

Style Analyses

Time-Tested, Validated, Reliable

The Behavioral Instrument You Can Trust

The Style Analysis is a behavioral instrument designed to accurately measure the four dimensions of normal behavior. It provides you with insights and information on:

- ◆ Adapted and Natural Behavior
- ◆ General Characteristics
- ◆ Key Strengths
- ◆ Tendencies
- ◆ Improvement Areas
- ◆ Factor Intensity Analysis
- ◆ Keys to Adapting Effective Communications
- ◆ First Impression/Social Instruction Scale

History of DISC

The Style Analysis is based on the work of Dr William Moulton Marston and others including Hippocrates who studied behavioral models as early as 400 BC. In 1928 Marston published his book, *The Emotions of Normal People*, in which he described the theory we use today.

Often referred to as “DISC” for the four behavioral styles, the Style Analysis provides a universal language that has been validated in over 25 countries.

2 Instruments In 1

Behavioral information for both a person’s natural and adapted style is easily explained to help understand the differences. Years of straightforward application and testing of every nuance has proven this to be the behavioral instrument you can trust.

Lowest Reading Level

The Personal Insights Profile has the lowest reading level of any behavioral instrument in the industry in order to deliver practicality for every business situation. The instrument is the most adaptable to both top management and support personnel with understanding for each.

Many Applications

- ◆ Team Building
- ◆ Customer Service
- ◆ Management Development
- ◆ Sales Training
- ◆ Interpersonal Communications
- ◆ Self-Development

Behavioral Factors

The four behavioral styles of DISC are:

- D Dominance-Challenge**
How you respond to problems or challenges.
- I Influence contacts**
How you influence others to your point of view
- S Steadiness-Consistency**
How you respond to the pace of the environment.
- C Compliance-Constraints**
How you respond to rules and procedures set by others.



"All people exhibit all four behavioral factors in varying degrees of intensity."

-W M. Marston

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