



# DISC-M Report

Report For: **John Doe**

Style: **CS/SC**

Focus: **Work**

Date: **1/21/2013**

**ZERO**  
*frequency*  
by Mabel Katz

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## Why is Independently Tested Accuracy of this Assessment by ASI so Important?

A recent review revealed a *significant* majority of assessments available today were absent of the studies & reporting to confirm their accuracy. Of the small minority which claimed reporting, the significant majority of those were conducted privately; oftentimes by the assessment provider itself, rather than an objective and scientifically qualified third party. However, we are leading by example in this otherwise unregulated industry. How are we doing this? By submitting our assessments to an objective, independently conducted battery of tests: Construct Validity, Reliability, and Disparate Impact - all by a qualified scientific authority (*Assessment Standards Institute*). Our goal? Ensuring the trust and confidence of our users by producing the industry’s most accurate and class-protected assessments. Please turn to the last page of this report to learn more on this topic and the steps we’ve taken to safeguard the scientific accuracy of this assessment.



**How to Assure Assessment Accuracy? Independent & Qualified Testing at Standards Set by the APA and EEOC “...this DISC assessment has one of the highest Cronbach scores in the DISC marketplace.” - Assessment Standards Institute**

**The Assessment Industry’s Past and Present** - Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments - sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument - or even what the developers and sellers claim. (Continued on last page)

# Introduction to your DISC Report

Welcome to a world of Self-and-Other DIScovery – one you don’t usually talk about... because it is just the way you are! DISC profiles are highly accepted, observable, “needs-motivated” systems for describing behavior. More than 50 million people worldwide from all walks of life - corporate leaders, industry professionals, managers, salespeople, teachers, coaches and athletes - have used DISC to improve their understanding of themselves and their behaviors.

DISC is recognized as the most valid and reliable tool for developing self-awareness. It is the result of research done by behavioral scientist, Dr. William M. Marston, who was seeking to show that a person’s *patterns of emotional responses* impact and therefore help us understanding their behaviors - and personality style. In his book “*Emotions of Normal People*,” Marston offers us the answers to the question, “Why People Do What They Do?” and thus created the *language and science* which helps us identify and understand behavior, **DISC**, standing for the four primary personal work behavioral style patterns - Dominance, Influence, Steadiness and Compliance.

Each are unique and cover the major life areas **PROBLEMS, PEOPLE, PACE (of the environment) and PROCEDURES**; each with very different needs, emotions and fears. **DISC** offers another language to describe people’s observable styles by their patterns of behaviors which are *dynamic* and *situational*. This means that the style you display today can change with different situations. But the styles are always recognizable and useful.

Primary DISC Patterns	FOCUS of each style and what they do to get ideal RESULTS
D - Dominance	High D’s love <i>Dominating</i> big-picture PROBLEMS, taking authority to get strategic best results.
I - Influence	High I’s love <i>Influencing</i> PEOPLE, working together to get the best results for their friends.
S - Steadiness	High S’s love <i>Steadying</i> the PACE of the environment to get the best results for the team.
C – Compliance	High C’s love <i>Complying</i> to PROCEDUERS set by others to get best results and high quality.

DISC Profiles show one’s observable patterns and behavioral style. Each style’s focus is motivated differently, yet it takes all four styles to create a balanced team. Similar to an iceberg, only 10% of a person’s style can be seen with the eye. It’s the Needs, Emotions and Fears of the unspoken 90% that makes each style so different. As you study this profile and engage in conversations with others who also have theirs, you’ll find tools like this chart:

	D	I	S	C
DISC Focus	Problems / Tasks	People	Pace (or Environment)	Procedures
Needs	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, Teams, Stable environment	Rules to follow, Data to analyze
Emotion	Decisive, risk-taker	Optimistic, trust others	Patience, stabilizer	Cautious, careful decisions
Fears	... being taken advantage of/lack of control	... being left out, loss of social approval	... sudden change/loss of stability and security	... being criticized/loss of accuracy and quality

You’ll see this chart on the Word Sketch page, showing the emotions that determines if your dimension of DISC in each area is High/Medium/or Low. The higher the need, the higher the graph point... but more about that later.

Consider this report as your first step on an exciting journey into developing and mastering the art of *People-Literacy*. The more you use and apply it with everyone you meet every day, the better your business, life, and relationships will be. Thus, the VISION of “A World That Works for Everyone” being held by so many, CAN become “*Business as Usual*”- for all of us!



## General Characteristics

Use this page to learn more about how your DISC behaviors show up with everyone you meet. Remember, everyone sees your behaviors already, so the question is, "How well do I understand myself?", and "How willing am I to bring the gift that I am with me everywhere I go and share it?" Understanding and owning what this page makes clear, plus the other insights you gain throughout this report, will help you maximize your talents and success potential. Most people find this list is "spot on," and are amazed at its accuracy.

Your response pattern on the instrument indicates that you persuade others by careful attention to detail, and through facts, data, and logic, rather than emotion. People can depend on you to present a case that is logical and supportable. This is the primary strength that you bring to a team or organization when at the decision-making table.

Your response pattern on the instrument indicates that you appreciate the security of efficient systems and procedures, and strive to maintain or improve them to the highest possible standards. This also might mean that you spend more time thinking about various processes and procedures than others on the team, and as a result, may act as an oracle for those who are uncertain. They ask you because they know you'll have the correct answer, but you may wonder why they didn't learn the correct procedure in the first place.

You like your space to be neat and well-organized. When the workspace is clean and clutter-free, you are more able to focus clearly on the project at hand.

Your score pattern indicates that you tend to maintain a keen awareness of time. You tend to be on time or early for appointments, and expect the same consideration of your time from others. It annoys you when certain people are perpetually late, or when meetings drag on with no assigned time to end.

John, people who score like you may tend to get bogged down in details during the decision-making process, thinking that there may be more information forthcoming that might impact the choice. It's true that there will almost always be more information available if we continue to wait; however, there is also a time at which the collection of data must stop and the decision must be made. Be aware of this when facing a series of data-driven decisions.

John, your motto could be, "There is a right way and a wrong way to complete all projects. Let's complete it the right way." You score like those who read instructions on new appliances and computers. Whether at home or at the office, you like to do things correctly. When writing, rarely do you have the need for spell-checking or proofreading for grammar.

You tend to evaluate others by how well they implement and execute procedures, standards, and quality action. You hold others accountable to the same high standards that you maintain for yourself. Those who demonstrate these high standards (as you know, they are somewhat rare) are individuals that you will tend to hold in esteem.

You demonstrate extremely high attention to detail as you strive for perfection. You strive to make things as high-quality as possible and may be disappointed when things turn out just "pretty good." Few people on the team have the ability to attend to details and to follow through the way you do.

*(Note: If you do not recognize most of what is identified as you on this page, please, first ask a couple of others who know you well if they see most of these characteristics in you? And if all agree this just does NOT describe you at least 80% of the time, please request a replacement for this profile from your source of it, before going any further.)*

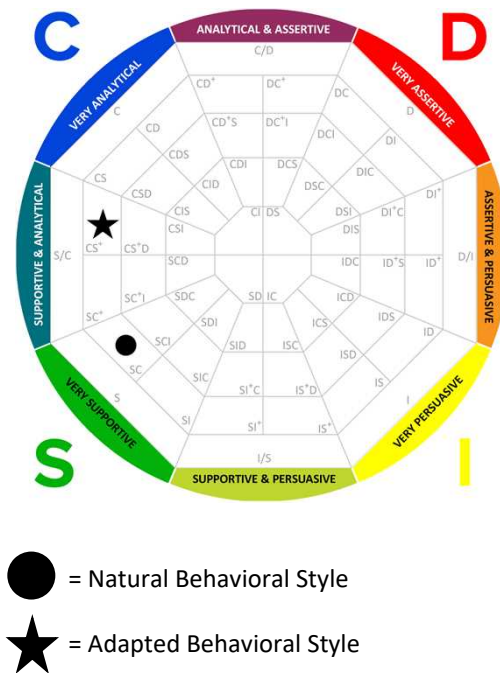
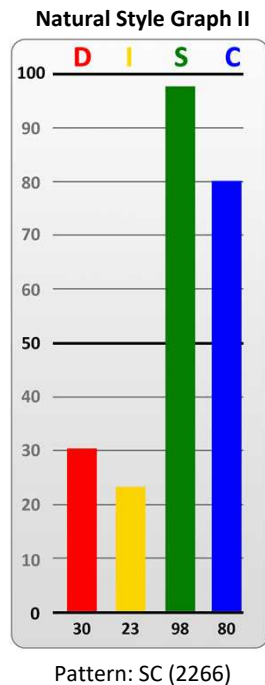
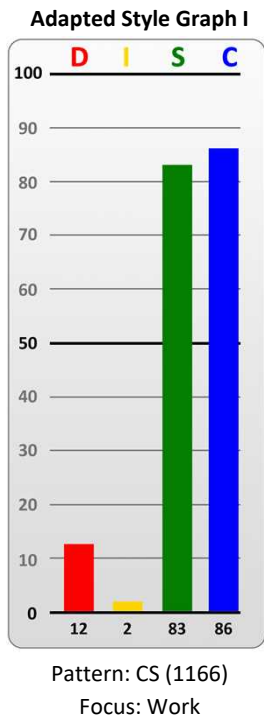


### Personalized DISC eGraphs for John Doe

**Your Adapted Style - Graph I** below indicates that you most often use the behavioral traits of **CS** style(s) when you are in the focus of **Work**. The secondary style “flavors” and may soften the effect of your primary style. These are the behaviors from the assessment you say you use *Most Often*. When your job changes, they may too.

**Your Natural Style - Graph II** indicates that you instinctively use more of the behavioral traits of the **SC** style(s). This **Style** may show up more consistently, especially in stressful situations, that bring out your instinctive, “default” style. It shows up more often because you’ve been practicing it all of your life up to now. Others who have known you a long time may see this “default” style more often than you realize, especially when you are not trying to “be” something other than yourself! Your **Graph II** may be affected first by the choices you make and any *significant emotional events* in your life.

**SIMILAR and DIS-SIMILAR PATTERNS:** When Graphs I and II look similar, you are someone who can be counted on and others experience the “*What You See Is What You Get*” that shows up just from your Graphs. If you have a shift up or down of more than 25-30% in any one of the DISC dimensions, you may be having to adjust the “heart and soul” of who YOU are, which could be causing you stress. Pay attention to this and discuss the reasons for the adaptation from your natural style with the people you interact with daily, to make sure the change is necessary.



**READING A DISC GRAPH:** Use the %’s of 0-100 on the left to provide an immediate idea of where you are investing your life energy. Any DISC graph points above the 50% midline are considered “High” and reflect the person’s primary and secondary styles. Graph points under the 50% line are considered “Low” – not in quality or value but in the types of behaviors seen in that DISC Dimension. Low intensity results are the opposite of high intensity results... not worse -just different. The four-digit numbers next to the name of your Pattern (e.g. 3416) provide a quick reference to the shape of the D I S C graph and paint a picture of the graph to the DISC-literate person, without even seeing the Word Sketch. This is part of the technical “language” found only with DISC profiles.





### WORD SKETCH for the Natural Style of Graph II

The keys to behavioral flexibility and “shape shifting” are yours when you learn how to use the Word Sketch Chart when introducing yourself to the others. Because this is for your own graph, the colored brackets on it shows how your Natural DISC points “translate” into words you can use to sketch out a description of how people probably see you most often. Create a “Word Sketch” introduction using the exact words within your brackets to describe how you approach or **(D)ominate Problems, (I)nfluence other People, (S)teady the Pace, and (C)omply with Procedures**. Give examples of actual situations where you’ve done that. Your DISC Style is considered “High” when any point is at Level 4 or above - “Low” when below it. Review this chart often and ask others to “find themselves” on it too. Print it! Laminate it! And keep a copy by the phone when you want to ask questions or start conversations. You’ll be amazed at what you can learn about a person just by asking questions “I’ll bet you often \_\_\_\_ . Right?” or “Do you ever \_\_\_\_\_ when it comes to....?”

	D	I	S	C
DISC Focus	Problems / Tasks	People	Pace (or Environment)	Procedures
Needs	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, Teams, Stable environment	Rules to follow, Data to analyze
Emotions	Anger, Impatience	Optimism, Trust	Patience, Non-Expression	Fear, Concern
Fears	... being taken advantage of/lack of control	... being left out, loss of social approval	... sudden change/loss of stability and security	... being criticized/loss of accuracy and quality
6	argumentative daring demanding decisive domineering egocentric	emotional enthusiastic gregarious impulsive optimistic persuasive	calming loyal patient peaceful serene team person	accurate conservative exacting fact-finder precise systematic
5	adventurous risk-taker direct forceful	charming influential sociable trusting	consistent cooperative possessive relaxed	conscientious courteous focused high standards
4	assertive competitive determined self-reliant	confident friendly generous poised	composed deliberate stable steady	analytical diplomatic sensitive tactful
3	calculated risk moderate questioning unassuming	controlled discriminating rational reflective	alert eager flexible mobile	own person self-assured opinionated persistent
2	mild seeks consensus unobtrusive weighs pro/con	contemplative factual logical retiring	discontented energetic fidgety impetuous	autonomous independent firm stubborn
1	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic



## Your Strengths

The following includes descriptions of what is on your **NATURAL Graph** – These are strengths you naturally have and bring to work with you. They are also how others see you at work or on a team and are found in the profiles of others whose style is similar to yours. Others can see these qualities in you, which, when appreciated and acknowledged by you, can increase your effectiveness at work. Let this list of the strengths of your work style provide useful insights and confidence from now on.

There are two lists generated here - the first comes from your natural, inner qualities, and the second is from your adapted DISC Graph, which comes from your assessment *Most-often* answers.

Please highlight your favorites in each list of talents and tendencies you bring to your role. Place check marks beside the two strengths that are the most important to you from your **Natural Style tendencies** list. Also do the same for the two most important **Adapted style tendencies**. Be prepared to share them with others when you are working as a team at work. If any here are worded in ways you doubt or question, feel free to cross out or edit them so they more accurately reflect the way you think about your style.

### Your Natural Strengths:

*(As shown on the Natural DISC Graph)*

- You maintain a high degree of accuracy while keeping an eye toward project deadlines.
- You may be sought after by other members of the team because of your complete knowledge of processes and procedures.
- You are a strong guardian of quality-control standards and procedures.
- You are tactful in explaining ideas that may impact others on the team.
- You are not an extremist and tend to be supportive of team efforts.
- You are patient in working with others on the team and demonstrating detailed methods for completing a project.
- You have an excellent, considerate, analytical listening style.

### Your Work Style Tendencies You Bring to the Job:

*(As shown on the Adapted DISC Graph)*

- You tend to judge others on the job by objective standards and prefer to be evaluated yourself in the same way.
- You need to feel well-informed regarding specific details related to your area of authority and responsibility.
- You set high performance standards for yourself and others, and expect everybody to meet those standards.
- You appreciate an occasional word of reassurance from your supervisor or board, as long as it is sincere input.
- You demonstrate a strong need for perfection and detail orientation.
- You like your workspace to be neat, well organized, and tidy, with everything in its place.
- You will take calculated, educated risks only after a thoughtful analysis of the facts and data, and after you have examined all options and potential outcomes.

*TIP: Remember to share these strengths whenever you have to talk about yourself – e.g. Introduction or resume. Also share this page with your boss or manager if they do not observe your work directly.*

## Your Motivations (Wants) and Needs

People are motivated for their reasons, not yours. Companies spend millions of dollars every year on training to motivate their staff. Yet, by simply discussing this DISC Style report with the others you live or work with, will give you all an opportunity to understand and design your ideal motivational environment.

When we are in environments that motivate us, the easier it is to perform at optimal levels. Use this section to identify and consider what does motivates and keep you going. Highlight or mark your top two favorites in this group to let those who work with you know the things that you really like.

### You Tend to Be Motivated By:

- Sincerity from peers and colleagues.
- Tasks which are completed the right way the first time, so that errors don't have to be corrected later.
- A home life that is supportive of work demands.
- Complete explanations of systems and processes that impact the work environment.
- The knowledge that the products and services offered are of the highest quality.
- Having sufficient time to adjust to change, so as not to disrupt systems or processes.
- The assurance that changes are made thoughtfully, carefully, and only when proven to be necessary.

This next section describes different types of needs... those things you WISH people knew to do (or not do) around you, so you could do an even better job. These motivators are important to recognize in yourself and to authentically share about with others you live or work with. This way they'll know what you need in order for you to stay motivated! If you don't tell others what motivates you, you can never ASSUME they will know this intuitively. People do appreciate it when you communicate things like this with them, so try it out! You might find you get more of what you really, really want... and need!

### People With Your Style Preferences Tend to Need:

- Increased authority to delegate routine tasks and procedures to a reliable and trustworthy support staff, especially when the work culture is under pressure.
- A method to be introduced to new groups of people or business associations.
- Options for increasing the efficiency of certain methods or procedures.
- Reassurance that your contributions are significant to the success of the team.
- Reassurance that the long hours you dedicate to projects are worthwhile for building a successful outcome.
- An increased urgency to take advantage of opportunities.
- Sufficient time for effective planning, especially prior to change.



## Communication Preferences

The following suggestions can help others who interact with you to understand and become aware of your communication preferences.

To use this information effectively, share it with others and also discuss their preferences. Check the two most important “do’s and don’ts” when others communicate with you and share them with others you live or work closely with.

### When Communicating with John, **DO**:

- Be certain that individual responsibilities are clear, and that there are no ambiguities.
- Approach issues in a logical, straightforward, and factual way.
- Give John time to verify the issues and potential outcomes.
- Outline individual tasks and responsibilities in writing.
- Do your homework, because John's homework will already be done.
- List pros and cons to suggestions you make.
- Present your ideas and opinions in a non-threatening way.

### When Communicating with John, **DON'T**:

- Leave an idea or plan without backup support.
- Rush the issues or the decision-making process.
- Leave things up in the air, or decide by chance.
- Be rude, abrupt, or too fast-paced in your delivery.
- Offer promises that you can't keep.
- Offer assurances and guarantees that you can't fulfill.
- Be vague about what's expected of the group.

### Potential Areas for Improvement

Everyone has strengths that, when under- or over-used, become a problem for others who may not have the same strengths in their style. Oftentimes, these “blind spots” are simply an overextension of your strengths, which then become weaknesses if you are not aware of them. For example, High D’s tend to be very direct, which is a strength in certain situations, but with certain other styles this aspect of their strength, over-used, makes other people feel or react negatively.

Check the two most important blind spots you recognize in this list and share what you are committed to doing about shifting them. When you do, others who may be affected will open up too. Once people feel safe to share, true authentic communication can take place.

### Potential “Blind Spots” - Areas for Awareness and Improvement:

- You may be perceived by others as private, guarded, shy, and undemonstrative.
- You may be overly dependent on a few people who share a similar focus, leading to the exclusion of others on the team who could provide valuable input.
- You could demonstrate more flexibility regarding new ideas and innovations.
- You could demonstrate a bit more spontaneity and take yourself a bit less seriously.
- You could benefit from a greater degree of self-confidence and an increased sense of urgency to accomplish activities on a tighter timeline.

### Summary of John Doe’s Style

Communication is a two-way process. Encourage others to complete their own DISC Online Assessment and then share answers suggested by this Summary Sheet with each other. Sharing preferences, needs and wants of the people you work, socialize, and live with, will enhance these relationships. You will turn what might have been causing stress into a more effective situation. Use other side if more room to write is needed.

#### MY FAVORITE STRENGTHS

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#### MY WORK STYLE TENDENCIES

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#### MY MOTIVATIONS: WANTS

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#### MY MOTIVATIONS: NEEDS

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#### MY IDEAL COMMUNICATION FROM OTHERS:

Please DO: \_\_\_\_\_

And DON’T: \_\_\_\_\_

#### MY POTENTIAL AREAS FOR IMPROVEMENT:

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## Character Virtues

Character virtues are those positive character traits (human qualities) we are born with. Each of the four primary DISC styles has VIRTUE STRENGTHS they have developed from a young age and that they naturally use in certain situations. The following table gives examples of six VIRTUE STRENGTHS often observed in each of the four primary styles. When looking to be more like another DISC style, refer to the virtue definitions below (and there are Virtue Apps available online for easy reference.) Demonstrating those virtues, you may not have been practicing before can transform a relationship. Where might you have room to be more *friendly, patient, assertive* or *diligent*!

<b>'D' STYLE</b> Strength Virtues	<b>'I' STYLE</b> Strength Virtues	<b>'S' STYLE</b> Strength Virtues	<b>'C' STYLE</b> Strength Virtues
Courage	Enthusiasm	Loyalty	Diligence
Assertiveness	Optimism	Patience	Perseverance
Determination	Trust	Peacefulness	Righteousness
Confidence	Friendliness	Tolerance	Perceptiveness
Independence	Generosity	Consideration	Integrity
Idealism	Cheerfulness	Cooperation	Conscientious

## Virtue Definitions

### The D Style:

*Courage* is embracing life fully without holding back, doing what must be done even when it's difficult or risky.

*Assertiveness* is telling the truth about what is just setting clear boundaries.

*Determination* is persevering until we meet our goals and the power of intent that drives our dreams.

*Confidence* is a sense of assurance that comes from having faith in ourselves and in life.

*Independence* is making our own choices confidently without undue influence from others.

*Idealism* is daring to have big dreams and then acting as if they are possible.

### The I Style:

*Enthusiasm* is acting wholeheartedly with eagerness without holding back.

*Optimism* is having a positive and cheerful outlook.

*Trust* is positive expectation that all will be well.

*Friendliness* is reaching out to others with warmth and caring.

*Generosity* is giving and sharing fully and trusting that there is plenty for everyone.

*Cheerfulness* is looking for the good in whatever happens and seeing the bright side to life.

### The S Style:

*Loyalty* is unwavering faithfulness and commitment to people and ideas we care about, through good and bad times.

*Patience* is waiting peacefully with quiet hope and faith that things will turn out all right.

*Peacefulness* is resolving conflict in a just and gentle way; with inner calm and tranquility.

*Tolerance* is being open to differences and refraining from judgments.

*Consideration* is giving careful thought to the needs of others.

*Cooperation* is having a willingness to stand side by side and use the different gifts each of us has to offer.

### The C Style:

*Diligence* is doing what needs to be done with care, concentration and single-pointed attention, giving our best.

*Perseverance* is staying the course for however long it takes.

*Righteousness* is impeccable integrity to what we know is right.

*Perceptiveness* is clarity of insight and an understanding that is intuitive, insightful and accurate.

*Integrity* is keeping faith with our ideals (principles) and our agreements.

*Conscientious* is doing one's work or duty thoroughly.



## Adapting Your Style

Sometimes we all want to be a different style and when we are with a person with a different style than ours, we should be adapting ours to increase or decrease the intensity of how we come across to others. The questions to ask yourself are, “Which style behaviors and character virtues would I like to own for myself; when would I use them; and for how long would I like to stay in this new style of behaviors?” Remember, a behavior comes as the result of a mindset which is shaped by beliefs and thoughts, so adapting your style and developing character virtues may take time and a conscious commitment to practice. Here then are some tips and reflection questions to help you adapt your style and develop new character virtues when you want to:

### TIPS to consider:

- 1) With whom and when would you like to shift your behavior and/or your perspective to get different results?
- 2) You have developed your behavioral patterns over a long period of time based on the perspective you hold for yourself. Without changing your perception and how you think, you will likely revert back to your typical style. Ask for feedback from others, give yourself time, and call on the virtues of *patience* and *trust*.
- 3) Become familiar with the character virtue definitions and practice their observable behaviors.
- 4) Become familiar with the words you use as you practice operating from the character virtues.
- 5) Use the Word Sketch page to choose behaviors that you would like to use and, in the beginning, practice these in environments that you feel safe and comfortable in.

### REFLECTION QUESTIONS:

What new practice or strategy would you like to develop?

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What observable behavior and attitude could you use to get your desired result?

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Who do you know that naturally demonstrates the behavior or virtue you’d like to be able to use more often? (Notice the words they use and their overall energy in interacting with others.)

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What judgments do you have about yourself and others that could be influencing your perspective?

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Which behaviors or character virtues are the most difficult for you to use? What beliefs do you have about the Virtues, about yourself, or any others in your present or past that you might be still holding onto?

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What types of results do you want and how will you identify or measure your success in achieving them?

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**Congratulations to you for your time and commitment to yourself** and for taking this step towards achieving a new level of self-and-other-understanding.

This is only the tip of the iceberg in terms of the resources we have for you, so we would like to include you in occasional email invitations and newsletters. If you prefer **not** to receive these, or if your email changes, please email your updates and requests to [info@PeopleSmartEnterprises.com](mailto:info@PeopleSmartEnterprises.com)

#### PEOPLESMART RESOURCES and REFERENCES

It is possible to upgrade any of our PeopleSmart DISC Reports without taking the assessment again for 50% off of the retail costs as long as your point of focus is the same (i.e. Home or Work). Contact us by email above. Visit all the PeopleSmart-related sites for resources, sample assessments, training options, DISC Certification and Foundations on-line courses, and don't miss the catalog in our PeopleSmart World SHOP. Also see <https://PeopleSmartHR.com>, <https://PeopleSmartAcademy.com> as well as <https://CarolDysart.com>

**The PeopleSmart DISC Interpretation Method™** and our **DISCovering Me Program™ for Youth** is only available through a licensee arrangement and includes the following Assessments: *DISCovering Me – DISC for Self*, *DISCovering My Leadership Style*, *DISCovering My Career Path* and *DISCovering My Emotional Intelligence*. Information on Lesson Plans, Teacher Guides and Home Schooling resources as well see the tab for DISCovering Me on both <https://PeopleSmartEnterprises.com> as well as on <http://www.PeopleSmartWorld.com>

**Dr. Tony Alessandra offers: The Platinum Rule** - a book by Dr. Tony Alessandra is also available on the <https://PeopleSmartWorld.com> shopping cart. Many of us grew up believing the wisdom of treating others the way you would like to be treated, as **The Golden Rule** says we should do. But there's another more practical rule to live by – in business or at home. Dr. Tony writes about it in his book, *The Platinum Rule®* - "Treat others the way **THEY** want to be treated." For this and other valuable resources from Dr. Tony, also visit our online SHOP.

#### USE of VIRTUES in DISC ASSESSMENTS

The *Character Virtues Definitions* in all PeopleSmart-related are sourced from *The Virtues Project™* - a global grassroots initiative to inspire the practice of virtues in everyday life. It is sparking a global revolution of kindness, justice, and integrity in more than 100 countries through Facilitators, Master Facilitators, Champions and Virtues Connections. *The Virtues Project™* and its *The Five Strategies™* programs empower individuals in living more authentic, meaningful lives. Its goals are to reach: *families raising children of compassion and integrity, educators creating safe, caring, high performing learning communities, and leaders encouraging excellence and ethics in the work place*. It has inspired and mobilized people worldwide to commit acts of service and generosity, to heal violence with virtues. Its authors, Linda Kavelin-Popov, Dr. Dan Popov and John Kavelin, founded it in Canada in 1991. It was honored by the United Nations during the *International Year of the Family* as a "model global program for families of all cultures."

#### PRIVATE LABEL OPPORTUNITIES

Contact us about a Private Label Associate Account that gives you your own branded and customized assessments, tools, resources and training to take into your markets. The very small investment for adding another profit center to your business can be yours by emailing [Info@PeopleSmartEnterprises.com](mailto:Info@PeopleSmartEnterprises.com)

#### TIPS for INCLUDING YOUR FAMILY or other TEAM MEMBERS:

1. **Invite family, children over 12, and friends you see often to share DISC "language" with you by taking a FREE DISC Summary Report!** Ask your profile source or consultant to provide you with a link for you to give them for this special 9-page brief which also an affordable upgrade to a fully customized DISC for Self report. And if you or your business would like to generate leads for your business, ask about that as well.
2. **Record your profile!** Choose key pages you'd like to use and replay it often as you like - for yourself Ask a friend to record it if you don't want to do it yourself. It's a great way to make attitudinal or behavioral change.





(continued info on ASI from page 2 and DISCLAIMER)

### The Solution? Independent & Verifiable Testing by a Qualified Institution

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the [American Psychological Association \(APA\)](#) and the [Equal Employment Opportunity Commission \(EEOC\)](#). This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment's professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

#### Construct Validity (APA Standards)

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

#### Reliability - Cronbach's alpha (APA Standards)

This technique is regarded as one of the most robust measures of reliability and presents the highest 'bar' from which to compare. The readers should note that Cronbach's alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency.

#### Disparate Impact (EEOC Guidelines)

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully. (Issue date: January 1, 2020. Renewal date: January 1, 2025)

## Disclaimer

There are no warranties, express or implied, regarding the online DISCstyles assessment. You assume full responsibility, and Alessandra & Associates, Inc., Assessment Business Center, Platinum Rule Group, LLC and Dr. Tony Alessandra (THE GROUP) shall not be liable for, (i) your use and application of The DISCstyles Assessment, (ii) the adequacy, accuracy, interpretation or usefulness of The DISCstyles Assessment, and (iii) the results or information developed from your use or application of any versions of The DISCstyles Assessment. You waive any claim or rights of recourse on account of claims against THE GROUP either in your own right or on account of claims against THE GROUP by third parties. You shall indemnify and hold THE GROUP harmless against any claims, liabilities, demands or suits of third parties. The foregoing waiver and indemnity shall apply to any claims, rights of recourse, liability, demand or suit for personal injury, property damage, or any other damage, loss or liability, directly or indirectly arising out of, resulting from or in any way connected with The DISCstyles Assessment, or the use, application, adequacy, accuracy, interpretation, usefulness, or management of The DISCstyles Assessment, or the results or information developed from any use or application of The DISCstyles Assessment, and whether based on contract obligation, tort liability (including negligence) or otherwise. In no event, will THE GROUP be liable for any lost profits or other consequential damages, or for any claim against you by a third party, even if one or more of THE GROUP has been advised of the possibility of such damages.

