

The DISC Behavior Assessment Tool



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DISC Behavior Assessment Tool

Created by

Walter Vernan Clarke

Theorized by

William Moulton Marston



We express emotions
using 4 behavior types.

Dominance

Inducement

Submission

Compliance

Trait Dimensions



Favorable



Unfavorable

Trait Dimensions



Control



No control



It was not
thought of as a test.



Eventually it became
a recruiting tool.



First Form

 Choose some adjectives

Evolved

 Forced choice test



Although used in
recruiting.



Its true purpose
is self discovery.



Used on an existing team
for improved synergy.

Ideal Scenario



15 Patterns

15 Patterns

Achiever	Agent	Appraiser
Counselor	Creative	Developer
Inspirational	Investigator	Objective thinker
Perfectionist	Persuader	Practitioner
Promoter	Result-oriented	Specialist

4 Behaviour Types



4 Behaviour Types



Dominance

- ✓ Focus on results
- ✓ Confidence
- ✓ Straight to the point
- ✓ Challenge seeker
- ✓ Big picture

4 Behaviour Types

Influence

- ✓ Persuading
- ✓ Negotiating
- ✓ Growing relationships
- ✓ Optimistic & enthusiast
- ✓ Thrives on collaboration



4 Behaviour Types

- ✓ Support role
- ✓ Calm approach
- ✓ Cooperative

Steadiness



4 Behaviour Types

- ✓ Fears being wrong
- ✓ Wants all the facts
- ✓ Attention to detail
- ✓ Quality
- ✓ Accurate



Conscientiousness

Test Outcome



- ✓ Score each behavior trait
- ✓ Identify primary type
- ✓ Pay attention to synergy



The biggest value of DISC
is team dynamic.

Take the test:

✓ audaciousleap.com/DISC



Outcomes

- ✓ Strengths
- ✓ Motivation
- ✓ Needs
- ✓ Time mgmt.

- ✓ Limitations
- ✓ Style of leadership
- ✓ Fears
- ✓ Relate



DISC Criticism

Coming up next



DISC Criticism



PROS

- ✓ It is scientifically valid
- ✓ Uses common language



CONS

- ✔ Preference, not skill
- ✔ But still has beneficial team impact
- ✔ Can be cheated
- ✔ Ipsative test (relative)

Conclusion



Use for
self-discovery



Boost team
synergy

Conclusion

- ✔ **Trait** is more effective than **type** in determining job performance
- ✔ Use DISC to strengthen team relationships



The BIG 5 Personality Traits

Coming up next
