



DiSC® Classic Applications

- DiSC®
- Communication
- Customer Service
- Sales
- Management Development
- Teams



DiSC® CLASSIC

With 30 years of proven reliability and over 40 million users, Inscape's *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 improvement. Designed to complement and supplement existing training programs, *DiSC Classic* can help improve communication, ease frustration and conflict, and develop effective managers and teams.

SET THE STANDARD FOR SELF-UNDERSTANDING

DiSC Dimensions of Behavior provide a nonjudgmental language for exploring behavioral 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 entertaining 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 planning ahead, employing systematic approaches, and checking and re-checking for accuracy.

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 appreciation of differences
- enhance individual and team performance
- reduce conflict

GIVE YOUR SALES AND CUSTOMER SERVICE TEAMS A COMPETITIVE EDGE

DiSC Classic is proven to help sales and customer service professionals:

- create and maintain relationship-based sales
- identify their customers' DiSC styles and adapt their selling or support styles accordingly
- stay focused on customer needs
- manage difficult customer service situations

AVAILABLE REPORTS

DiSC® Classic 1.0

Inscape's flagship DiSC instrument, *DiSC Classic 1.0* helps individuals improve communication and reduce conflict. It is available online through EPIC and as a 20-page paper-based instrument.

DiSC Classic 2.0

DiSC Classic 2.0 answers the growing demand for an online assessment with a personalized narrative report. The new report adds an informal, conversational style that brings to life all the elements of the original instrument. Plus, you'll get an expanded narrative that brings the much-used Intensity Index to life.

DiSC Facilitator Report

The *DiSC Facilitator Report* lets you build customized group reports using data from *DiSC Classic 1.0*, *DiSC Classic 2.0*, and *DiSC PPSS* on EPIC. The report includes an illustration of the group's distribution of DiSC styles, the group's Classical Pattern distribution, and detailed information on how each individual's DiSC style may affect the DiSC culture within the group or organization.

DiSC Group Culture Report

The *DiSC Group Culture Report* helps you explore the DiSC style — or culture — of a group. Once you know the culture — its characteristics, advantages, and drawbacks — you're better prepared to open meaningful discussions with group members. The *DiSC Group Culture Report* can be generated using data from *DiSC Classic 1.0*, *DiSC Classic 2.0*, and *DiSC PPSS* on EPIC. No respondent names are included, which assures anonymity and a safe jumping-off point for further exploration.

DiSC Team View Report

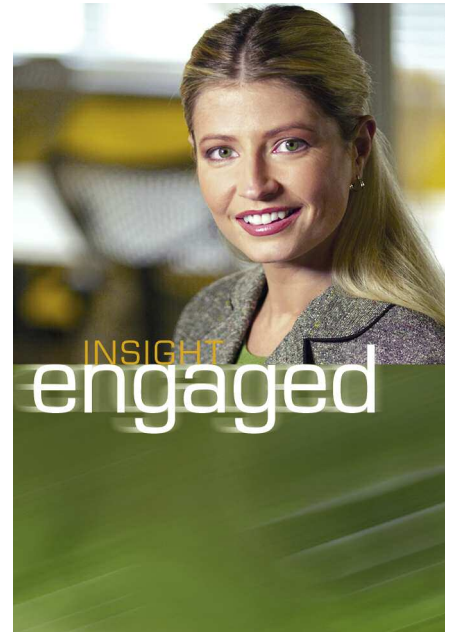
The *DiSC Team View Report* provides an at-a-glance comparison of learner profiles from participants who have responded to a DiSC report on EPIC. It includes the individual's name, DiSC Graph III display, and Classical Pattern name. Compare learner profiles by work group, by department, or in any combination you'd like!



indicates report is available on paper



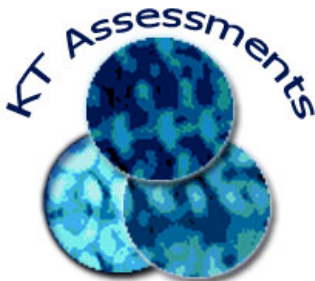
indicates report is available online through the EPIC online profile delivery system



ABOUT INSCAPE PUBLISHING

Inscape Publishing, the leading provider of instrument-based learning systems, pioneered the original DiSC learning instrument over three decades ago. Today, we continue to create innovative products and services that engage, inspire, and empower individuals and organizations. Available in 25 languages in more than 50 countries, over one million people each year use Inscape's learning resources to gain insight into their attitudes, behaviors, and potential in the workplace.

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