

The power of DISC theory

Discover everything about this tool that is capable of improving professional and business results!



Hello!

Throughout this eBook you will find content that will help you learn more about the DISC theory, as well as tips to get the best out of one of the assessment tools that has transformed the HR sector of several companies.

To improve your experience, we have included some links throughout the material to facilitate your navigation.

We hope that you can make the most of it and that the knowledge acquired can be applied to

boost your business and career results!

Good reading!



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- Discover the 4 factors of the DISC theory
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- Benefits of the application
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DISC is the acronym for **Dominance, Influence, Stability and Compliance**.

These four words are the theoretical basis of the assessment tool known as DISC.

It emerged in 1928, when the American psychologist William M. Marston published the book called *The Emotions of Normal People*. The work contains the doctor's studies on the influence of internal and external factors on human behavior.

The influences of internal factors include the individual's own perception of themselves in the environment in which they are inserted.

The influence of external factors does not relate to the individual himself, but to how his role in the environment in which he is inserted is seen.

On top of these factors, four behavioral profiles were highlighted. They are the ones that predominate among most people: Dominance, Influence, Stability and Compliance.

Furthermore, it is also essential in **advice, mentoring or development plans**, whether professional or even personal.

And best of all, this is all done in a very simple way: through the **DISC test!** It is an easy questionnaire to apply and results come in complete information and graphics. We will talk about it later !

The 4 factors of the DISC theory

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Dominance is the factor that indicates how you deal with problems and challenges. It appears in profiles of decisive, competitive people who are results-oriented. Their main motivator is success.

Influence indicates how you deal with people and the various influences in the environment. It is most present in profiles of confident, inspiring and popular people. Their main motivator is relating to people.

Compliance indicates how you deal with rules and procedures established by others. People with this profile are analytical, perfectionists and organized. Their main motivator is structured environments and tasks.

Stability, in turn, indicates how you deal with changes and establish your rhythm. People with this profile are good listeners, sincere and pleasant. Their main motivator is safety and planning.



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DISC behavioral profile analysis is usually done through a simple and intuitive questionnaire, offered by companies or consultants specialized in the tool. It encompasses standard questions about personal characteristics, opinions, behavior and preferences.

As a result, the test generates information and graphics that allow you to understand each person's worldview, highlighting strengths and weaknesses. For example, within the corporate context, these results help to measure, using the four DISC factors, **whether the professional is the best option for a vacancy.**

The test also shows whether the employee is prepared to withstand the pressure of a certain position and if he can face challenges without letting emotions get in the way.

Want to find out what your DISC profile is? We provide the **free online test!**

Just click the button below, fill in your details on our page and get started with the questionnaire.

You will receive all the exclusive reports and analyzes from our platform.

Take your **Free online test** right now and discover how to get the best out of DISC theory!

[Try it for free!](#)



We believe that everyone can develop great potential with the help of the DISC behavioral profile!

Benefits of the application

There are countless benefits to the DISC theory, both professionally and personally. After all, when we acquire self-knowledge we learn how to **act and react in the best way** within each environment, challenge or context that involves people with other personalities.

In the corporate world, DISC tools are gaining more and more space as they bring significant results. For example, our online platform offers **simple solutions and practices to analyze data and optimize:**

- ⌄ Recruitment and selection
- ⌄ Alignment between profile and positions
- ⌄ Development and Productivity
- ⌄ Turnover reduction
- ⌄ Spotting talents
- ⌄ Promotion and Dismissa
- ⌄ Succession plan
- ⌄ Individual development plan

With the profiles defined, it becomes possible to develop teams starting from strategic points:

1) Improve collaboration: it seems basic, but it is essential. People who know each other, and who know themselves, work better as a team. This is the first step so that professionals can grow together and produce even more.

2) Reward and value employees correctly: each professional profile has its motivations and fears. By knowing them a leader may, for example, reward an employee with a leadership position, a salary increase, an employee of the month plaque or simply a contract renewal to show security..



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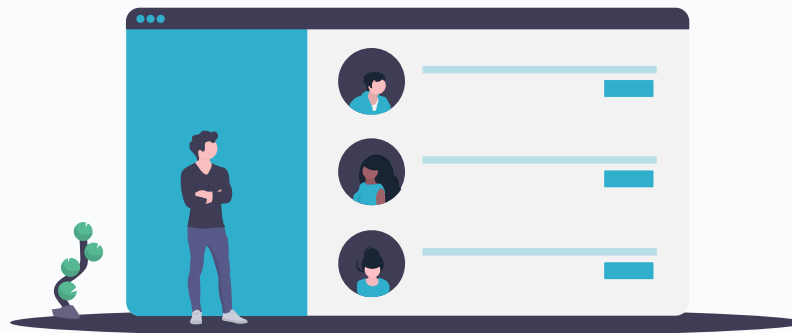
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3) Train new leaders in the company: a growing company will generate new departments and vacancies. And new areas demand new leaders. With the DISC test, you will know who is ready for this responsibility.

4) Recruitment and selection: when a company needs to hire, numerous factors are taken into account: the candidate's previous experience, the recommendation of a professional in the field, even that feeling that may occur at the time of the interview. But all of this is "in vain" if the professional does not connect with the vacancy.



With the DISC tool, the chances of this to happen are reduced, since the recruiter can select the candidate with the profile better suited to the proposed vacancy.

Selection with a behavioral profile increases the professional's chance of delivering quality deliveries and being more engaged. Not to mention the reduction in turnover indicators and costs.

These are just a few ways to develop your team with DISC theory.

It is worth remembering that each team works differently and each company has its own strategy.

It's up to you to know your business in order to use the tool in the way that best fits the company's philosophy **to extract increasingly better results, favoring the construction of a high-performance team.**



**The time has come to better understand
each personality in the workplace!**

Dominant personality

Some characteristics may stand out in some people with this profile:

- ⦿ **They are self-confident:** Even if they appear arrogant to outsiders, self-confidence can bring proactivity. And this is a characteristic to value.
- ⦿ **They get straight to the point:** Dominant people are not afraid to communicate. They speak directly and clearly what they think about a given subject.
- ⦿ **They are impatient:** People with a dominant personality don't like to be stagnant. They avoid exaggerated details, causing them to pay little attention to teamwork.
- ⦿ **They are determined:** and that is why they are quick when making decisions, even important ones. This is good, but it can result in some mistakes due to trusting one's own abilities without consulting someone with more knowledge on the subject.
- ⦿ **They are assertive:** take the lead in difficult situations? Dominant people are like that. This is a highly valued characteristic in companies that deal with high pressure in their day-to-day work.

We all present traits of the four factors. However, people whose main factor is dominance tend to be **determined**

professionals and motivated by challenges.

These professionals have a good chance of becoming great leaders, and taking risks that other people would shy away from.

A valuable tip is to offer constant guidance to professionals with this profile. Without this it is possible **that at times that a dominant person may exceed the limits of professional** interaction and end up creating cases of bullying or intimidation. For a good work environment, you need to stay alert about this.

If you want to check out more details about this personality: **[click here!](#)**

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Influential personality

People whose main factor is influence are usually **motivated by creative environments and freedom of action**, maintaining a good relationship with the team and bringing confidence and optimism to everyone around them.

They are also known for their ability to speak with all employees, no matter their position.

This point, on the other hand, can lead to a certain dispersion when focusing on work. People with an influential profile end up taking freedom very seriously and **may forget about some responsibilities, such as deadlines and prioritizing important work.**

If you want to check out more details about this personality: [click here!](#)

Some characteristics may stand out in some people with this profile:

- ⦿ **They are motivated by people** and motivate their colleagues! An influential personality relies heavily on personal relationships in the workplace to stay motivated.
- ⦿ **They like to be recognized:** everyone likes it, but this profile ends up “contaminating” their colleagues if they are not recognized for their victories and achievements. So, keep your eyes open, the influential person would like a congratulation.
- ⦿ **They are highly persuasive:** a high communication capacity brings an innate ability to persuade. And this must be recognized and used in favor of the company, always.
- ⦿ **They are excited:** but this can cause them to promise more than they can deliver. Care must be taken to ensure that a lack of focus does not hinder the team's performance.
- ⦿ **They are smiling:** and having people like that around is always good. In the work environment, this means that they are prepared to deal with everyday problems more lightly than others.

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Stable personality

People whose main factor is stability are **loyal to their teammates and to their work position**, generally with a sincere, pleasant profile and a good listener.

Routine is what motivates these people the most. Knowing that their job is not at risk, and that day-to-day life will not undergo any major changes. Therefore, sudden changes can make these professionals a little insecure.

Care must be taken to ensure that stability does not become monotony. So make sure that the professional is always **motivated and encouraged to seek new challenges**.

If you want to check out more details about this personality: [click here!](#)

Some characteristics may stand out in some people with this profile:

- ⌚ **They are pleasant:** that type of employee who makes friends with everyone, and almost never receives claims.
- ⌚ **They are reliable:** Stable people have no reason to get into friction, and will always respect leadership and hierarchies.
- ⌚ **They are calm:** the stable personality is also extremely calm. So, in stressful situations, count on them to keep the team breathing deeply.
- ⌚ **They are persistent:** By seeking stability, it is possible that these people persist in a project or job until the goal is met.
- ⌚ **They are good listeners:** Because they are attentive and value the feelings of others, this profile usually has the ability to listen carefully to other people.



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Cautious personality

People whose main factor is compliance **tend to be extremely analytical professionals** who are strict with rules, both with themselves and with those they lead.

They are motivated by **high standards and efficiency**. A work environment with structural organization and well-defined processes will be good for this type of professional. One thing that your company should keep in mind is that **people like this like rules and business politics**. They want to know the best way to act according to each situation. So a frank conversation to avoid disagreements is essential.

If you want to check out more details about this personality: [click here!](#)

Some characteristics may stand out in some people with this profile:

- ⦿ **They are careful:** let's face it, you've already come across the type of professional who doesn't value small tasks, for sure this professional did not have a cautious personality. The cautious value every task and are careful about them all.
- ⦿ **They are systematic:** the "too straight" person can bring good things to the work environment. They have high productivity, in addition to being very organized.
- ⦿ **They ask good questions:** By thinking about the details of each task, the cautious person notices mistakes that other teammates might not notice. And that comes in the form of the right questions asked at the right time.
- ⦿ **They are very critical:** those who are cautious are somewhat afraid of change. This makes them very critical people, because when they get used to something, they will fight to keep it that way.
- ⦿ **They are perfectionists:** This means that these people can excel at their work with excellence. But they can also stagnate because they never think their work is good enough to move on to the next challenge.

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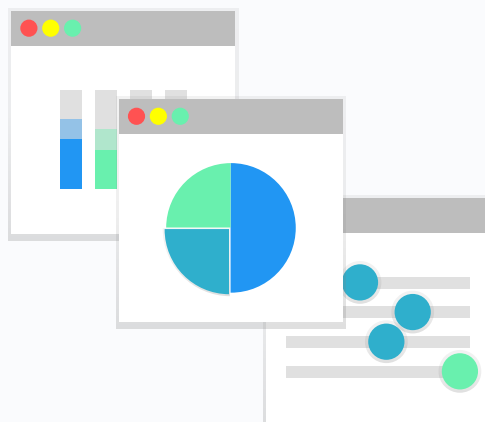
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The importance of DISC charts for managers and HR

Using DISC theory as an HR assessment tool is actually quite simple. But people often have doubts about how to interpret the DISC test graphs, in addition to finding very expensive tools that don't live up to expectations.



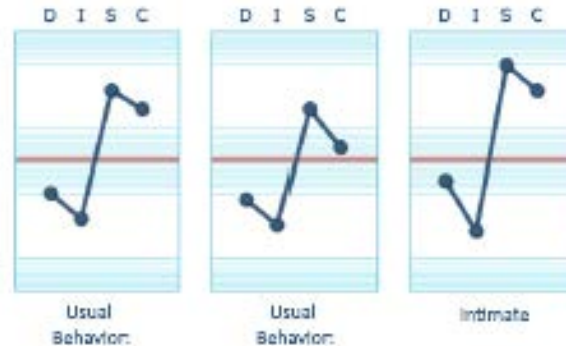
Here at idealDisc we provide several graphs and in-depth analyzes in the form of reports that help leaders, consultants, HR professionals and even coaches:

- Behavioral report
- Teams Report
- Job report
- Comparative report
- Correlation Report

To learn more, [click here](#).

Next, we will use our graphs to better explain how the analysis of the tests carried out works.

DISC tests of our platform generate the following graphs:

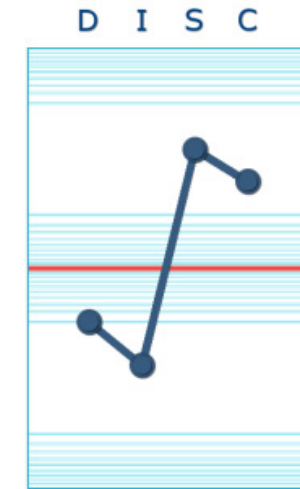


- ⊙ **Usual Behavior:** Indica o comportamento preferido.
- ⊙ **Behavioral Mask:** indicates current job behavior.
- ⊙ **Intimate:** indicates behavior under pressure or in unexpected situations.

To interpret, we need to observe the position of the 4 points that represent the main DISC factors.

For example, notice that the distance between the points and the red line changes in the 3 graphs. In other words, the **professional's behavior** changes according to the situation in which he/she finds himself/herself and his/hers posture in the work environment.

To make it even easier, look at the graph below:



This is Ana's Usual Behavior graph, a fictitious collaborator that we will use as an example.

In it, we can see that the Stability and Compliance factors (represented by the letters S and C) are above the red line. **This means that these two are the predominant factors.**

For managers and HR professionals, this data is crucial to enhance leadership and engagement actions!

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It is worth emphasizing that as they are extremely important, **graphs need to be analyzed and interpreted correctly** to avoid causing errors. And that's where the problem lies.

Therefore, our reports combine data from the 3 graphs to give a complete opinion, explaining the characteristics of each point: usual, mask and intimate.

In other words, when the HR manager or direct leader accesses our platform, he or she can **easily identify the profile** of each team member.

To be even more complete, we provide analysis of teams, positions, correlation and much more!

Still using the DISC test from Ana, our fictitious collaborator, the usual behavior report provides the following introduction for managers:

“Ana is constant, meticulous and reasonably relaxed. She is reliable and tends to be quite predictable in the work environment. Furthermore, she has an internal need to understand the reasons and how everything works. She demonstrates that she is scrupulous in her work and feels compelled to always do it to the best of her ability.”



Learn how to implement DISC theory in the company

Now that you know what DISC theory is and some of the countless benefits it brings to companies and professionals in the development process, **how about starting to put it into practice?**

If you work in HR, people management or are a team manager, mastering theory, graphics and their **practical application in organizational strategies** in depth will certainly make all the difference in your career!

In addition to improving your technical skills, you will be able to bring significant results to companies.

In our **online course: Advanced DISC Analyst Training**, you learn everything about theory, graphic interpretations and their strategic applications. And there's more to offer



Digital Training Book



Advanced DISC Certificate



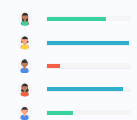
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It's your turn!

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Conclusion

We hope this eBook has cleared your doubts about what the DISC theory is and how it can bring significant results to companies and professionals seeking development.

But remember that studies on the subject cannot stop here. **There are many strategies, applications and important content so that you can get the best results with DISC tests!**

To continue learning about DISC, people management and leadership, check out:

[Blog idealDisc](#)



The basis of every company is the same: **people**. Without employees, no entrepreneur or executive can build services or products that generate interest among consumers. Therefore, the first step is to have effective strategies when managing **the company's most precious asset.**



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About Us

We know how challenging the scenario of companies in our country is.

There are many businesses that face difficulties at the beginning and, unfortunately, have to close their doors within the first five years. But could this reality be different?

Some actions can help companies improve revenue. Among them, we can mention one that plays a fundamental role: **the selection and development of high-performance professionals.**

Without productive and prepared employees, companies are unable to deliver quality results and lose out to the countless obstacles that often arise.

With this in mind, we at idealDisc combined the diverse needs of managers in Brazil with our rich experience accumulated **since the arrival of the DISC methodology to develop our own set of DISC instruments.**

Our mission is to contribute to the results of organizations by improving people's excellence. **We want to help individuals find and develop their best potential.**

We combined years of experience and studies to deliver an online DISC tool that was capable of bringing real results to companies and professionals.

We have already helped **more than 300 companies.**














Speak to a consultant

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Results appear when the team is aligned!

