

Brief Comparison of Insights Discovery® vs. DISC

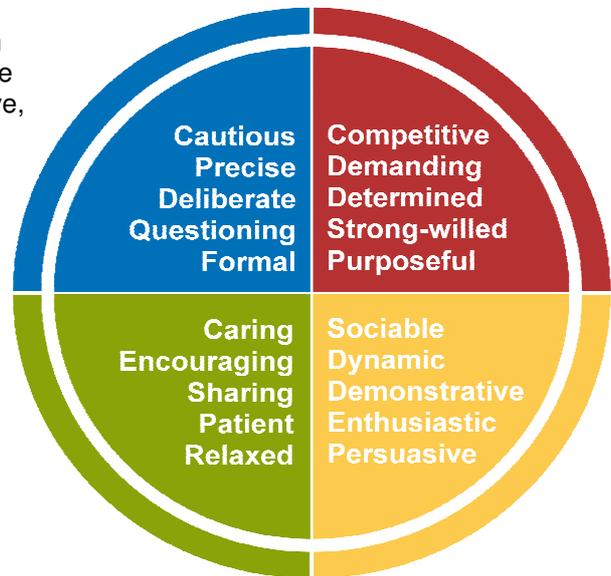


Description of the Insight Personal Effectiveness Programme

The Insights Personal Effectiveness Programme provides an introduction to the Insights Discovery learning system and the Insights Discovery Profile. The approach is fun and interactive, and gives participants a language and framework for understanding themselves and others better which they can put into practice immediately.

Using each participant's Insights Discovery Personal Profile, the programme enables individuals to understand their own personality better, to identify other types of personalities and adapt to different communication needs. The use of our colour energies – **Fiery Red, Sunshine Yellow, Earth Green** and **Cool Blue** – creates a memorable common language and framework on which participants can base their interactions in the future.

The order and strength of the four colour energies in each participant generates 8 types:

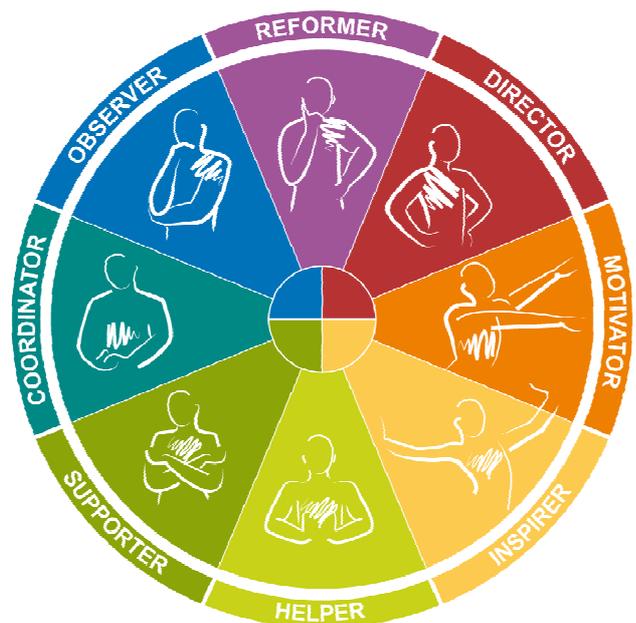


Director	Extraverted Thinking
Motivator	Extraverted Intuition
Inspirer	Extraverted Feeling
Helper	Introverted Intuition with Extraverted Sensing
Supporter	Introverted Feeling
Coordinator	Introverted Sensing
Observer	Introverted Thinking
Reformer	Extraverted Sensing with Introverted Intuition

Results focus, decisive, assertive
 Drive, enthusiasm, positive thinking
 Persuasive, creative, people skills
 Flexible and helps others, shared ideas
 Listens, loyal, team approach
 Planning, Organising, Time management
 Sets standards, Product knowledge, analysis
 Determination, monitoring performance, discipline

Working in consultation and partnership with you, we develop and deliver transformational learning solutions that directly meet your organisational needs and objectives. Our customised solutions can help you improve your effectiveness in five key areas:

- **Individual Effectiveness** – Improving self-understanding and personal impact. Enabling continuous personal development
- **Team Effectiveness** – Creating high-performing teams and improving team dynamics
- **Organisational Effectiveness** – Creating an inspired culture, aligning corporate personality and strategic goals
- **Sales Effectiveness** – Connecting with customers, achieving excellence at each stage of the sales process
- **Leadership Effectiveness** – Leading with impact. Leading self, team and organisation



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Description of DiSC

DiSC or the Personal Profile System (PPS) is an instrument which measures surface traits or characteristic ways of behaving in a particular environment. It is based on William Moulton Marston's theory of traits model developed in 1929 and explains how normal human emotions lead to behavioural differences among people as well as to changes in a person's behaviour in different situations. The system theorised that human behaviour could be studied on a bipolar model according to people's perception of their work environment as favourable or antagonistic and their perception of being more or less powerful than their environment. This system explores behaviour across four primary dimensions. DiSC has 4 measures - each representing one of 4 types of behaviours:

D - Dominance, **I** - Influencing/Inducement, **S** - Steadiness/Submission, **C** - Conscientiousness/Compliance

The DiSC system has four scales represented graphically for each of the four adjectives above, collectively called a person's profile. There are 15 classical profile patterns, each representing a popular pattern of most and least characteristics. The DiSC system has been designed for improving communication in the workplace. Its applications range from enhancing customer service, sales training, reducing stress, and improving relationships between employee and managers and enhanced organisational development.

Relationship between Insights Discovery & DiSC

DiSC based models are distributed by several different companies. Due to the vast number of providers it is difficult to show a direct comparison, however, reviewing descriptions of the four dimensions of DiSC we can hypothesise they are loosely correlated with the Insights Colour Energies as follows:

D - Fiery Red **I - Sunshine Yellow** **S - Earth Green** **C - Cool Blue**

Insights Discovery Profiles are highly customised to the individual and contain extensive descriptive text and graphs for clarity. The language used in the Discovery Profile is simple, and the model clear, ensuring accessibility to a wide variety of clients.

In the DiSC system, descriptions of each letter of the acronym DiSC convey the DiSC model. Some programs use colour, but the colours are not consistent across the DiSC range of providers.

DiSC is used extensively in recruitment procedures by organisations, based on the assumption that certain traits are likely to make an individual more or less suited to certain jobs. The Discovery Profile can be used to support recruitment processes however Insights philosophy is an individual's potential is not bound by their personality. To perform in any job an individual will need to adapt and draw on different colour energies depending on the context; however the ability to draw from different colour energies can be nurtured and developed through self-awareness.

For those with an investment in DiSC, Insights Discovery is a "complementary add" that can leverage their current investment.