

# DISC

## People-Reading Guide

Is this person's behavior more . . .

### Outgoing/Direct?

- Faster pace
- More telling
- Louder speech
- More inflection

← OR →

### Reserved/Indirect?

- Slower pace
- More asking
- Softer speech
- More monotone

### More Competitive and Directing ("D" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "What?"
- Priority on goal and results

### More Accepting and Doing ("S" Need)?

- Open posture
- Relaxed/warm face
- Feelings expressed
- Casual
- Focuses on "How?"
- Priority on cooperation and stability

↑  
OR  
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↑  
OR  
↓

### More Talkative and Interactive ("I" Need)?

- Open posture
- Animated/warm face
- Feelings expressed
- Casual
- Focuses on "Who"?
- Priority on People and Approval

### More Assessing and Thinking ("C" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "Why"?
- Priority on Quality and Analysis

**D****I****S****C****Dominance****Influence****Steadiness****Conscientiousness**

<b>Major Goals:</b>	Results Control	People involvement Recognition	Security/Stability	Accuracy Order
<b>Major Fears:</b>	Losing control of environment Being taken advantage of	Rejection Loss of approval	Sudden change Losing security	Criticism of performance Lack of standards
<b>Dislikes:</b>	Being controlled by others Lack of results	Handling complex details Working alone	Hostility, conflict Unpredictability	Disorganization Unclear explanations
<b>Under Pressure:</b>	Domineering Impatient	Emotional Disorganized	Conforming Indecisive	Withdraws Stubborn
<b>As A Buyer Responds To:</b>	Options Efficiency	Testimonials Saving personal ef- fort	Assurance of stability Personal Attention	Evidence of quality and accuracy Logical approaches
<b>Decision Style:</b>	Quick	Emotional/ "Gut Feel"	Deliberate	Analytical