DiSC Personality Types

Based on the Everything DiSC model

DiSC® is a registered trademark of Everything DiSC, a Wiley brand.
• Driven
• Direct
• Decisive
• Strong willed
• Self-confident
• Daring

• Determined
• Fast-paced
• Motivated by winning, competition and success.
• Values competency, concrete results, personal freedom
D styles and their priorities

DC
• Challenge
• Results
• Accuracy

D
• Results
• Action
• Challenge

Di
• Action
• Results
• Enthusiasm
“What’s the point of playing if winning isn’t the goal?”
- J.D. Robb
Communicating with a D

• Give them the bottom line.
• Be brief and speak up.
• Focus your discussion narrowly.
• Avoid making generalizations.
• Refrain from repeating yourself.
• Focus on solutions rather than problems.
i style

- Charming
- Collaborative
- Energizing
- Trusting
- Enthusiastic
- Impulsive
- Optimistic
- Persuasive
i style

- Motivated by social recognition, group activities, and relationships
- Values coaching and counseling, freedom of expression and individuality

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i styles
and their priorities

iD
• Action
• Enthusiasm
• Results

i
• Enthusiasm
• Action
• Collaboration

iS
• Collaboration
• Enthusiasm
• Support

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“Whoever is happy will make others happy too.”
— Ann Frank
Communicating with i styles

• Share your experiences.
• Allow them time to ask questions and talk themselves.
• Focus on the positives.
• Avoid overloading them with details.
• Don't interrupt them.
S style

- Calm
- Patient
- Predictable
- Deliberate
- Stable
- Warm

- Passive
- Loyal
S style

- Motivated by cooperation, opportunities to help and sincere appreciation
- Values loyalty, helping others, and security
S styles and their priorities

CS
• Stability
• Support
• Accuracy

S
• Support
• Stability
• Collaboration

iS
• Collaboration
• Support
• Enthusiasm
“The invariable mark of wisdom is to see the miraculous in the common.”
— Ralph Waldo Emerson
Communicating with an S

- Be personal and amiable.
- Express your interest in them and what you expect from them.
- Take time to provide clarification.
- Be polite.
- Avoid being confrontational or too aggressive.
C style

- Cautious
- Systematic
- Private
- Objective
- Analytical
- Diplomatic

- Accurate
- Reserved
C style

- Motivated by opportunities to gain knowledge, showing their expertise, and quality work.
- Values quality and accuracy.

Esther Duflo, economist
C styles and their priorities

CD
- Challenge
- Accuracy
- Results

C
- Accuracy
- Stability
- Challenge

CS
- Stability
- Accuracy
- Support
“It takes less time to do a thing right than to explain why you did it wrong.”
— Henry Wadsworth Longfellow
Communicating with a C

- Focus on facts and details.
- Minimize "pep talk" or emotional language.
- Be patient, persistent, and diplomatic.
Reminders

• All DiSC styles are equally valuable.
• Everyone is a blend of all four styles.
• People can adapt their styles to fit particular situations or environments.
Learn more

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