

DISC

People-Reading Guide

Is this person's behavior more . . .

Outgoing/Direct?

- Faster pace
- More telling
- Louder speech
- More inflection

← OR →

Reserved/Indirect?

- Slower pace
- More asking
- Softer speech
- More monotone

More Competitive and Directing ("D" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "What?"
- Priority on goal and results

More Accepting and Doing ("S" Need)?

- Open posture
- Relaxed/warm face
- Feelings expressed
- Casual
- Focuses on "How?"
- Priority on cooperation and stability

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OR
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↑
OR
↓

More Talkative and Interactive ("I" Need)?

- Open posture
- Animated/warm face
- Feelings expressed
- Casual
- Focuses on "Who"?
- Priority on People and Approval

More Assessing and Thinking ("C" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "Why"?
- Priority on Quality and Analysis

D**I****S****C****Dominance****Influence****Steadiness****Conscientiousness**

Major Goals:	Results Control	People involvement Recognition	Security/Stability	Accuracy Order
Major Fears:	Losing control of environment Being taken advantage of	Rejection Loss of approval	Sudden change Losing security	Criticism of performance Lack of standards
Dislikes:	Being controlled by others Lack of results	Handling complex details Working alone	Hostility, conflict Unpredictability	Disorganization Unclear explanations
Under Pressure:	Domineering Impatient	Emotional Disorganized	Conforming Indecisive	Withdraws Stubborn
As A Buyer Responds To:	Options Efficiency	Testimonials Saving personal ef- fort	Assurance of stability Personal Attention	Evidence of quality and accuracy Logical approaches
Decision Style:	Quick	Emotional/ "Gut Feel"	Deliberate	Analytical