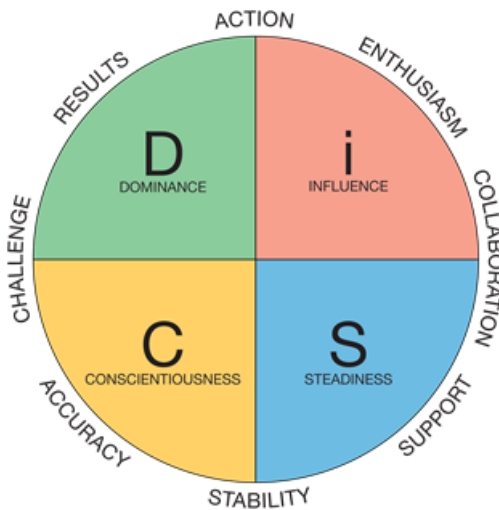


DiSC is a very simple—and memorable—model made up of four basic styles: D, i, S, and C.



Everyone is a blend of all four DiSC styles—usually one, two, or even three styles stand out. Unlike simple personality tests, there is no perfect DiSC style. Since each person has a unique behavioral profile, people are walking around all over the world with different styles and priorities. We believe that these differences are extremely valuable. Once you assess these differences and harness their value, you'll have better workplace communication AND healthier organizations. (Who doesn't want that?!)

Seems simple, right? It is. But it's not simplistic. Here's why:

We've been researching and analyzing DiSC for over 40 years—in fact, our *DiSC® Classic Paper Profile* was the first DiSC assessment EVER! (You'll always know it's our DiSC by our signature lower-cased "i" in DiSC.)

As technology has evolved, DiSC has too. Our online DiSC assessments use the most advanced assessment method (adaptive testing) and sophisticated algorithms to quickly analyze a person's responses and provide the most personalized DiSC feedback possible (example below). And it takes only about 15 minutes to complete.

