

# DiSC Personality Types

Based on the  
Everything DiSC model

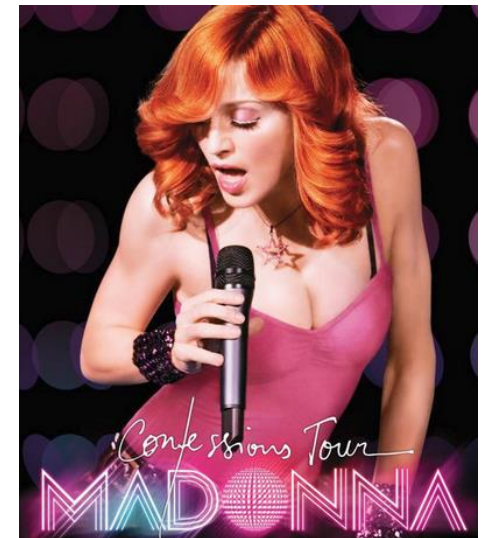
DiSC® is a registered trademark of Everything DiSC,  
a Wiley brand..



## D style

- Driven
- Direct
- Decisive
- Strong willed
- Self-confident
- Daring
- Determined
- Fast-paced

discprofile



[www.DiSCProfile.com](http://www.DiSCProfile.com)



## D style

- 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



## D style quote

“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







# i styles

## and their priorities

### iD

- Action
- Enthusiasm
- Results

### i

- Enthusiasm
- Action
- Collaboration

### iS

- Collaboration
- Enthusiasm
- Support



## i style quote

“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



## S style quote

“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

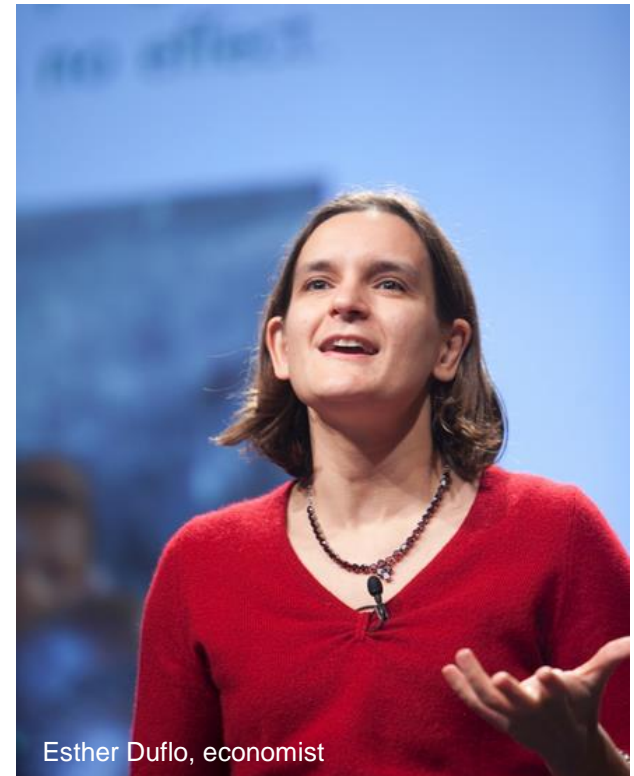
- Accurate
- Reserved





## 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



## C style quote

“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

- Visit our website: [www.DiSCProfile.com](http://www.DiSCProfile.com)
- Read our [blog](#).
- Suggest pins for our [Pinterest](#) site.
- Follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), or [Google+](#).
- Join our [DiSC Profile Facilitators & Coaches](#) Google+ community.