**What is DISC and how does it work?**

**DISC is a powerful system of personality profiling, that enables employers, managers and colleagues to become better communicators**

**DISC stands for the for key personality types:**

**Dominant –** Typical of Driven, determined, self-motivated people

**Influencing** – Typically sociable, friendly, outgoing

**Steady** – Patient, persistent, reliable, thoughtful, and

**Compliant** – Analytical, precise, highly organised

Of course, many people’s personalities are a blend of 2 or more of the above, but the simple DISC process, which can be completed in minutes, is very accurate and reliable. Among the many benefits are:

* DISC has been proven and validated over more than 60 years, in both business and military fields
* There are numerous personality profiling systems but DISC is fast and effective. Once the short questionnaire is completed, a comprehensive multi-page report for each individual can be produced within minutes
* Employers can ensure that potential recruits will fit into the company and work effectively with existing employees
* Managers can organise teams that contribute in different ways, and, by sharing the personality types with each member, can ensure empathetic, harmonious teamwork
* Building and managing relationships in business can be difficult, but knowing the inner personality factors driving each person makes the whole process more effective, and leads to happier more contented employees. **The main reason people change jobs is not money, but lack of fulfilment**
* Understanding colleagues and subordinates is crucial in running a ‘happy ship’, and DISC is a fast, effective way of achieving that. And motivation is much easier when it takes individual personalities into account
* DISC is very affordable – from as little as £50 per person, (depending on volume) you can evaluate every employee or applicant, and because it can be managed online, the resulting reports are available within minutes

To discuss how DISC could benefit your business, email me at [brian@brianthomascoaching.com](mailto:brian@brianthomascoaching.com)