



BEHAVIORAL STYLE PROFILE

RESULTS FOR YOUR I/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 possess all four of the personality types*. However, one personality type will be dominant in every person. The four types being:

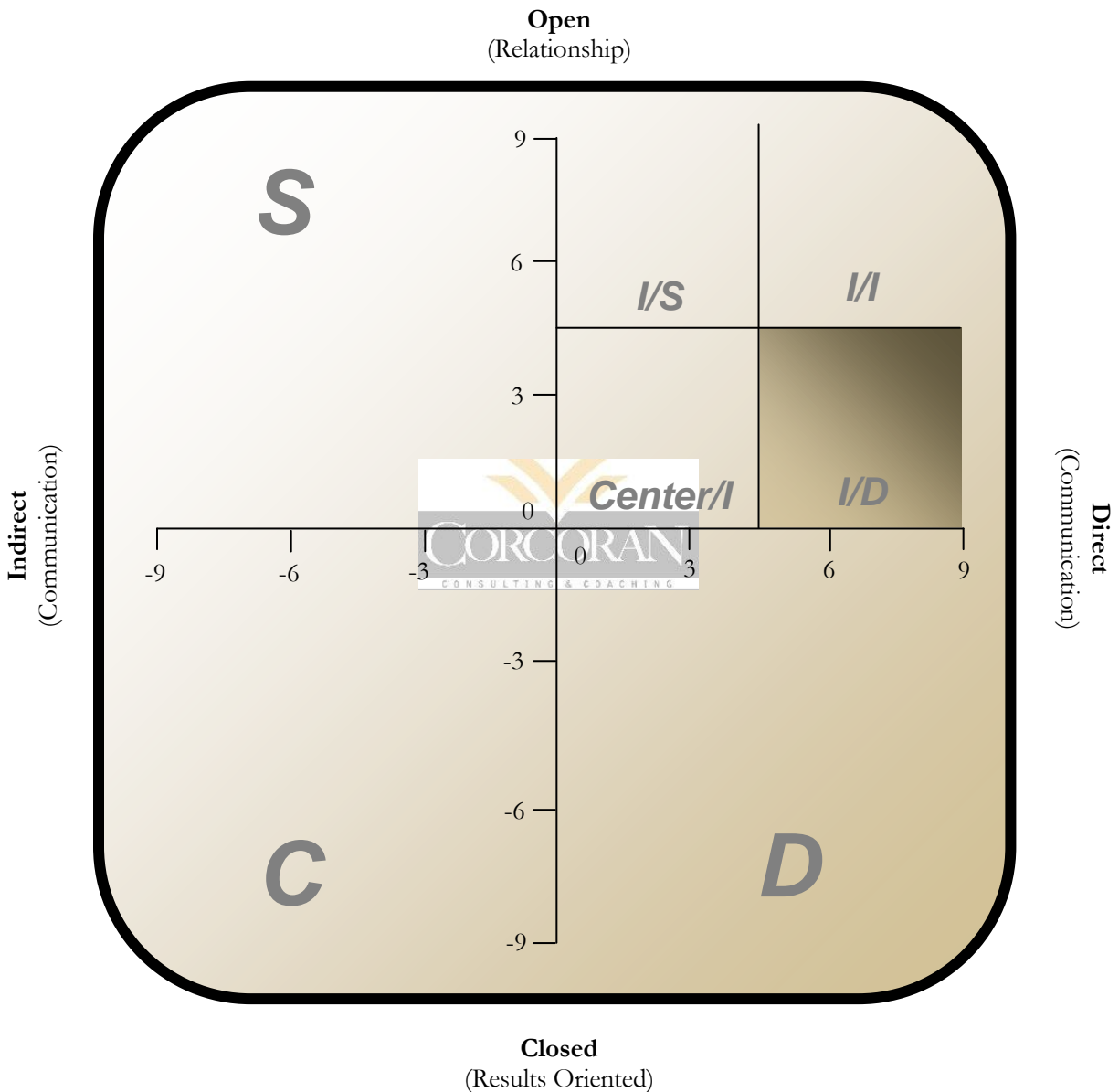
- D = Director**
- I = Interactor**
- S = Supporter**
- C = Thinker (Compliance)**

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 an I/D**. The first letter will always be your dominant personality.

BEHAVIORAL STYLE PROFILE FOR “I/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

“I/D” Behavioral Style

I/D: This is the I/D behavioral style. Your behavioral style is the Interactor and the Director.

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

Overview of your dominant behavioral style, the I:

- Your I behavioral style is the profile that is best described as the “Who” personality.
- You want to know who is involved.
- You like to have fun and talk about yourself.
- When someone is talking to you, you like them to add humor and don’t labor on the details.
- You sometimes spend time talking about nothing at all.
- You seek recognition for what you have accomplished.
- You must have an environment of fun.
- You fear loss of prestige.



YOUR SECONDARY GENERAL CHARACTERISTICS ARE

“I/D” Behavioral Style

I/D: This is the I/D behavioral style. Your behavioral style is the Interactor and the Director.

Your dominant behavioral style of the I/D is the I. 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 Are Sociable
- You Are Optimistic
- You Are Enthusiastic
- You Persuade Others
- You Are Warm
- You Are Mobile
- You Are Popular
- You Need A Forum To Express Ideas
- You Prefer Freedom From Controls And Details
- You Seek Recognition
- You Are Less Likely To Labor On The Details
- You Seek Flattery, Praise, Popularity And Acceptance
- You Seek Prestige
- You Prefer Practical Procedures
- You Need To Know Who Is Involved

YOUR CONTRIBUTION TO THE ORGANIZATION CONTINUED



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 Think Big
- You Are Responsible
- You Are Competitive
- You Motivate Others
- You Are Straightforward
- You Are A Risk Taker
- You Are A Leader
- You Make Decisions Based On The Bottom Line



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 Sociable
- You Tend To Be Optimistic
- You Tend To Be Mobile
- You Tend To Be Polished
- You Tend To Be Enthusiastic
- You Tend To Be Persuasive
- You Tend To Be Warm
- You Tend To Be Poised
- You Tend To Be Trusting
- You Tend To Be Popular
- You Tend To Be Verbal
- You Tend To Be Independent
- You Tend To Be Demanding
- You Tend To Be Determined
- You Tend To Be Driven

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 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
- You Tend To Be Skeptical
- You Tend To Be Logical
- You Tend To Be Independent



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 is sociable, enthusiastic and warm.
- You prefer to have fun and not labor on the details.
- You prefer that the person provide practical procedures.
- You prefer that the person present information in a fun manner.
- You prefer that the person present a forum to express ideas.
- You prefer that the person not argue.
- You prefer that the person avoid conflicts.
- You prefer that the person recognize you for your accomplishments.
- You prefer that the person tell you who is involved.
- You prefer that the person handle the details.
- You prefer that the person be independent.
- 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.



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

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 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.
- You prefer that the person give a firm handshake.
- You prefer that the person ask closed ended questions.
- You prefer that the person maintain eye contact during the conversation.
- You prefer that the person support your ideas.



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 focus on logical organization of information.
- You do not prefer to labor on facts, documentation, data and printouts.
- You do not prefer to have the person be too direct or give you orders.
- You do not prefer to have the person be curt, cold or tight-lipped.
- You do not prefer to have the person labor on details.
- You do not prefer to have the person ignore the desire to have fun.
- You do not prefer to have the person ask you closed ended questions as much as your secondary characteristic the “D”.
- You do not prefer to have the person take credit for your ideas.
- You do not prefer to have the person to limit social interaction.
- You do not prefer to have the person present detailed tasks.
- 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.



THE DON'TS FOR YOUR COMMUNICATION CHECKLIST CONTINUED

*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 labor on unimportant information.
- You do not prefer to have the person ignore the benefit to the bottom line.
- You do not prefer to have the person take credit for your ideas.
- You do not prefer to have the person be dictatorial.
- You do not prefer to have the person leave decisions hanging in the air.



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 acceptance.
- You are motivated to talk about yourself.
- You are motivated by freedom from many rules and regulations.
- You are motivated by praise.
- You are motivated by others handling the details.
- You are motivated by having fun.
- You are motivated by exposure to those who appreciate your results.
- You are motivated by independence.
- You are motivated by an environment that is friendly.
- You are motivated by having the opportunity to know who is involved.
- You are motivated by knowing that you are admired.
- You are motivated by flattery.
- 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 CONTINUED

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 changing environments in which to work and play.
- You are motivated by not having close supervision.
- You are motivated by having control over your own destiny.
- You are motivated by exposure to those who appreciate your results.
- You are motivated by independence.
- 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.



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 freedom from controls, supervision and details.
- Your environment should include personal evaluation based on the results, not on their methods.
- Your environment should include stimulating surroundings with freedom of movement.
- Your environment should have few conflicts and arguments.
- Your environment should include a forum to express ideas.
- Your environment should include group activities in professional and social environments.
- 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 that produce tangible results.
- Your environment should include freedom from controls, supervision and details.



YOUR ENVIRONMENT SHOULD INCLUDE CONTINUED

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 personal evaluation based on the results, not on their methods.
- Your environment should include freedom of movement.
- Your environment should include stimulating surroundings.



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.

- Under tension you will seek out others, avoiding the cause of the tension.
- Under tension you sometimes will talk about nothing at all.
- You tend to push detailed tasks onto others.
- You tend to overlook the rules.
- You tend to waste productive time by engaging in unnecessary conversations with others.
- You tend to be fun by nature and lack the focus to complete a project.
- You tend to ignore regulations.
- You tend to fail to complete what you start because you would rather go have fun.
- You tend to make decisions based on the human aspect and not factor in the bottom line.
- You tend to overstep authority.
- You tend to override others.
- You tend to set standards so high for yourself and others that the standards are impossible to achieve.



YOUR AREAS FOR IMPROVEMENT CONTINUED

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 be explosive by nature and lack the patience to negotiate.
- You tend to take on too much, too soon, too fast.
- You tend to fail to complete what you start because of adding more and more projects.



IN SUMMARY

Summary:

You tend to do well in professional and social environments. Your need for a fun environment makes you an ideal candidate for sales. You seek popularity and you are motivated by flattery, praise, popularity and acceptance. You also fear loss of prestige.

Your contribution to an organization includes being independent. You think about fun and see the importance of practical procedures. You are not afraid of taking a risk and you can motivate others to take risks with you. Your ability to talk comfortably with people you've never met is a valuable asset to any organization. However, your tendency to not like detailed tasks can cause you frustration.

Your personal behavior is very warm and you are known as the Interactor. You tend to be sociable, optimistic and persuasive. You tend to be trusting. You base your decisions on the prestige.

When communicating, you prefer people be fun and not labor on the details. You also prefer that information is presented to you in a warm 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 group activities in both professional and social environments. The communication areas that you need to work on would be how you communicate with others. When under stress you tend to avoid the cause of the stress. You are open and friendly and are willing to focus on building relationships.

Your work environment should be free from controls and stimulating. You focus on a friendly environment. You prefer to be recognized for your accomplishments. You are motivated by flattery, praise and acceptance.

Your work environment should be free from controls and stimulating. 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.