

PERSONAL INSIGHTS PROFILE™



Time-Tested, Validated, Reliable

The Behavioral Instrument

The Personal Insights Profile is a self-developing behavioral instrument designed to accurately measure the four dimensions of normal behavior. Its validity has been scientifically tested. It provides you with insights and information on 24 specific graphs, including:

- Success Insights® Wheel
- Work Environment
- Adapted and Natural Behavior
- General Characteristics
- Key Strengths
- Tendencies
- Improving Effectiveness
- Words That Don't Work
- Keys to Adapting Effective Communications
- First Impressions/Social Instruction Scale
- Communicating with Others

History of DISC

The Personal Insights Profile provides a history of DISC, including the work of Dr. William Moulton Marston. In 1928 he published a book, *The Emotions of Normal People*, in which he described the theory we use today.

2 Instruments in 1

Behavioral information for both a person's natural and adapted style are easily explained to help understand the differences. Years of straightforward application and testing of every nuance has proven this to be the behavioral instrument you can trust.

Lowest Reading Level

The Personal Insights Profile has the lowest reading level of behavioral instrument in the industry in order to deliver practicality for every business situation. The instrument is the most adaptable to both top management and support personnel with understanding for each.

Most Popular Applications

- Team Building
- Customer Service
- Management Development
- Sales Training
- Interpersonal Communications
- Self-Development

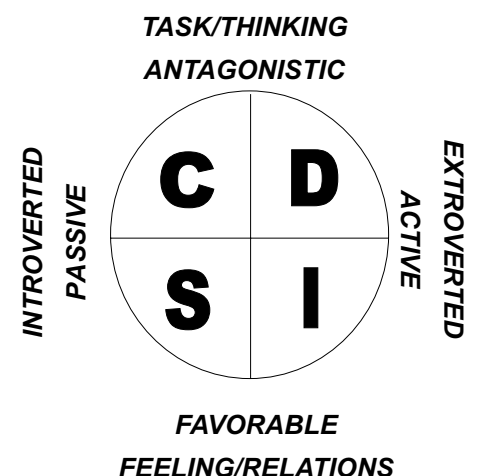
Behavioral Factors

- D Dominance—Challenge**
How you respond to problems or challenges.
- I Influence—Contacts**
How you influence others to your point of view.
- S Steadiness—Consistency**
How you respond to the pace of the environment.
- C Compliance—Constraints**
How you respond to rules and procedures set by others.

“All people exhibit all four behavioral factors in varying degrees of intensity.”

—W.M. Marston

BEHAVIORAL INSIGHTS



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