

Everything DiSC®

The Culture Catalyst



Introduction to Everything DiSC®

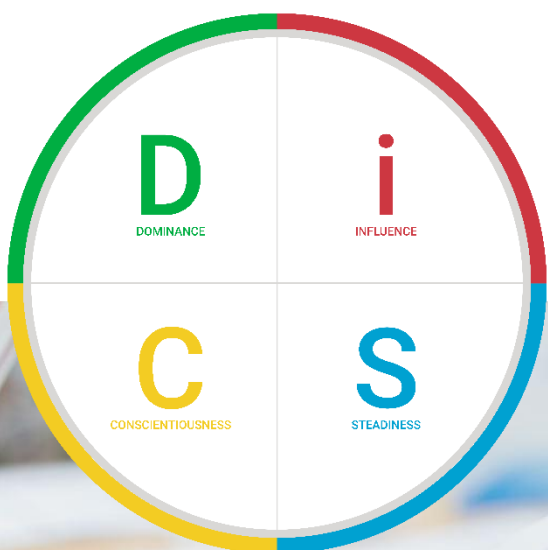
We appreciate that deciding which psychometric tool to use in your organisation is not an easy one - there are always many acclaimed reasons to choose each tool.

Over 45 million people across the globe have used the Everything DiSC profiles, making it the most recognisable brand in the world of research-validated assessments. Everything DiSC is the original, most researched and most transformational DiSC® product on the market.

DiSC is an acronym for the four primary behavioural styles (Dominance, influence, Steadiness and Conscientiousness) that make up the model of human behaviour and help people understand, “why they do what they do.”

After completing a 20-minute online assessment, the profile reports on behavioural style, by measuring the attributes, preferences and aspects of the respondent’s personality. The circumplex model helps individuals develop a broader understanding of themselves and appreciate the differences in other people’s behaviour styles.

Each Everything DiSC profile starts with deepening self-awareness – step one in personal development and behavioural change. Each profile delivers insight and strategies with a purpose including – developing strong relationships, communicating effectively, improving teamworking, strengthening management skills, elevating leadership impact, and tackling conflict with a new mindset. Every profile is so accurate, rich and powerful, yet the learning is memorable, easy to access and apply.



‘My report was so accurate. It was like reading a book about myself that was produced in 15 minutes. Amazing!’

Business Transformation Director, Sodexo



The DiSC® Model- History & Development

The DiSC model was originally developed by William Moulton Marston in 1928. The model was the first of its kind and helped to shape occupational psychology today. The original model was developed to explain human behaviour, and how people's behaviour can be adapted to suit their environment.

In 2007, a product line 'Everything DiSC®' was developed and launched by Wiley Learning Solutions that changed the face of DiSC products to date. This modern version of DiSC, based on a simple circumplex model, quickly became a go-to tool for learning professionals all over the world. The tool is continuing to grow in popularity - many of the most forward-thinking organisations are now choosing to use it.

The Everything DiSC® Model – Modern Circumplex Model

Everything DiSC® identifies four primary dimensions of behaviour: Dominance - Influence - Steadiness - Conscientiousness.

Everyone is a blend of all 4 styles and has a unique behavioural style. An individual's DiSC style is shown by a 'dot' which is placed on the model.

DiSC styles do not identify abilities or strengths. There is no right or wrong /pass or fail. A style demonstrates priorities or behavioural style. Each profile is based on this circumplex model but the priority words around the outside are different for each one.

The Everything DiSC® model is highly memorable. Participants start their learning journey by being introduced to this simple model and, through various practical exercises, they build upon the model to access a depth of self-insight and understanding of others. The visual and understandable model provides a practical, interactive learning solution which facilitates a powerful learning experience in which leaders, managers, teams of all levels, and sales professionals can develop their self-awareness and then learn how to improve their skills, and capabilities in their given roles.



Why Choose Everything DiSC®

10 Good Reasons to Choose Everything DiSC

1. The Everything DiSC® family contains a large range of specialist profiles that enable an organisation to build upon DiSC knowledge and understanding. Specialised profiles to develop entire workforces – individuals, teams, leaders, managers and sales professionals.

2. Robust and Scientifically proven- Everything DiSC uses adaptive testing (AT), global norming and real-world testing, making it a highly reliable tool.

3. Trusted - Used by organisations across the globe!

4. Simple but not simplistic - Everything DiSC profiles give real insight into an individual's preferences and tendencies using straightforward language. Share deep insight and awareness in a simple, accessible and memorable way.

5. Practical - Every participant receives actionable strategies to help them improve their own interactions and performance.

6. Accessible - Everything DiSC goes beyond the training room with Everything DiSC on Catalyst, a learning platform that helps participants use DiSC every day to connect better with their colleagues.

7. Profiles are written in a neutral tone- although focus is still given to short-comings meaning participants are more receptive and less defensive.

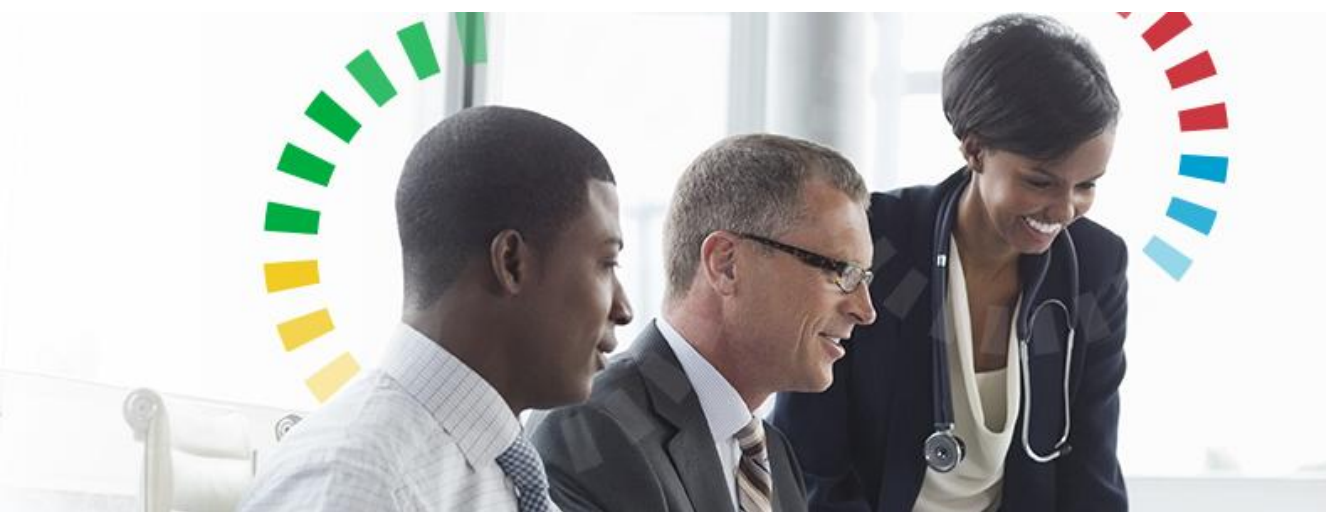
8. Profiles are written for a non-technical general audience rather than a clinical, industrial-organisational or academic audience.

9. Cost-effective - Everything DiSC offers great value for money with no ongoing licensing fees. Flexible training options make the tools accessible, whatever your budget.

10. Life changing - People often cite that Everything DiSC changed their life for the better.

Address Organisational Challenges with Everything DiSC

- Spark cultural and behavioural change
- Build team performance
- Improve relationships & communication
- Develop management capability
- Increase employee engagement
- Facilitate leadership & executive development
- Support high potential development
- Improve recruitment & onboarding
- Make conflict productive
- Boost sales performance
- Implement succession planning
- Coach & mentor individuals
- Improve customer service
- Deliver successful appraisals & development plans
- Provide individual training programmes
- Develop Emotional Intelligence (EQ)



Solutions for the Entire Workplace



Whether you are looking to develop individuals, teams, managers, leaders or sales professionals, there is a specific Everything DiSC profile for you. Each profile has a unique purpose and is a catalyst for behavioural change.

WORKPLACE

Engage every individual in building more effective relationships at work.



Purpose

Enhance individual and team relationships and performance

- In-depth self-discovery
- Appreciation for differences in work styles
- Strategies for successful interactions

AGILE EQ

Develop the emotional intelligence necessary to support a thriving agile culture.



Purpose

Develop emotional intelligence and agility

- Discover your EQ strengths
- Recognise your EQ potential
- Commit to customised strategies for building your agility

MANAGEMENT

Teach managers to successfully engage, motivate, and develop their people.



Purpose

Develop competent, credible managers

- Discovery of personal management style
- Insight into directing, delegating & motivating people
- Strategies to support long-term development

WORK OF LEADERS

Create impactful leaders through the process of Vision, Alignment, and Execution.



Purpose

Develop world-class leaders

- A simple, compelling model of leadership
- Personalised insights to leverage strengths and overcome challenges
- A clear path for improvement

PRODUCTIVE CONFLICT

Harness the power of conflict by transforming destructive behavior into productive responses.



Purpose

Transform destructive conflict into productive responses

- Self-awareness around reactions to conflict
- Understand the impact of conflict on others
- Strategies to change responses from destructive to productive conflict

SALES

Provide salespeople with the skills to adapt to customers' preferences and expectations.



Purpose

Boost sales performance

- Discovery of personal sales style
- Recognition of customers' differences
- Strategies to adapt sales approaches to customer needs

Click on the tiles below to view a sample of each profile!