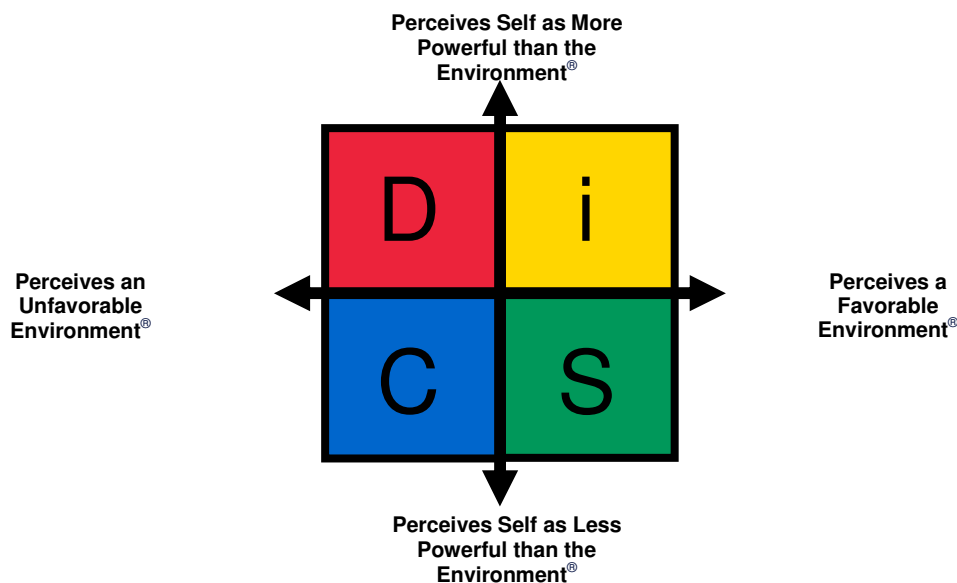


DiSC®

DiSC Classic Profile® is a behavioral personality assessment derived from the work of William Moulton Marston. Marston's model examined people's behavior and how their behavioral preferences are affected by a combination of two key factors: their personality and the environment or situation in which they perceive themselves to be. This results in a four quadrant behavioral personality profile which supports individuals in increasing their awareness of temperament and behavioral styles.

The DiSC Profile® is a learning instrument designed to help people realize to what degree they utilize each of the four broad behavioural styles which form the basis of the instrument. DiSC® provides feedback designed to help people and organizations build productive teams and development effective management and leadership. It is also used to create powerful sales forces using rapid rapport development and insights into selling styles and buying styles.

The DiSC Model®



The broad behavior styles expressed across four primary dimensions are:

Dominance: A person scoring high in the D dimension is motivated by crisis, challenges and problem solving. They prefer a fast pace, multi-tasking and the authority to make decisions for themselves and others to achieve specific goals. They can be demanding and direct in their speech with others and themselves.

Influence: A high score in I indicates people with high levels of optimism and the ability to generate enthusiasm. They tend to be spontaneous, agreeable, and accepting of others. They are verbally expressive and desire freedom from a lot of rules and regulations.

Steadiness: A high score indicates people who like to cooperate within their current environments: they express their loyalty, patience and dependability. They are superb listeners and calming agents in stressful situations because they love harmonious relationships and avoid conflict. They prefer safety, security and predictability with no sudden changes.

Conscientiousness: A high score indicates a high desire for clearly defined expectations with a structured system to accomplish tasks. These people work toward high quality and accuracy and want recognition when they achieve it. They like to have the option to ask "why" questions so that they can perform within the system boundaries.