



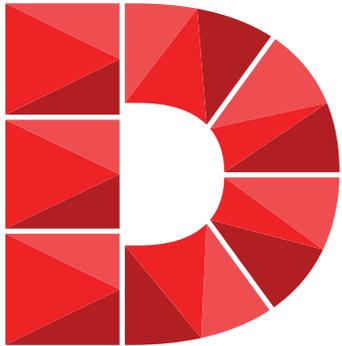
Business Performance Insights
Performance on Purpose

DISC

is the universal language of HOW
a person does what they do.

What is DISC?

DISC is the universal language of how a person does what they do. DISC is an observable language. Consisting of four unique factors, **Dominance, Influence, Steadiness and Compliance**, DISC measures behaviors of an individual.



D stands for DOMINANCE

- Faster-paced, task-oriented
- Direct communicator
- Impatient when overextended
- “Stick to the facts”



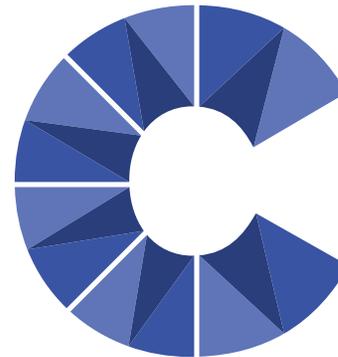
I stands for INFLUENCE

- Faster-paced, people-oriented
- Indirect communicator
- Disorganized when overextended
- “Talks with their hands”



S stands for STEADINESS

- Slower-paced, people-oriented
- Indirect communicator
- Possessive when overextended
- “Poker face”



C stands for COMPLIANCE

- Slower-paced, task-oriented
- Direct communicator
- Critical when overextended
- “Very detail-oriented”

A person’s DISC profile consists of a combination of all four factors, usually with one factor being more prominent than the others, making that their primary style.