



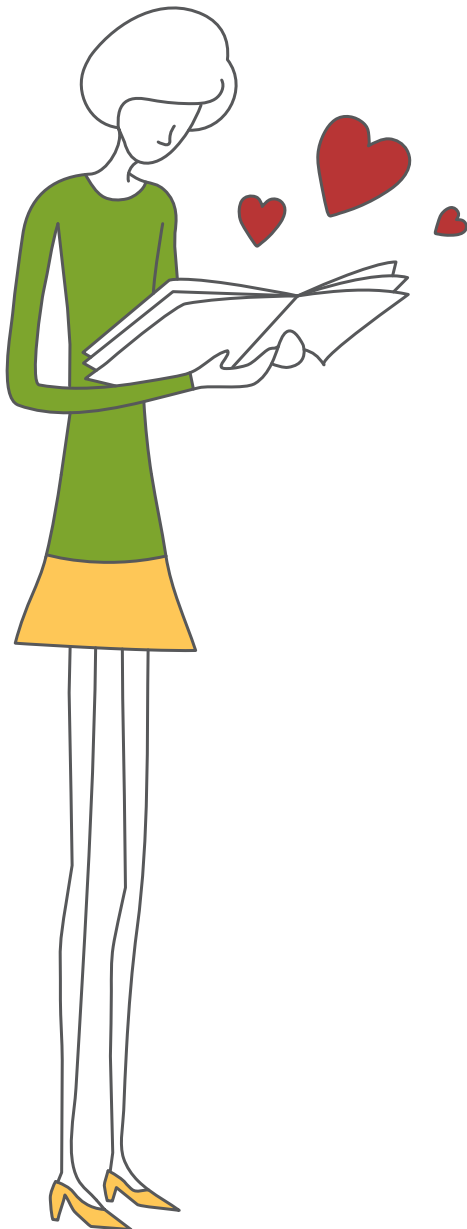
Insights Discovery and DiSC®

Insights Discovery and DiSC® are both aids to self-awareness in the workplace. In this document we compare the application and psychology of the two models, and share some feedback from our clients who have used both systems.

	Insights Discovery	DiSC®
Provider	Insights Learning and Development Ltd.	There are many providers of DiSC® as it is a generic behavioural model and its creator didn't develop a product to patent. The Wiley Brand 'Everything DiSC®' is one of the most widely-used products globally. (It has trademarked DiSC® with a lower case "i").
Influenced by	Work of Carl Jung and Jolande Jacobi	Work of Marston and Hendrickson
Core products and reported reliability Scale of 0-1 (NB 0.7 or higher is accepted value)	First touchpoint Insights Discovery Range 0.91-0.93 Further assessment Insights Deeper Discovery Range 0.81-0.89	First touchpoint Everything DiSC® These results are publicly accessible but not authorised for reprint. To access please see product publisher http://www.everythingdisc.com Further assessment Dependent on need.
Business application	Understand your unique personality, develop your interpersonal skills, improve communication and create better personal and professional relationships in five key business areas: <ul style="list-style-type: none"> • Teamwork • Leadership • Change • Sales and Service • Culture and Engagement 	Help people 'build more effective working relationships based on an understanding of different behavioural styles. Main solutions include: <ul style="list-style-type: none"> • Workplace • Management • Work of leaders • Sales • 363 for Leaders • DiSC® Classic <p>(Source: Everything DiSC website *1)</p>

Theory

Insights Discovery and DiSC® are based on different theoretical models. They both explore behavioural traits but the underlying psychological theory has separate origins.



“Our employees ‘get’ the colors quickly and it has caught on – it was used with our culture change and has been effective.”

– Direct Client, USA

Some of the advantages of Insights Discovery that our clients have listed:

Personally, I think Insights is easier to understand than the others based on the color energies.

Your level of support and ongoing education for your clients is the best I have experienced.

Insights is very professional.

*1 Business Application of Everything DiSC®, Sourced from: <http://www.everythingdisc.com/Solutions.aspx>