

## The DiSC Profile System

We at **TURNING POINT COACHING** find the DiSC Style Analysis as the ideal tool to accelerate the coaching process, identify the strengths and soft-spots of the client and to rapidly assist the client in developing strategies based on the information in the DiSC report.

The DiSC profile system has its roots in time-tested and proven theories dating back to the Swiss Psychologist Dr. Carl Jung and William Marston Ph.D. from Harvard University. Both of these renowned scientists were creating their theories in the 1920's. Their work branched into different specialties (Jung studied dysfunctional personalities while Marston focused on the behaviour of normal people). DiSC has followed Marston's model supported by his famous book, *'The Emotions of Normal People'*, a best-selling classic for many years.

Validated accuracy is 91% - the DiSC is as high as any assessment of this type in the world! For more than twenty years, it has unlocked the door to productive communication and relationships for over 4 million people, worldwide. Extensive research and international validation studies are available upon request.

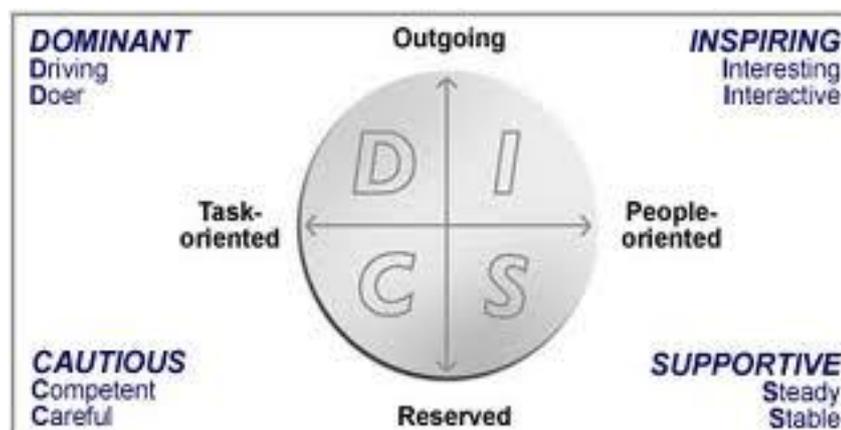
### Current Use and Value to Business

The DiSC profile presents a plan to help you understand self and others in a specific environment. YOU are the central focus as you heighten understanding of your behavioural profile and identify the environment most conducive to your success. At the same time, you learn about the differences of others and the environment they require for maximum productivity and teamwork in the organization.

### What are the four quadrants measured by the DiSC?

DiSC provides a non-judgmental language for exploring issues across 4 primary dimensions of behaviour:

- **Dominance:** Direct and Decisive. **D's** are strong-willed, strong-minded people who like accepting challenges, taking action, and getting immediate results
- **Influence:** Optimistic and Outgoing. **I's** are "peoples people" who like participating on teams, sharing ideas, and energizing and entertaining others
- **Steadiness:** Sympathetic and Cooperative. **S's** are helpful people who like working behind the scenes, performing in consistent and predictable ways, and being good listeners
- **Compliant:** Concerned and Correct. **C's** are sticklers for quality and like planning ahead, employing systematic approaches, and checking and re-checking for accuracy



Source: <http://www.squidoo.com/discmodel>