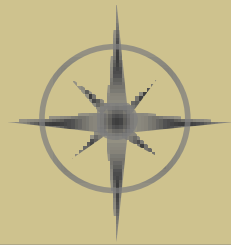


Joe Fehrmann

Organizational Effectiveness Consulting



Helping you achieve business and personal success

Fact Sheet: **DiSC® Classic Profile System**

Quick View

The **DiSC Classic Profile** is a learning instrument designed to help people understand their own behavior and the behavior of others based on behavioral preferences. **DiSC** provides nonjudgmental language for exploring behavior and communication issues across four primary dimensions:

Dominance: Direct and Decisive. D's are strong-willed, strong-minded people who like accepting challenges, taking action, and getting immediate results.

Influence: Optimistic and Outgoing. I's are "people people" who like participating on teams, sharing ideas, and energizing and influencing others.

Steadiness: Sympathetic and Cooperative. S's are helpful people who like working behind the scenes, performing in consistent and predictable ways, and being good listeners.

Conscientiousness: Concerned and Correct. C's are sticklers for quality and like careful planning, using systematic approaches, and checking and re-checking for accuracy.



DiSC® Classic Profile



Improve communication, reduce conflict, increase sales

With 30 years of proven reliability and over 40 million users, **DiSC Classic** remains the most trusted learning instrument in the industry. It is used worldwide in dozens of training and coaching applications, including organizational development and performance management. **DiSC** can help improve communication, ease frustration and conflict, and develop effective managers and teams.

Bring out the best in your employees

DiSC Classic can help employees at all levels:

- understand their own behavior
- learn how and when to adapt their behavior
- improve communication
- promote an appreciation of differences
- enhance individual and team performance
- reduce conflict

Use DiSC Classic to...

- *Help your managers* understand their own management styles, improve communication with their team members, address performance issues, become better coaches, and delegate more effectively
- *Help your sales and customer service teams* better understand their customers' needs and buying styles, quickly build rapport, and adapt their selling styles to their customers' preferences
- *Help work teams* appreciate differences, manage conflict, and draw on the unique strengths of each team member
- *Help project teams* get off to a running start by launching more smoothly, building trust, defining goals and processes, and communicating with stakeholders

Call (205.746.0322) or write (jf@joefermannconsulting.com) to learn more about DiSC and other Inscape Publishing products that help grow skills and awareness in teambuilding, personal productivity, sales, customer service, diversity, and leadership

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