



DiSC Profile®

The DiSC Profile (originally called the Personal Profile System®) is based on the theory of Dr. William Marston which he developed during the early 1900s. It is difficult to compare the DiSC to the MBTI because the instruments measure different things. While the MBTI measures personality types, the DiSC measures behaviours in various situations. Your DiSC profile can and should change depending upon the situation or context that you are currently facing.

Dr. William Marston, a physiological psychologist, studied how an individual perceived him or herself in a situation, the resulting emotions of the perception, and the likely subsequent behaviour. Marston's model has two critical dimensions. Firstly, the situation is perceived as either favourable or unfavourable. Secondly, the individual perceives him or herself as more powerful or less powerful than the situation. The resulting matrix produces four primary dimensions which are known as **Dominance, Influence, Steadiness** and **Conscientiousness**.

The DiSC Profile® will identify the individual's primary dimension and a 'Classical Pattern' which represents a combination of the four dimensions D-I-S-C **in the context of the current situation**. Marston tried to explain how people adapted to varying situations by understanding their emotional responses and subsequent behaviour. Thus, the DiSC instrument helps people understand behaviour (their own and others) in various situations.

The DiSC Profile® is used in a wide range of applications that promote personal and professional growth and development. These applications include management development & coaching, team development and communication, stress management, conflict resolution, sales and marketing, communication skill-building and working relationships.

The electronic version of the DiSC® can be taken on-line without a coach or consultant.