

The **DISC** Profile

- What's your personality profile?
- Are you the **DOMINANT** personality?
- Are you the **INFLUENCER** personality?
- Are you the **STEADY** personality?
- Are you the **COMPETENT** personality?

Strengths, Weaknesses & Needs Of Each Personality Type

Type	Strengths	Weaknesses	Needs
D	Problem Solvers Decision Makers Fulfills Goals	Fault Finders Not Cautious Run Over People	Control Authority Prestige
I	Communicators Participants Good-Finders	No Sense of Time Lack Follow Up Lack Objectivity	Recognition Acceptance Time To Talk
S	Loyal Good Listener Patient	Overly Possessive Avoids Risk Avoids Conflict	Appreciation Security Time
C	Analytical Accurate High Standards	Rigid Procrastinators Overly Critical	Precise Work Time Factual Info

Strengths, Weaknesses & Needs Of Each Personality Type

D

Strengths:

Problem Solvers, Decision Makers, Fulfill Goals

Weaknesses:

Fault Finders, Not Cautious, Run Over People

Needs:

Control, Authority, Prestige

Strengths, Weaknesses & Needs Of Each Personality Type



Strengths:

Communicators, Participants, Good Finders

Weaknesses:

No Sense of Time, Lack Follow Up and Objectivity

Needs:

Recognition, Acceptance, Time to Talk

Strengths, Weaknesses & Needs Of Each Personality Type

S

Strengths:

Loyal, Good Listener, Patient

Weaknesses:

Overly Possessive, Avoids Risk, Avoids Conflict

Needs:

Appreciation, Security, Time

Strengths, Weaknesses & Needs Of Each Personality Type

C

Strengths:

Analytical, Accurate, High Standards

Weaknesses:

Rigid, Procrastinators, Overly Critical

Needs:

Precise Work, Time, Factual Info

How To Identify DISC Personalities

D

Do you know people who are results-oriented and driven? They are direct, to the point, confident, and competitive? These are **Dominants!**

I

Friendly, outgoing and emotional people are the **Influencers**. Their orientation is people first, results second. These people like to combine food with talk. And they like to talk a lot!

S

Steadies are sincere, loyal people who are cooperative. They are the peace keepers. They like people, but they are most interested in how to get along. They like to feel secure, and liked if not loved.

C

Competent people do it all “by the book.” These are folks who analyze any situation before they commit to it. They look before they cross the street. They walk before they run. Quality is their orientation.

How To Communicate With DISC Personalities

D

Dominants are looking for the facts, and nothing but the facts! Be direct and concise. Tell them the WHAT and the HOW and forget the rest of the story. These are “bottom line” people.

I

Influencers like a good time. They like coffee during a business meeting. Ask about THEM! Show your excitement for them, your meeting, your product/service . . . everything! Avoid details.

S

Back off, not too fast. **Steadies** need to trust you first! Be prepared to answer a lot of questions. Use re-assuring words when you speak to the S. “It will be okay . . . it always works out . . . we guarantee it.” Be direct, produce the facts and don’t be too friendly!

C

Competents want to see proof! Use testimonials. Lay the facts out early. Make a formal presentation. Answer all the HOW questions. Get a jump start by telling the C any disadvantages up front!