

What Kind of Person are You? Check your Behavioral IQ.

Have you ever noticed individuals that seemed naturally goal directed, unconquerable, decisive and competitive? How some people appear at home in the crowd, charming, confident and optimistic? Others are just more laid back, stable, patient, and not impacted by stress? Or those who are analytical, methodical, diplomatic and more at home in their own world?

Broadly it seems that people can be placed in these four categories. And interestingly enough, we are not the first to notice this. Hippocrates also defined people in four groups. He referred to them as temperaments and associated them with four bodily fluids, sanguine, melancholic, choleric, phlegmatic. Galen in ancient Rome also recognized these. Jung, the psychologist concurred that there were four basic orientations, he called them thinking, feeling, sensation and intuition.

A real break through came about when W. M. Marston developed a theory to explain the behaviors associated with the four types. He referred to the behaviors that were observable as Dominance (D), Inducement (I), Steadiness (S), and Compliance (C). He reported his findings in his 1928 book "The Emotions of Normal People". In the 1950's, Walter Clark developed an instrument based on Marston's theory and the DISC model was launched.

Although most people possess some of all of the temperaments, there are definite characteristics that are dominant. This being the case, by applying the DISC tool (or even by observation of a trained observer), most individuals reveal their dominant behavioral style.

"So what?", you might ask? Well, by understanding ourselves and others, we are better able to maximize the potential of each. In sales, we know that people buy from people they like, or identify with. Understanding your customer's behavioral style can keep you from irritating and possibly losing the customer with your opposite style. You can adjust your style to meet that of your customer, and in that way meet each of your goals.

If you are building a team to develop a new product or improve a process or existing product, wouldn't it make sense to balance the team? By using the DISC theory, the team could be created to maximize the potentials of each member and exponentially that of the team.

To prevent and/or resolve conflict, using the DISC concepts, you can employ an appropriate style to resolve issues. Or better yet, to make hiring decisions and providing development to prevent the conflict up front.

The DISC is a universal behavioral language. It is observable, neutral, and silent. It measures behaviors and emotions. It is important to remember that Marston's work was based on "normal people". It is also essential to know what DISC is not. It does not measure intelligence, values, skills, experience, education or training.

To discover the DISC language, there are certain prerequisites. 1) You must want to find your strengths. 2) You must be willing to look at possible limitations in your behavior. And 3) You must have a desire to bring out the best in others.

Like any other tool, DISC can be used to positively or negatively. If you are willing to help rather than exploit people, the DISC language can be one of the best tools around. Consider the following motivation principles:

1. You cannot motivate another person, you can only create an environment in which people become self-motivated.
2. All people can be motivated.
3. People do things for their reasons and not yours!

By understanding this, the DISC language can be used to create environments for employees, associates and family members that will improve human relations. This in turn will increase productivity, gain commitment, build effective teams, and manage conflict.

So what type person are you? A "D" – ambitious, forceful, decisive and direct. An "I" – expressive, enthusiastic, friendly, stimulating. An "S" – methodical, systematic, reliable and relaxed. Or a "C" – analytical, contemplative, conservative and deliberate?

There are many DISC instruments available and each are adapted to meet a need. Whether you need to improve communication, prevent conflict, build teams or satisfy customers, the DISC may be just what you need. For more information about DISC, call us toll free at 1-877-331-4321.

