

DISC Profiling FAQs

What is DISC?

It's a personal assessment tool that shows what makes people tick, or why they do what they do. By completing a profile questionnaire and analysing the results you can:

- Find out what kind of behaviour you display and how you come across to others
- Identify what drives and motivates you
- Look at how your style changes when under pressure
- The implications for communicating and working with other people
- Value the strengths of others and what they can bring to the organisation or task



How does it work?

You complete a profile questionnaire, which takes about 10 minutes. The trainer then calculates your scores in each of four behavioural areas: Drive, Influence, Steadiness and Conscientiousness and talks you through the analysis and implications.

What does it cost?

From just £40 per person. Tailored additional training or coaching can be added on for you to be able to put the findings into practice.

Some examples of how it can be useful?

- Identifying individual strengths and areas for development
- Getting teams working together more effectively
- Helping managers and team leaders understand what drives and motivates employees and team members and how best to communicate with them
- Developing sales skills and call-handling by showing you how to tune in to customer needs
- Re-engaging people after team and department changes and restructuring
- Recruitment – the profile is more accurate than many answers a candidate may give if you want to know what they're really like
- Improving customer service skills
- Easing interpersonal frustrations and stress
- Highlighting destructive behaviour that leads to conflict
- Helping job-changers to identify strengths and weaknesses and alternatives

Any other questions? Ring Teresa Cook on 0113 268 0487 or email at training@teresacookassociates.co.uk

Case study

A Yorkshire NHS LINK (Local Area Involvement network) used DISC profiling to identify strengths and communication styles of its steering group. They realised there were communication problems, misunderstandings and conflict in a group that had not been working together very long. The training looked at DISC profiling with the emphasis on how differently motivated people like to communicate and be communicated with. It also looked at the differences between assertiveness and aggressive behaviour and how people can adapt their styles of communicating. The result is now that the group feels it is performing more effectively and they are working more supportively together, with a better understanding of each other's needs and of the need to work together to achieve their common goals.

A director of a children's indoor playground centre noticed that he had a manager who despite being very competent seemed to have problems keeping staff because of her 'dictatorial' style. The solution was to bring all the managers from different centres together and look at DISC profiling. The result was a better understanding of what are good leadership and management qualities, more sharing of best practice, and also how to flex communication styles to motivate and develop younger team members.