



## What does DISC Mean?

DiSC<sup>®</sup> is a non-critical tool for understanding behavioral types and styles. It is designed to help people explore personality and behavior types so they can better understand themselves and others. Each person's DiSC<sup>®</sup> profile is based on the **combination of these four primary behavioral dimensions**:

- **Dominance:** Direct, driver & decisive -- D's are strong-minded, aggressive, strong-willed people who enjoy challenges, taking action, and immediate results.
  - They **thrive** on power, prestige, authority, and individual accomplishment.
  - They **fear** being taken advantage of through loss of control.
  - Their **focus** tends to be on the bottom line.
  - They **ask** WHAT questions.
  - A good high D **slogan**: **Just do it! (good with RESULTS)**
- **Influence:** Social, optimistic & outgoing -- I's are "people people" who prefer participating on teams, sharing ideas, entertaining and energizing others. They like to gain consensus.
  - They **thrive** on popularity, recognition, expression, and talking.
  - They **fear** loss of social approval.
  - They **focus** on shaping the environment by influencing or persuading others to see things their way.
  - They **ask** WHO questions.
  - A good high I **slogan**: **Don't worry, be happy! (good with PEOPLE)**
- **Steadiness:** Stable, sympathetic & cooperative -- S's tend to be helpful team players. They prefer being behind the scenes, working in consistent and predictable ways. They don't like rapid change, and they don't like conflict. They are often good listeners.
  - They **thrive** on team work, structure, predictability, and calming down excited people.
  - They **fear** loss of stability in the environment and abrupt changes.
  - They **focus** on cooperating with others to carry out the task, being patient and loyal.
  - They **ask** HOW questions.
  - A good High S **slogan**: **Don't rock the boat! (good with PROCESSES)**
- **Conscientiousness:** Concerned, cautious & correct -- C's usually plan ahead, constantly check for accuracy, and use systematic approaches.
  - They **thrive** on details, proof, critical thinking, analysis, accuracy, and perfection.
  - They **fear** criticism of their efforts or actions.
  - They **focus** on quality and accuracy.
  - They **ask** WHY questions.
  - A good high C **slogan**: **Measure twice, cut once! (good with DETAILS)**