



# DISC

DISC personality profiling provides an insight into an individual style that is more than adequate to predict the likely trends of a person's behaviour. It does this by evaluating four key dimensions in an individual, plus an overall influencing factor called Emotional Stability.

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# INTRODUCTION

At its most basic level, DISC measures four factors of an individual's behaviour: Dominance, Influence, Steadiness and Compliance.

With the introduction of an additional factor — Emotional Stability — DISCAsiaPlus is now able to describe the moods and feelings of an individual within an Asian context.

Task Oriented (Problem)

How a person approaches tasks in the face of challenges.

**DOMINANCE**

People Oriented (People)

How a person influences others with their point of view.

**INFLUENCE**

People Oriented (Pace)

How a person relates to and gets along with others, and responds to the pace of the environment.

**STEADINESS**

Task Oriented (Procedure)

How a person responds to rules and regulations in the light of authority.

**COMPLIANCE**

Overall Influencing Factor (Stability)

How a person responds to negative emotions and distress.

**EMOTIONAL STABILITY**



## BENEFITS

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- Promotes self-awareness
- Helps us understand others better
- Increases our influence on others or endorsement from others
- Increases communication
- Reduces unnecessary conflicts and resolves misunderstandings
- Helps us avoid being judgmental
- Helps us develop people
- Balances the need to manage with the need to lead
- Moves us from managing people to leading people
- Builds an effective team
- Enables us to deal with change positively



## APPLICATION

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- Leadership development
- Selection & job profiling
- Team building
- Staff engagement & management
- Career development & management
- Communication & dialogue
- Change management
- Conflict resolution
- Coaching & mentoring
- Selling & prospecting
- Leading, managing & motivating



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# DISCASIAPLUS

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We have commissioned an updated Asian version of the DISC profiling system, specifically contextualized for the Asian culture.



01

**Questionnaires Available in 8 Languages**

English, Simplified Chinese, Traditional Chinese, Bahasa Malaysia, Bahasa Indonesia, Japanese, Thai and Vietnamese

**Unlimited Multiple Users**

02

03

**5 Different Norms**

Asian, China, India, Singapore and US

**Uploading of Respondents' Names through an Excel File**

04

05

**Automatic Reminder Emails**

**Accounting Module to Track Usage**

06

07

**Your Company's Branding & Logo**

**Customized Invitation and Reminder Emails**

08

09

**Ability to Mass-Build Reports**

**Option to Send Reports Directly to Respondents or to Administrator**

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# LEADERSHIP DEVELOPMENT

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“A person does not become a leader by virtue of the possession of some combination of traits, but the pattern of personal characteristics of the leader must bear some relevant relationship to the characteristics, activities, and goals of the followers.”

*Bass and Stogdill*



Leadership, then, is the progress of a leader towards an identifiable goal, objective or vision of a future state that people desire, and the shaping

of the team or teams of followers within a socially responsible and mutually beneficial course of action towards the goal.

*The most successful executives carefully select understudies.  
They don't strive to do everything themselves.  
They train and trust others.*

## LEADER STYLES

In Control  
Takes Charge  
Forceful  
Pushy

Inspiring  
Influential  
Impressive

Accommodating  
Overly sensitive to  
their weaknesses

Competent  
Compliant  
Plays by the Rules

## FOLLOWER STYLES

Respects Strong  
Leaders  
Follows Dynamic  
Teams

Follows with  
their Heart

Builds  
Relationships  
Seeks  
Understanding

Follows with  
their Mind  
Quality Seeking

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# COMMUNICATION AND DIALOGUE

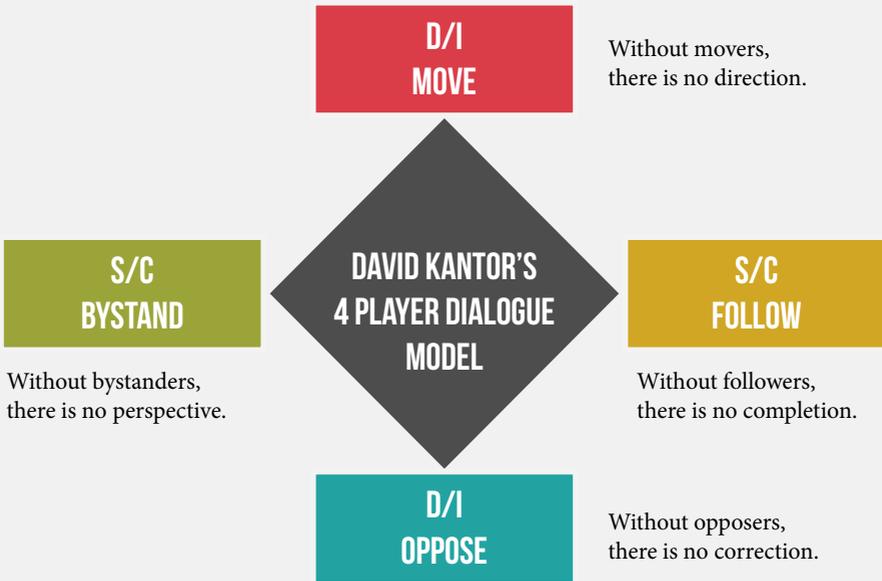
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In the new technological age, the ability to communicate, often at great distances, is becoming more and more important. Often, we have to maintain relationships without even meeting the person whom we are working with face to face.

The ability to share information and understand each other in order to meet the same goals is a vital source of competitive advantage and organizational effectiveness.

For these reasons, clear thinking is a collective effort. We need to manoeuvre through tricky pathways and discover where we currently are, and navigate our departments or organizations to the place where we need to be. To do this, we need to adopt a form of dialogue that accepts and manages ambiguities, but at the same time, allows the team to inquire about ideas, perceptions and understandings that the team does not have.



*The team that is able to move in and out of the four actions while maintaining the key qualities of moving, following, opposing and bystanding, will deepen the quality of their dialogue and consequently addresses many potential problems that challenge the quality of their decisions.*

<b>D STYLE IN ALL 4 ROLES</b>			
<b>MOVE</b>	<b>FOLLOW</b>	<b>OPPOSE</b>	<b>BYSTAND</b>
Strong	Pro-active	Challenging	Dismissive
Decisive	Takes Initiative	Combative	Indifferent
Forceful	Hurried	Assertive	Vocal
Full of Conviction	Volunteers	Unrelenting	Judgmental
Forward Looking	Serious	Direct	Sarcastic

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# TEAM SUMMARY

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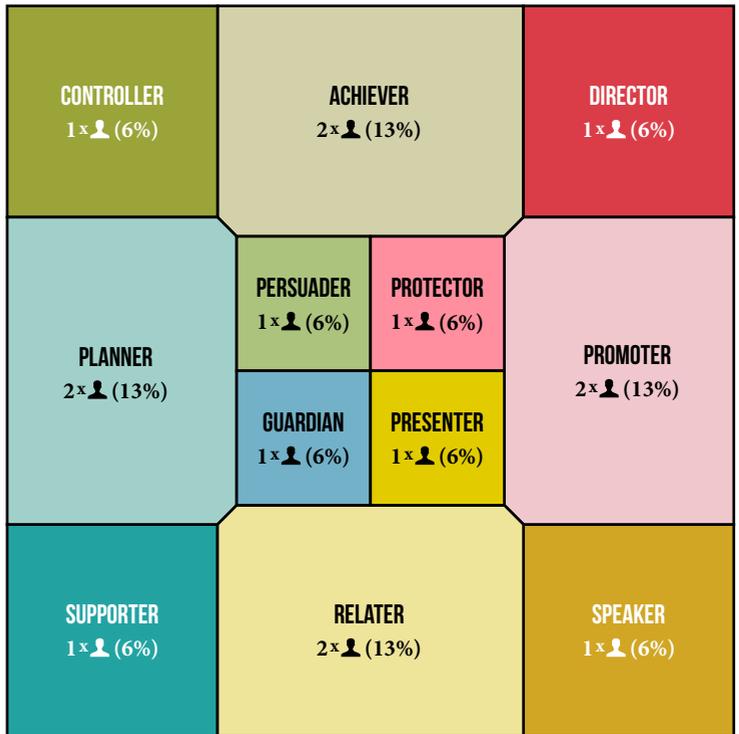
We do not work alone. We work with others and adapt to their working styles. New members to the team must do likewise, otherwise their behaviours may risk derailing an existing team. In team building, it is important to understand team dynamics and how each member fits into the entire team. Only a high performing team appreciates and harness the uniqueness each member brings while working around the limitations. The real benefit of the team summary report is to shed light on the team's underlying forces at work, identifying and opening up points of discussion for improvements to increase productivity.

The report provides a summary of all respondents in the team. It offers a true reflective description of the entire team. By comparing and contrasting the team members, and the environmental demands with their basic profile, the differences or similarities generated between both graphs will offer key insights into increasing your team's effectiveness.



# TEAM SUMMARY REPORT

XYZ Organization  
Example



<p><u>Relies heavily on systems &amp; processes to work</u> <u>Unequivocal in quality &amp; accuracy</u> <u>Likes to pinpoint the cause of errors</u> <u>Extremely dedicated &amp; responsible</u></p> <p><b>1 x Controller</b> (6%)</p>	<p><u>Looks forward to sail uncharted waters</u> <u>Effective in problem solving</u> <u>Always gets to the point</u> <u>Driven &amp; task-oriented</u></p> <p><b>1 x Director</b> (6%)</p>	<p><u>Socially active &amp; impressive</u> <u>Expressive &amp; animated</u> <u>Looks on the bright side</u> <u>Looks to engage with people</u></p> <p><b>1 x Speaker</b> (6%)</p>	<p><u>Helps those in need</u> <u>Establishes routine work patterns</u> <u>Likes to share their expertise</u> <u>Provides stability to the organization</u></p> <p><b>1 x Supporter</b> (6%)</p>
<p><u>Goal focused</u> <u>Opposes all who stand in the way</u> <u>Allows processes to shape results</u> <u>Limited delegation</u></p> <p><b>2 x Achievers</b> (13%)</p>	<p><u>Goes for results through people</u> <u>Achievement before process</u> <u>If it is to be, it is up to me</u> <u>Never say die attitude</u></p> <p><b>2 x Promoters</b> (13%)</p>	<p><u>Team player</u> <u>Environmentally sensitive with people</u> <u>Always trusting</u> <u>Musketeer's motto - One for all and all for one</u></p> <p><b>2 x Relaters</b> (13%)</p>	<p><u>Stability and safety before results</u> <u>Always strives for improvements</u> <u>Facts and figures before decisions</u> <u>Efficient and loyal</u></p> <p><b>2 x Planners</b> (13%)</p>
<p><u>Showcases their competence</u> <u>Weights available alternatives</u> <u>Addresses questions with spontaneity</u> <u>Yearns for professional recognition</u></p> <p><b>1 x Persuader</b> (6%)</p>	<p><u>Firm and democratic</u> <u>Insists on fairness</u> <u>Relates individually</u> <u>Makes others reliant on them</u></p> <p><b>1 x Protector</b> (6%)</p>	<p><u>Talks non-stop</u> <u>Advocates cooperation</u> <u>Looks for attention</u> <u>Keeps up with all the trends</u></p> <p><b>1 x Presenter</b> (6%)</p>	<p><u>Cares for the well-being of others</u> <u>Actively seeks to listen</u> <u>Rejects aggression</u> <u>Equalitarian in outlook</u></p> <p><b>1 x Guardian</b> (6%)</p>



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# SALES, PROSPECTING AND CLOSING

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Customers reveal their personalities through body language. Their non-verbal communication helps sales people know how to approach them. Each personality type has its own body language.

#### **DISC (Selling Styles)**

##### **“I” Personality Trait**

- Naturally great presenter
- Love to sell and influence others
- Impressive and positive sales personality
- Talks too much, needs to listen more

#### **DISC (Buying Styles)**

##### **“I” Personality Trait**

- Purchases with their hearts
- Tends to be impulsive buyers
- Want products that make them look good
- Makes great first impressions

Similarly, prospecting new customers or clients is often the hardest part of the sales cycle. Understanding personality types can make you more effective as a “motivator.” Remember, the sales person must adapt his or her personality to the prospect.

#### **First Signs**

##### **“I” Personality Buyer**

- Looks for someone to help them
- Likes to impress the sales person
- May not know exactly what they want
- Likes to be stroked

#### **When Prospecting**

##### **“I”’s Personality Recruiter**

- Makes the most enthusiastic recruiters
- Responds positively and aggressively
- Should concentrate on the details
- Good news is contagious to “I”’s

Service personnel and customers also respond to needs according to their personalities. When dealing with objections, each personality will respond predictably according to their personality when they are under pressure.

#### **DISC (Servicing Styles)**

##### **“I” Personality Customer**

- Exaggerates their problems
- May promise more than they deliver
- Can get emotionally involved
- Easily excitable

#### **Dealing with Objections**

##### **“I” Personality Customer**

- Tends to be most evasive
- Decides on the basis of gaining social standing and approval
- Doesn’t do well when embarrassed in public
- Likes to dominate the discussion



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# CONFLICT MANAGEMENT

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“Most problems in business today are not technical, but relational, personality clashes among employees and customers.”

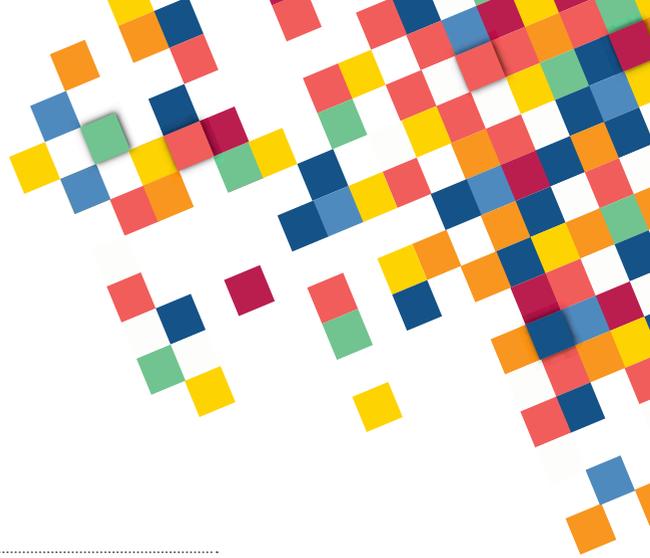
*Mels Carbonell, Ph.D.*

## A DISC BASED APPROACH TO MANAGING CONFLICT

1. Understand how your own natural approaches to conflict differ from others
2. Realize how your own and the behaviours of others may be interpreted in different ways
3. Identify sources of irritation and recognize how others react under pressure and what you need to do to avoid tension
4. Discover a non-threatening way to communicate preferences and discuss differences
5. Create action plans for dealing with conflict situations by exploring effective methods for coping with conflict in the workplace

### HOW A "D" HANDLES CONFLICT

Under Pressure	Source of Irritation	Needs To
Dictatorial	Weakness	Back Off
Domineering	Indecisiveness	Seek Peace
Demanding	Laziness	Think before Reacting
Angry	Lack of Discipline	Be Patient
Intense	Lack of Purpose	Exercise Self-Control
Forceful	Lack of Direction	Be Loyal
Direct	Lack of Authority	Be Kind
Bossy	Lack of Challenge	Be Sensitive



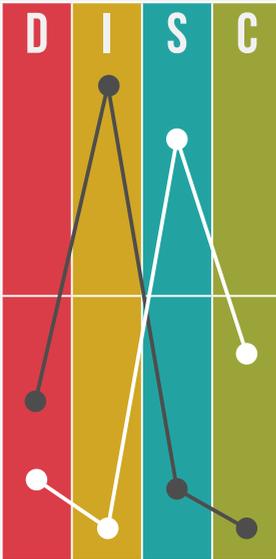
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# JOB PROFILING

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Increasingly, employers realize that placing the right person with the right personality makes all the difference.

Comparing an individual's DISC profile against a predefined Job Profile can provide a wealth of information. Checking the similarities and differences between the DISC factors of the Job Profile against those of the candidate's provides insight about the candidate's suitability to a role. It also provides information on aspects of personality that the candidate may have difficulty in adapting to a position.



## HERE'S AN EXAMPLE

### “I” / “S” Work Index

- “I”s like to meet people and influence them; “S”s like to “care and share”.
- “I”s are great at PR; “S”s like customer service.
- “I”s are the talkers; “S”s are the listeners.
- “I”s love crowds; “S”s prefer small groups.

● = Job Profile  
○ = Candidate's Profile

## DETERMINING INTERVIEW QUESTIONS

Learning how to phrase behavioural questions is a key to screening the right candidates.

### D: Determined Doers

- How well do you work under authority? Explain.
- How do the feelings of others affect your decision-making?
- How do you motivate people to be productive?
- What are your long-term plans?
- What do you think about quality versus quantity?
- How do you guard against dominating people?



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# MANAGEMENT AND DEVELOPMENT

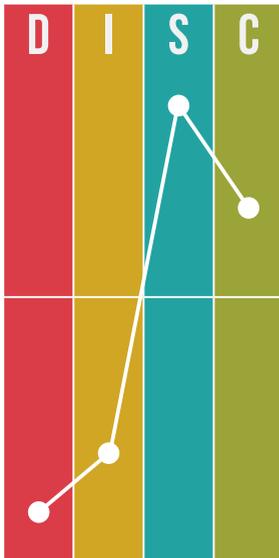
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One of the most salient career paradigm shifts has been the change from job security to employability security. Today, the engagement and retention of high potential talent is a competitive advantage to all organizations. DISCAsiaPlus helps you to identify and align the career preferences of your key talents.

DISCAsiaPlus matches candidates' natural behavioural tendencies with the

Preferred Work Activities. The Preferred Work Activities are a set of actions which, when performed together, would fit into diverse kinds of roles. By selecting what the candidate is naturally inclined to do, the chances of remaining satisfied with the work are considerably raised. A raised satisfaction level has positive implications in self-motivation, and career development. Consider the following example:



**Preferred Work Activities are matched with your natural behavioural tendencies**

- Coaching and developing others
- Identifying the developmental needs of others and coaching, mentoring, or otherwise helping others to improve their knowledge or skills.

**Possible Career Options**

- Training & development managers
- Self enrichment education teachers
- Nursing instructors and teachers
- Health educators



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