

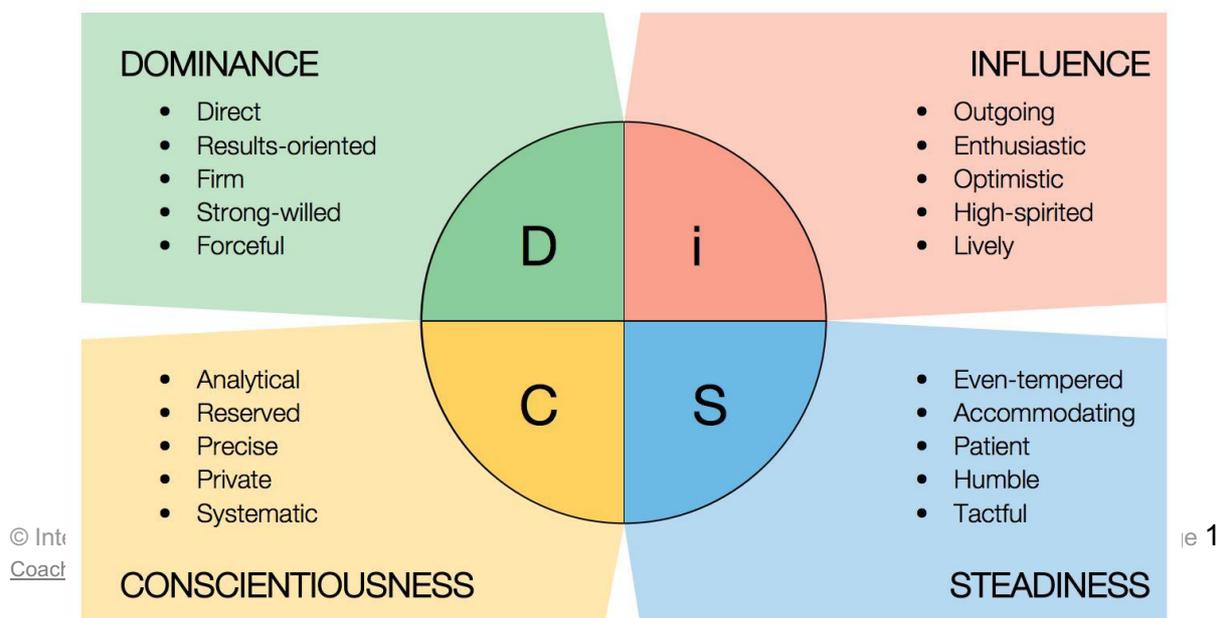
DISC

DISC® is a psychometric behaviour assessment tool that was developed out of the work psychologist William Moulton Marston. This Disc theory is based on grouping people along four distinct behavioural traits. These are Dominance, Inducement, Submission, and Compliance.

Industrial psychologist Walter Vernon Clarke used the theory to develop a behavioural assessment tool and altering the categories changed slightly. He found that the way people behave can differ depending on the environment they are in. For example someone that is seen as a tough boss might be quite relaxed at home. DISC is therefore not a personality assessment but a behavior assessment tool. That said, this tool can be helpful for work and sales teams as well as those in leadership positions as it gives people a common language to discuss their behavioural differences.

DISC® profiles are often used in leadership development programs to increase self-knowledgeable and create more well-rounded and effective leaders. It is used in workplaces to increase self-awareness around individual’s motivations, responses to conflict and the way in which we problem solve. DISC has been used to increase team cohesion and harmony and minimize conflict and it has been used by sales team as a framework for identifying and responding to customer styles during the sales process.

DISC® Types



Dominance - Person places emphasis on accomplishing results, the bottom line, and confidence. Behaviours include: sees the big picture, can be blunt, accepts challenges, and gets straight to the point.

Influence - Person places emphasis on influencing or persuading others, openness, relationships. Behaviours include: shows enthusiasm, is optimistic. likes to collaborate, and dislikes being ignored.

Steadiness - Person places emphasis on cooperation, sincerity, and dependability. Behaviours include: doesn't like to be rushed, calm manner, calm approach, supportive actions, and humility.

Conscientiousness - Person places emphasis on quality and accuracy, expertise, and competency. Behaviours include: enjoys independence, objective reasoning, wants the details, and fears being wrong.

DiSCProfile.com. (2019). *DiSC Profile - What is DiSC®? The DiSC personality profile explained*. [online] Available at: <https://www.discprofile.com/what-is-disc/overview/> [Accessed 22 Mar. 2019].

Self Application

To help interpretation, communication and understanding, some DISC® model experts have identified or defined fifteen DISC “Profiles or Classifications”.

Interestingly, The Coach is one of fifteen such profiles. Some keywords people used to describe The Coach include: weighs pros & cons; listens; persuasive; trusting; team-person; easy to get on with; supportive; mature; and avoids conflict.

Here's how it shows up in the assessment tool:

- **Dominance** - Coaches tend to want peace and harmony.
- **Influence** - Coaches are interested in meeting and being with people.
- **Steadiness** - Coaches have a high willingness to help others.
- **Compliance** - Coaches are normally peaceful and adaptable.

123test.com. (2019). *Test Yourself! Free high quality psychological tests at 123test.com.* [online] Available at: <https://www.123test.com/> [Accessed 22 Mar. 2019].

Reflection

1. How can the Disc assessment help you understand where other people are coming from?
2. What would this new understanding look like in your life and work? What would be different?

Coaching with DiSC®

The most valuable information offered in our own DiSC® report is not necessarily about ourselves but how it helps us better understand and communicate with people who are perhaps different from us - people who have a different perspective, different habits, different pace and drive, and different abilities to focus.

As you read through the different behaviour types you may have matched the type described to people you know. In doing so, you observed the world from another person's perspective, which is essential to the coaching process. This ability to observe others vastly improves our ability to communicate, collaborate, and bring out the best in ourselves, and our clients to get the results they deserve.

Many coaches worldwide use DISC® to help their clients, employees, and participants more quickly understand their motivations, face their fears, reveal their blind spots and build up their strengths. As a coach, you not only understand a client's individual's natural tendencies, but you will also understand how they view themselves and how you can help them change those disempowering perspectives.

In the work environment, coaches use DISC® to help leaders and team members understand a person's general approach, including their motivations and dislikes, strengths and weaknesses, and basic assumptions they make about other people. It can also help others recognize patterns of behaviour and then better to predict how a person will react in given situations.

DiSC® Coaching Tips

A quick web search found several interesting tips on how to coach Disc behavioural types including the following:

Tips for coaching a **'D'**:

1. Be prepared.
2. Come to the session with purpose and confidence.
3. Be on task and stay on point.
4. Establish milestones and expectations up front.
5. Be brief. D's have high "B.S." antennas.

Tips for coaching an **'I'**:

1. Restate the obvious and watch their tendency to wander.
2. Keep the engagement focused and confirm their accountability.
3. Offer sincere encouragement.
4. Use powerful questioning to encourage them to focus and go deeper.
5. Connect non-verbally.

Tips for coaching an ‘S’:

1. Respect their thought process and behaviours (e.g., need to take notes, ask questions for clarification, etc.) and pace of their reflection and responses.
2. Explore assumptions in their decisions or opinions.
3. Slow down.
4. Break-up homework assignments; provide details; offer “bite-size” or concise/discrete pieces of information.
5. Invite them to consider that their need for getting along / teamwork may minimize their effectiveness in meeting goals and implementing practices.

Tips for coaching a ‘C’:

1. Provide clear explanations. Make sure they understand you and you understand them.
2. Give facts. Avoid editorializing.
3. Be patient and persistent.
4. Review your observations/recommendations in a systematic way.
5. Tend to be detail-oriented and will notice your inconsistencies.

Reflection

1. How does DiSC® work in the coaching process?
2. How does the DiSC® model differ from others?
3. What assessment tool would you develop for coaching?

Resource

DiSC® Profiles

<https://www.discprofile.com/resources-and-tools/overview/>

Everything DiSC®

<http://www.everythingdisc.com>

DiSC® Profiles Inscapes

<http://www.discprofiles4u.com/blog/2012/disc-test-three-tips-for-adopting-your-coaching-style/>

Test Yourself Free

<https://www.123test.com/>

DiSC® Personality Testing

<http://discpersonalitytesting.com/home/disc-coaching>