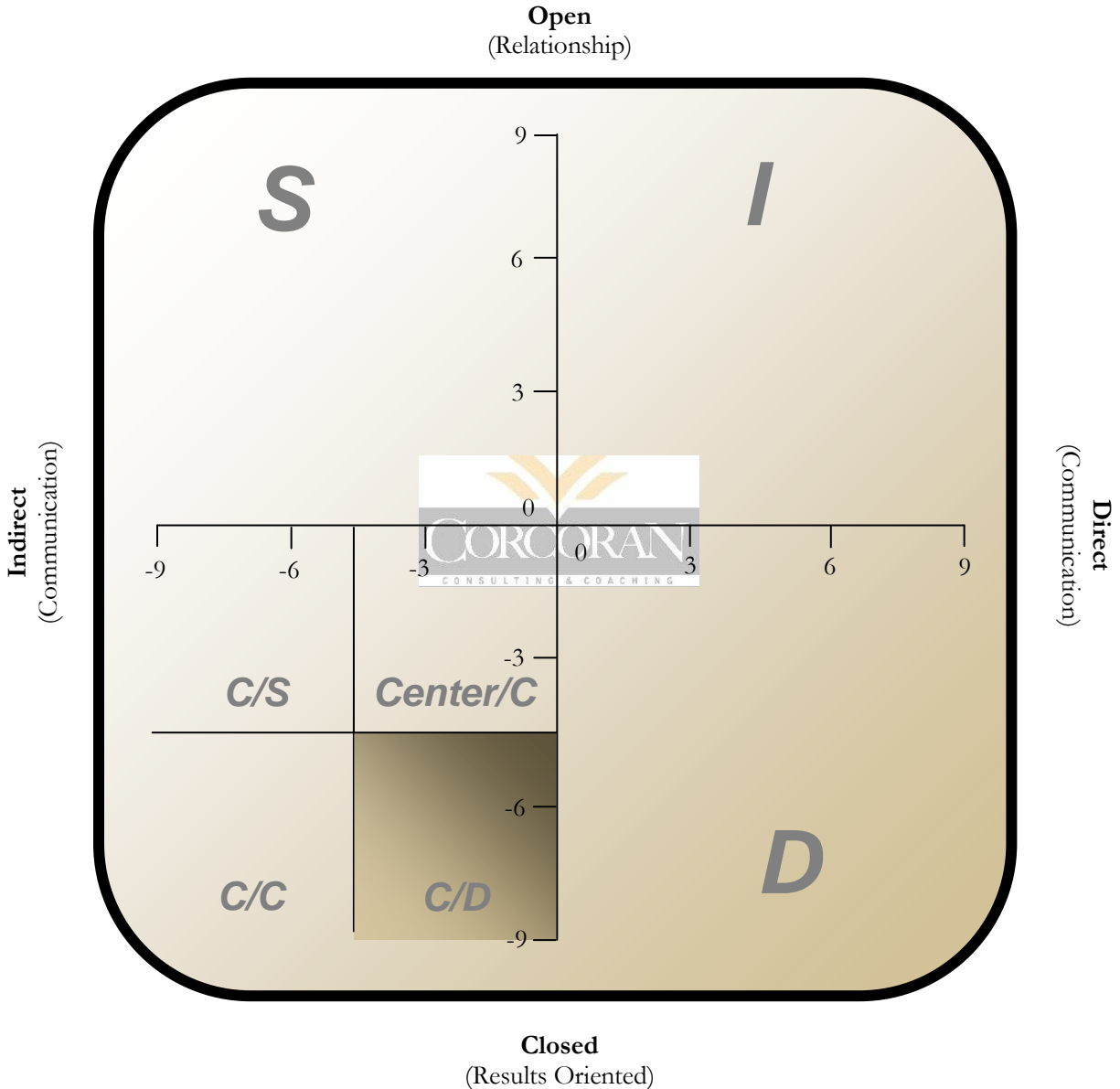
- D = Director**
- I = Interactor**
- S = Supporter**
- C = Thinker (Compliance)**

Based on the answers to the questions from the Behavioral Style Profile, the personality profile results will capture where the person is emotionally *at the time of taking the online profile*.

When reading the graph that is **displayed in this profile**, please remember to look at where your mark is in the quadrant and then find the corresponding mark on the following page, then review the description that is found in that section.

According to the results of the Behavioral Style Profile, **you are a C/D**. The first letter will always be your dominant personality.

BEHAVIORAL STYLE PROFILE FOR “C/D” QUADRANT
 (This is an example only; please reference your graph in the email.
 Locate where your mark is on the email and place
 it in the appropriate shaded area below.)





YOUR PRIMARY GENERAL CHARACTERISTICS ARE

“C/D” Behavioral Style

C/D: This is the C/D behavioral style. Your behavioral style is the Thinker (compliance) and the Director.

Your dominant behavioral style of the C/D is the C. Your secondary behavioral style is the D.

Overview of your dominant behavioral style, the C:

- Your C behavioral style is the profile that is best described as the “Thinker” personality.
- You want to see the logic in the situation.
- You want to have practicality, logic, fairness and a systematic approach.
- You prefer conversations that contain no emotion.
- You prefer facts, documentation, data and printouts.
- You seek accuracy.
- Your environment must have practical work procedures and routines.
- You fear being wrong or criticism of your work.



YOUR SECONDARY GENERAL CHARACTERISTICS ARE

“C/D” Behavioral Style

C/D: This is the C/D behavioral style. Your behavioral style is the Thinker (compliance) and the Director.

Your dominant behavioral style of the C/D is the C. Your secondary behavioral style is the D.

Overview of your secondary behavioral style, the D:

- Your D behavioral style is the profile that is best described as the "What" personality.
- You want to know the bottom line, what is in it for you.
- You like to make money, save time and be more efficient.
- When someone is talking to you, you like them to be short and to the point, you do not want the person to labor on details.
- You prefer to be asked closed questions.
- You seek productivity and you look at the bottom line.
- You fear being taken advantage of.



YOUR CONTRIBUTION TO THE ORGANIZATION

This section of your report identifies your specific talents. By taking a look at these statements, you will be able to identify what contribution you will make to the organization. The organization can then develop a system to capitalize on your particular talents.

- You Make Decisions Based On The Bottom Line
- You Follow A Task Or Project Through To Completion
- You Require Standards of High Quality
- You Are Non Emotional, Preferring Limited Social Interaction
- You Require Logical Organization of Information
- You Take the Necessary Time to Process Information Before Replying
- You Prefer Specialized Or Technical Tasks
- You Demand Accuracy
- You Want Fairness Without Conflicts Or Arguments
- You Think Big
- You Are Responsible
- You Are Competitive
- You Motivate Others
- You Are Straightforward
- You Are A Risk Taker



YOU TEND TO BE

This section of your report identifies your personal behavior. The descriptions below describe how you solve problems and meet challenges, how you will influence others, respond to the pace of the environment and how you respond to rules and procedures set by others.

- You Tend To Be Conservative
- You Tend To Be Calculating
- You Tend To Be Low-Keyed
- You Tend To Be Stable
- You Tend To Be Dependent
- You Tend To Be Cautious
- You Tend To Be Traditional
- You Tend To Be Neat
- You Tend To Be Systematic
- You Tend To Be Accurate
- You Tend To Be Tactful
- You Tend To Be Diplomatic



YOU TEND TO BE CONTINUED

This section of your report identifies your personal behavior. The descriptions below describe how you solve problems and meet challenges, how you will influence others, respond to the pace of the environment and how you respond to rules and procedures set by others.

- You Tend To Be Skeptical
- You Tend To Be Logical
- You Tend To Be Independent
- You Tend To Be Demanding
- You Tend To Be Determined
- You Tend To Be Driving
- You Tend To Be Ambitious
- You Tend To Be Pioneering
- You Tend To Be Strong-Willed
- You Tend To Be Competitive
- You Tend To Be Decisive
- You Tend To Be Responsible



YOUR COMMUNICATION CHECKLIST, YOUR DO'S AND DON'TS

People are generally aware of and sensitive to the ways that they choose to communicate with others. Below, you will find the DO's and DON'Ts for how you like to communicate. People tend to get greater results from you when they choose to talk to you in a manner that you are most comfortable with.

DO:

- You prefer that the person present logical organization of information.
- You prefer that the person allow you time to process before replying to you.
- You prefer that the person present facts documentation, data and printouts.
- You prefer that the person be non-emotional.
- You prefer that the person comes prepared with a clearly defined objective and have all required documentation and information in a well organized package.
- You prefer to have details in writing.
- You prefer that the person provide facts and figures about the probability of success.
- You prefer that the person present information in a logical manner.
- You prefer that the person be direct with their statements.
- You prefer that the person not labor on unimportant information.
- You prefer that the person present the benefit to the bottom line.



THE DON'TS FOR YOUR COMMUNICATION CHECKLIST

*This section is a list of the things you prefer that a person **NOT** do while communicating with you. By being aware of the way you communicate with others, you will be able to negotiate a communication system that is mutually agreeable.*

DO NOT:

- You do not prefer to have the person ask you open ended questions.
- You do not prefer to have the person rush you to make a decision.
- You do not prefer to have the person criticize your work.
- You do not prefer to have the person leave decisions hanging in the air.
- You do not prefer to focus on building personal relationships.
- You do not prefer to let disagreement reflect on the individual personally.
- You do not prefer to have the person provide inaccurate facts or figures about the probability of success.
- You do not prefer to have the person be too emotional.
- You do not prefer to have the person exhibit freedom from rules and regulations.
- You do not prefer to have the person labor on unimportant information.
- You do not prefer to have the person ignore the benefit to the bottom line.



YOU ARE MOTIVATED BY

This section focuses on your wants. You are motivated by the things you want. By satisfying your wants, you will keep motivated and productive. Please take a look at the statements below and determine how many of your wants are being satisfied.

- You are motivated by limited social interaction.
- You are motivated by detailed tasks.
- You are motivated by logical organization of information.
- You are motivated by being seen as a leader.
- You are motivated by having the opportunity to have a decision making role that determines the bottom line.
- You are motivated by knowing that you are accurate.
- You are motivated by making money.
- You are motivated by the reassurance that you are doing what is expected of you.
- You are motivated by new challenges and problems to solve.
- You are motivated by power and authority to take risks and make decisions.
- You are motivated by freedom from routine and mundane tasks.
- You are motivated by changing environments in which to work and play.
- You are motivated by standards of high quality.



YOUR ENVIRONMENT SHOULD INCLUDE

This section focuses on your ideal working environment. You tend to be more productive and positive working in an environment that you do not feel uncomfortable in. By having flexibility you will use your intelligence to modify your behavior and you can be comfortable in many environments. Refer to this section to identify specific duties and responsibilities that you will enjoy as well as those that could cause frustration.

- Your environment should include projects that can be followed through to completion.
- Your environment should have few conflicts and arguments.
- Your environment should include practical work procedures and routines.
- Your environment should include time to be innovative and focus on the future.
- Your environment should include non-routine, challenging tasks & activities.
- Your environment should include projects with practical procedures that produce tangible results.
- Your environment should include freedom from controls, supervision and details.
- Your environment should include personal evaluation based on the results, not on their methods.



YOUR AREAS FOR IMPROVEMENT

This section focuses on your areas for improvement. By addressing the following statements and making the choice to change your behavior, you will be able to remove your limitations for growth. The removal of limitations will result in more productive behaviors and lessen your frustration.

- You tend to lack the enthusiasm necessary for recognition of others.
- You tend to take too much time to process information before you make a decision for fear of being wrong.
- You tend to make decisions based on the bottom line and not factor in the human aspect.
- Under tension you will dictate.
- Under tension you sometimes will attack because you fear criticism of your work.
- You tend to be dependent.
- You tend to override others.
- You tend to set standards so high for yourself and others that the standards are impossible to achieve.
- You tend to be too detail oriented at times when empathy is necessary.



IN SUMMARY

Summary:

You tend to do well in decision making positions. Your attention to the bottom line as well as seeking tangible results makes you an ideal candidate for management. You seek productivity and you are motivated by money. You fear being taken advantage of. You also fear loss of status.

Your contribution to an organization includes being straightforward. You think big and see the vision of where the organization is headed. You are not afraid of taking a risk and you can motivate others to take risks with you. Your ability to see the big picture is a valuable asset to any organization. However, your tendency to take too much time to process information before you reply can cause you frustration.

Your personal behavior is very direct and you are known as the Thinker (Compliance)/Director. You tend to be calculating, cautious and accurate. You tend to be responsible. You base your decisions on the bottom line.

When communicating, you prefer people be direct without being curt, cold or dictatorial. You also prefer that information is presented to you in a logical manner. You maintain eye contact and prefer that the person you are communicating with do the same. While relationships are important to you, you tend to focus on working relationships and are less likely to focus on developing a personal relationship. The communication areas that you need to work on would be how you communicate with others. When under stress you tend to attack and fear criticism of your work. Your personality style is less demanding than the D/D personality style. You are task oriented and prefer a stable systematic environment free of argument and conflict.

Your work environment should be practical in procedures and routines. You focus on obtaining tangible results. You prefer to be evaluated on your results not your methods. You are motivated by new challenges and problems to solve. You prefer to be seen as a leader. You would do well in a management position.