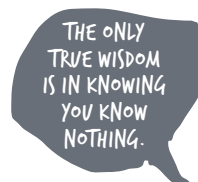




Ready to End Meeting Mayhem?

**Start with this Guide to Identify DISC +
Decipher DISC Providers in 6 Questions**

Need to order DISC assessments? Call The Nielson Group order desk at 972.346.2892



“Know Thyself”

–Socrates

Socrates was right!

It’s our belief that the first step in unraveling any challenge in the workplace is to understand yourself. Once you truly understand yourself, you can appreciate others and ultimately learn how to work together — in “oh man, that was a productive meeting” harmony.

That’s what deciphering behavior to curb meeting mayhem boils down to.

Use this handy guide to decode the folks around your conference room table.



DOMINANCE

CHARACTERISTICS

High D:

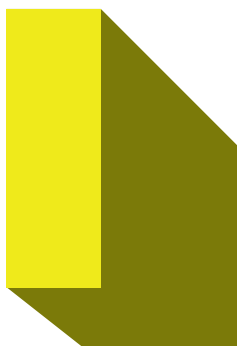
Driven, Ambitious,
Strong-Willed

Low D:

Unobtrusive, Cautious,
Agreeable

Famous Examples:

Gordon Ramsay
Steve Jobs
Kanye West
LeBron James
Christian Bale



INFLUENCE

CHARACTERISTICS

High I:

Enthusiastic, Warm,
Persuasive

Low I:

Logical,
Matter-of-Fact, Incisive

Famous Examples:

Angelina Jolie
Taylor Swift
Jimmy Fallon
Kelly Ripa
Kurt Warner



STEADINESS

CHARACTERISTICS

High S:

Loyal, Relaxed,
Passive, Patient

Low S:

Impulsive, Eager,
Flexible, Restless

Famous Examples:

Brad Pitt
Aaron Rodgers
Dr. Drew Pinsky
Scarlett Johansson
Carrie Underwood



COMPLIANCE

CHARACTERISTICS

High C:

Detail Oriented,
Conventional, Exacting

Low C:

Arbitrary, Unbending,
Unsystematic

Famous Examples:

Neil deGrasse Tyson
James Franco
Bill Belichick
Arianna Huffington
Martha Stewart



6 Questions to Help Distinguish DISC Providers

Now that you understand the eight common DISC profiles — and possibly recognize some of these behaviors in others you work with — you then must choose a DISC provider. By providing a research-based, carefully vetted DISC assessment, you will be better able to curtail behavioral conflicts that take your teams far afield and better understand the unique makeup of your team.

As you shop, know that since DISC is widely embraced in the marketplace, you will be presented with many choices.

However, not all DISC providers are created equal. It is important to do your research and select a provider that has deep expertise, proven capabilities and validated instruments to help you apply DISC immediately within your organization.

Here are some questions to ask during the vetting process:

1. **What Research is Your Assessment Based On?**

Some assessment providers stand on the laurels of research done 20 or 30 years ago, while others are constantly evaluating nuances and staying on the cutting edge. The answer to this question tells you what level of scientific or research orientation the assessment company uses. Ask for research findings and published papers, preferably peer-reviewed papers. Assessment companies that use science-based assessments engender more confidence than those that create and distribute assessments based on hunches or to receive some marketing buzz.

2. **Does Your Assessment Have a Validation Study Associated with it?**

A company that values continually improving its assessments wants to ensure those instruments are validated and predictable. This process, which is best conducted by independent statisticians for purposes of objectivity, includes everything from data norming to data analysis to structured equation sampling. This analysis assures you that the assessments you use fulfill not only your requirements, but those expected by the market and regulators as well.





3. **Do Your Assessments Have An Adverse Impact Study?**

An adverse impact study determines whether you are discriminating against any protected groups of people. It is important that both you and your assessment provider are found to be EEOC and OFCCP compliant.

4. **Can Your Assessments Be Used for Hiring?**

You want to make sure that the provider's assessments pass the legal and regulatory hurdles. Under the doctrine of disparate impact, employers may not use employment practices that, even though neutral on the surface and applied to all applicants or employees, disproportionately exclude members of a protected category.

5. **What Types of Assessments Do You Provide?**

Some companies base their offerings on one assessment, while others offer a suite of options that measure different factors. The answer to this question will help you understand the versatility and predictability of the assessment provider. Providers that offer multiple assessments can address multiple needs, while providers offering a single assessment offer only one piece to the puzzle.

6. **How Do Your Assessments Differ From Your Competitors?**

Your assessment company should be able to answer this question in a way that shows that they are up to date on what is available in the market and the strengths and weaknesses of the instrument in question. This reveals that they are in the business of assessments and knowledgeable about their competition.

Our Place at the Table

TTI Success Insights believes every person has unique talents and skills of which they are often unaware. We exist to reveal and harness those talents and skills using the Science of Self™.

TTI SI is the only provider of DISC assessments in the marketplace that generates 384 unique reports, based on both the high and low scores revealed in each individual's two DISC graphs (natural style graph and adapted style graph). We have adverse impact studies, peer-reviewed research, validity studies and are EEOC and OFCCP approved. Here's a list of 15 other differentiators of TTI SI DISC.

TTI Success Insights' DISC provides:

1. Analysis that separates natural behaviors from adapted behaviors
2. External review documenting the highest Cronbach's alpha in the marketplace
3. Published adverse impact scores
4. Peer-reviewed studies published in journals and for Research 1 institutional dissertations
5. Test-retest analysis over time to confirm reliability
6. 384 different personalized DISC reports
7. Wheel graphics that quickly show team relationships



8. Predictability studies that confirm the connections between behaviors and jobs
9. Predictability studies that tie behaviors to higher grades
10. Confirmation studies linking ipsative survey results to real brain activity
11. Confirmation studies that expose the value of avoidance in decision making
12. A huge database used to define norming, including norming data for individual countries
13. Assessments and reports available in 41 languages, which enhance the validity by using a person's first language.
14. Integrated reports that not only provide behaviors and motivators information, but also clearly expose the resulting interactions
15. Assessments built upon at least one of five social sciences that each add to our understanding of human interactions and success

If our cultural values and resources are right for your organization, please click [HERE](#) or call [972-346-2892](tel:972-346-2892) to get started.

To view TTI Success Insights' validation studies, peer-reviewed journal articles, research and adverse impact studies, please visit www.ttisi.com.

To learn more about the 15 Differentiators of TTI Success Insights' DISC, go to http://www.ttisuccessinsights.com/articles_papers/18.



The Nielson Group

Coaching
Organizations for
Breakthrough
Performance