

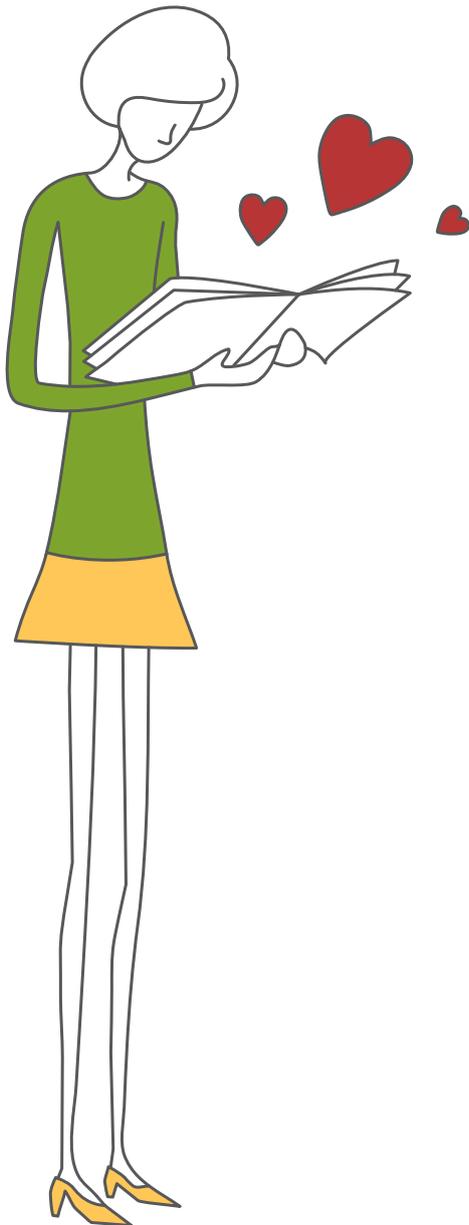
Insights Discovery and DiSC®

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>