

About the DISC Personality Profile System

The acronym DISC stands for D (Dominant), I (Influencer), S (Stable) and C (Conscientious). Research has shown that behavioural characteristics can be grouped into these four major divisions and all people share these four styles in varying degrees of intensity.

The DISC behavioural model was developed in the 1920s by American psychologist, Dr William Marston. He was an expert in the study of human behaviour and was also the inventor of the polygraph. In 1926, he published his book, "The Emotions of Normal People" where he outlined the concepts of the DISC as we know it today. This book remained dormant until the 1970s, when psychologists began to focus more fully on observable behaviours that were characteristic of the general population. Dr Marston was keen to present his work in a manner so that ordinary people could understand the language of behaviour, apply behavioural principles and understand why people do what they do.

Dr Marston's theory was that people behave as they do because of the way they view their environment. Marston noted two key factors that determine our behaviour. Firstly, whether we see the environment as favourable and supportive (I s and S s), or whether we see it as unfavourable and antagonistic (D s and C s). Secondly, whether we see ourselves as more powerful than the environment and therefore proactive (D s and I s), or less powerful than the environment and therefore reactive (S s and C s). Dr Marston also identified people as being primarily people focused or task focused. People choose to respond with behaviours that may vary in different environments. Only when they are aware of the behaviour they are using can they change to become more effective. Through DISC, awareness and understanding is raised about ourselves, about others and about our environment.

The DISC survey consists of a 7-minute profiling instrument. In just 7 minutes information is revealed that will indicate the person's:

- Strengths and limitations of their personal behavioural styles;
- Motivating factors that will increase performance;
- Preferred working environment;
- Public Behaviour (the "Mask");
- Private Behaviour (the "Mirror"), and
- Behaviour under pressure (the "Core"); and
- Core communication styles.

The DISC focuses on behaviour not on "personality types". As such, the DISC is an ideal tool for making people aware of their behaviour in an objective and nonthreatening way. Increased People Intelligence supports a constructive work environment where teams communicate effectively, understand and respect each other and build trust. DISC is meaningful across all of our life, for the rest of our lives.

Please send us an email at gill@peoplerich.com if you would like more information.

Author: Gill Lyon

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