

# CLASSIC DISC ASSESSMENT



## WHAT'S CLASSIC DISC?

Research shows that the most effective people are those who know themselves, know the demands of the situation, and adopt strategies to meet those needs.

The Classic DISC is based on DISC, the leading personal assessment tool used by over 1 million people every year. DISC improves individual productivity, teamwork and communication.

The Classic DISC model of human behavior provides a common language to help people understand themselves and others. Research has shown that human behavior can be categorized into four basic categories that create multiple patterns- Dominance, Influencing, Steadiness, Conscientiousness. The Classic DISC Assessment focuses on patterns of external, observable behavior that each style exhibits. The model is simple, practical, and easy to remember and use.

## WHAT DOES DISC STAND FOR?



**DOMINANCE**  
Person places emphasis on accomplishing results, the bottom line, confidence



**INFLUENCING**  
Person places emphasis on influencing or persuading others, openness, relationships



**STEADINESS**  
Person places emphasis on cooperation, sincerity, dependability



**CONSCIENTIOUSNESS**  
Person places emphasis on quality and accuracy, expertise, competency

DISC provides individuals a road map of their behavioral strengths. Knowing your unique behavioral style and strengths is vital to healthy relationships and organizational success.

## WHY IS THE CLASSIC DISC EFFECTIVE?

The Classic DISC helps you and your team:

- Increase your self-knowledge: how you respond to conflict, what motivates you, what causes you stress and how you solve problems
- Facilitate better teamwork and minimize team conflict
- Develop stronger sales skills by identifying and responding to customer styles
- Manage more effectively by understanding the dispositions and priorities of employees and team members
- Become more self-knowledgeable, well-rounded and effective leaders
- Improve performance and increase job satisfaction
- Use non-judgmental language to communicate more effectively and foster positive work relationships.

## HOW CAN CLASSIC DISC BE USED?

This tool can be used by: small businesses, non-profits, government agencies, educational institutions, leadership coaches, HR consultants, health care centers, financial institutions, and individuals to:

- Better understand yourself: strengths, weaknesses, response to conflict, motivations, triggers for stress, problem solving techniques
- Discover how to adapt your behavior and meet the needs of others
- Cultivate more collaborative work relationships
- Enhance communication skills
- Reduce stress and increase productivity
- Strengthen marital and family relationships
- Develop effective leaders
- Create high performing teams
- Build an organizational culture of trust and respect
- Increase sales and service success

## KEY CLASSIC DISC PRINCIPLES

- All DISC styles and priorities are equally valuable. We are all a blend of all four styles.
- Our work, management and leadership styles are also influenced by other factors such as life experiences, education, and maturity.
- Gaining a better understanding of yourself is the first step to becoming more effective when working with others.
- Learning about the DISC styles of other people you work or live with can help you understand their priorities and how they differ from your own.
- Understanding your DISC behavioral style creates self-awareness and develops “people smarts.” Learning the language of DISC will help you leverage your strengths, build positive relationships and foster organizational success.

## WHAT RESEARCH SHOWS

The DISC research evidence supports the conclusion that the most effective people are those who know themselves, recognize the demands of the situation and adjust or change their behavior so as to have the best chance to meet the needs of any given opportunity.



## ADDITIONAL RELATIONSHIP-SPECIFIC REPORTS

Personality differences affect all relationships, be it couples, colleagues or entire teams. Use our relationship reports to help you successfully navigate those differences. Ask us about:

- TEAM DYNAMICS REPORTS
- COLLABORATION REPORT
- RELATIONSHIP REPORT

