PERSONAL INSIGHTS PROFILE™

“In order to understand our relationship with other people we must first understand ourselves.”

SAMPLE

DIRECTIONS

On the next page, you will see 24 boxes of words. Each box contains 4 lines of words. For each box, select the line of words that most describes you and use a coin to scratch the box in the Most column of that line. Then, select the line of words that least describes you and use a coin to scratch the box in the Least column of that line. Repeat this process for the remaining 23 boxes.

While you are responding to the 24 boxes, keep your focus on the descriptions that apply to yourself in the workplace or home, but not both.

Be honest with yourself!

Go with your “gut” instinct—don’t overanalyze!

Select only ONE (1) Most and ONE (1) Least that best describes you. Use a coin to scratch ONE (1) box under the “M” Most column and ONE (1) box under the “L” Least column.

You should take no more than 10 minutes to complete the instrument, and it should be done in one uninterrupted sitting.

Refer to the example below before proceeding:

Example

Select only ONE (1) Most and ONE (1) Least

M  L

S  Gentle, kindly
Persuasive, convincing
Humble, reserved, modest
Original, inventive, individualistic

The Style Analysis Instrument is based on William Moulton Marston’s book “Emotions of Normal People.”

**SCORING THE INSTRUMENT**

**Step 1:** Count the number of D's that appeared in the two (M) Most columns. Place that total in Row 1 of the tally box on the next page under D. Repeat the same process in the (M) Most columns for I, S, C and -. Total should equal 24.

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The 100-point scale on the outside of each graph can be used to provide you with a quick reference as to the intensity of each factor.
UNDERSTANDING THE GRAPHS

Graph I
Response to the Environment
Adapted Behavior

Graph I is generated from your "Most" responses.

Graph II
Basic Style
Natural Behavior

Graph II is generated from your "Least" responses.

HISTORY OF THE DISC LANGUAGE

As early as 400 B.C., Hippocrates observed similarities and differences in human behaviors and classified four different behaviors. In 1921, C.G. Jung spoke of four psychological functions: thinking, feeling, sensation and intuition, with “inner-turning” and “extroversion.”

The Personal Insights Profile uses the work of William Moulton Marston. Born in 1893, he was a Ph.D. in 1921 from Harvard University. He described the theory we now use to understand people’s actions tendencies to be active or passive and environmental as either antagonistic or synergistic.

By using the four quadrants, four patterns were formed, each one combining factors that tend to be active or passive and either synergistic or antagonistic.

- (1) Intuition produces activity in an antagonistic environment.
- (2) Concreteness produces activity in a synergistic environment.
- (3) Steadiness produces passivity in a synergistic environment.
- (4) Compliance produces passivity in an antagonistic environment.

Dr. Marston believed the four quadrants were originally formed by others.

"All people are combinations of emotional factors in varying degrees of intensity.
—W.M. Marston"
GENERAL CHARACTERISTICS

VALUE TO THE TEAM:
- Bottom line

VALUE TO THE TEAM:
- Optimism
- Creativity
- "Being too soon, too"

EMOTION OF THE HIGH D:
Anger

EMOTION OF THE HIGH I:
Optimism
INSIGHTS TO YOUR PERSONAL BEHAVIOR

This page identifies the most common (DISC) graphs. First locate the Graph that is most similar to your Graph I, then repeat for Graph II. My Graph I is most like ______. My Graph II is most like ______. Pages 11-18 will provide more information to help you further understand your Adapted and Natural style.

SAMPLE

DISC DISC DISC DISC

Analyzer #60 Analyzer #55 Analyzer #38

Conductor #57 Conductor #27 Conductor #42

SAMPLE
The Success Insights Wheel was developed to give you a visual representation of your Natural and Adaptive tendencies. Please refer to page 9 to identify which section of the wheel represents your Graph I and which section represents your Graph II. Draw an asterisk (*) in the correct section from your Graph I. Draw an asterisk (*) in the correct section from your Graph II.

If your job could talk, what would it say? Based on the descriptors around the wheel, place a check next to the descriptor that best describes your job. How does it compare with your Graph I and Graph II?

High Quality Standards
Procedures

HIGH C BEHAVIORAL GRAPHS

KEY STRENGTHS

- A promoter of quality systems
- A good sense of urgency balanced with maintaining high standards
- Organized, even in relationships. Appreciates company of people with similar ideas, likes being organized and quality-conscious
- Sensitive to change in the social and work environment

IMPROVE EFFECTIVENESS

- Being more accepting of others' views and beliefs
- Setting standards and maintaining high standards

KEY STRENGTHS

- Ability to fight bureaucracy and procedures
- Recognizes the value of their skills

TENDENCIES

- Goal: Diplomat
- Judging: Analyzing, comparing
- Influences others by: Their skills and abilities
- Value to the organization: Their skills and abilities
- Outlook: Their skills and abilities
- Stress: Becomes blunt
- Tensions: People contact, high risks and lack of privacy
THE SUCCESS INSIGHTS WHEEL™

Precise
Accurate
Quality-Oriented
Creative
Task-Oriented

Persistent
Cooperative
Sensitive to Others
Persuasive
Talkative
Self-Confident

Words That Don't Work

Clever
Educated Guess
Exper-
Feelings

KEYS TO ADAPTING COMMUNICATION

COMMUNICATING WITH THE HIGH C

- Prepare your case in advance.
  * Don't be disorganized.
- Approach.

COMMUNICATING WITH THE HIGH S

- Start with personal comments. Break the ice.
  * Don't rush headlong into business or the agenda.
- Show sincere interest in them as people.
  * Don't stick coldly or harshly.
- Patiently draw out their views.
  * Don't take too much time. Get to action items.

SAMPLE

COMMUNICATING WITH THE HIGH I

- Offer guarantees and assurances with a risk in meeting them.
- If you disagree, take issue with the facts.
  * Don't take issue with the High D personally.
- Provide a win/win opportunity.
  * Don't force a High D into a losing situation.

SAMPLE

COMMUNICATING WITH THE HIGH D

- Give a win/win opportunity.
  * Don't force a High D into a losing situation.
- Provide extra incentives for their decision.
  * Don't take too much time. Get to action items.

The Universal Language DISC is the most complete reference manual on the market today! This hardcover manual contains over 350 pages of useful information on behavioral styles.

“What I Know Now” helps you discover the acorn within you and show you how to grow it into a mighty oak. And...it is fun to read!”

—Jim Cathcart

“What I Know Now, after reading Bill Bonnstetter’s new book, is that I really like it. It’s engaging, revealing and

COMPUTERIZED ASSESSMENTS

Validated behavioral assessments from TTI have helped millions of people gain a better understanding of themselves.

A true understanding of yourself provides you with the information necessary to set goals for the future and achieve them. What you want in life extends from who you are.

• MFS Executive Version
  Designed for CEOs, managers and decision makers. Provides an accurate analysis of their strengths and weaknesses.

• MFS Employee-Manager version
  This is TTI’s most popular personalized behavioral report. It is used by both managers and employees to strengthen relationships and performance.

• MFS Sales Version
  Takes the guesswork out of managing salespeople.

• Personal Interests, Attitudes and Values
  Values help to initiate one’s behavior, and are sometimes called the hidden motivators because they are not always readily observed.

• Sales Strategy Index
  The Sales Strategy Index covers six different steps