

The Core DISC Factors



Dominance

Descriptors

Assertive
Direct
Ambitious
Strong-Willed
Forceful
Determined
Aggressive
Competitive
Decisive

- ✓ **Predominant Strengths:** High ego strength and task oriented
- ✓ **Goal Directed to:** Personal challenges
- ✓ **Psychological Need:** To direct / dominate others
- ✓ **Avoids / Fears:** Losing control
- ✓ **Overextension of Strength:** Impatience
- ✓ **Emotion:** Anger (Short Fuse)
- ✓ **Wants:** Results

% of Population

18%



Influence

Descriptors

Outgoing
Talkative
Enthusiastic
Persuasive
Friendly
Warm
Optimistic
Trusting
Sociable

- ✓ **Predominant Strengths:** Optimistic and people oriented relations
- ✓ **Goal Directed to:** Social recognition and need to be loved
- ✓ **Psychological Need:** To interact with others
- ✓ **Avoids / Fears:** Social rejection
- ✓ **Overextension of Strength:** Disorganisation
- ✓ **Emotion:** Optimism
- ✓ **Wants:** Recognition

% of Population

29%



Steadiness

Descriptors

Relaxed
Resistant to Change
Easy Going
Passive
Patient
Consistent
Deliberate
Steady
Stable

- ✓ **Predominant Strengths:** Team player, loyal, and seek closure
- ✓ **Goal Directed to:** Traditional practices and harmony
- ✓ **Psychological Need:** To accommodate others
- ✓ **Avoids / Fears:** Loss of stability
- ✓ **Overextension of Strength:** Stubbornness
- ✓ **Emotion:** Non-emotion (Poker Faced)
- ✓ **Wants:** Relationship

% of Population

45%



Compliance

Descriptors

Careful
Analytical
Cautious
Conventional
Exacting
Neat
Systematic
Diplomatic
Accurate

- ✓ **Predominant Strengths:** Accuracy and analytical mind
- ✓ **Goal Directed to:** Correct or proper way
- ✓ **Psychological Need:** To comply with own standards
- ✓ **Avoids / Fears:** Criticism of their work
- ✓ **Overextension of Strength:** Overly critical of themselves and others
- ✓ **Emotion:** Fear of unknown
- ✓ **Wants:** To be right

% of Population

8%