

This assessment is based on the responses given in the Extended DISC® Individual Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about oneself. The purpose of this assessment is to provide supporting information for the respondent in self-development

Sample Test





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Introduction to Your Assessment

Sample, you have undoubtedly realized that your success is determined in a very large part by how well you interact with other people. Your ability to effectively relate, communicate, influence and motivate others is a crucial skill in succeeding in your profession and creating successful, long-term relationships with customers, prospects, colleagues, subordinates, managers, friends and family members.

You have probably noticed it is very easy to get along with certain people. You almost instantly and effortlessly understand the other person. The communication just flows. It is a lot more than just mutual understanding of what is being said. It is as if the person sees you and the rest of the world in very similar terms. When it happens, everything is easier. Think about the last time it happened. Wasn't it effortless and uncomplicated?

Unfortunately, with most people interactions take more effort. They do not flow as easily. You cannot quite understand where the other person is coming from, what they really want, and what their intentions are. You may also have an uncomfortable feeling the other person is experiencing the same. You know the outcomes of the interaction are not quite what you want. You are likely to feel disappointed, frustrated and even tired. It takes energy, effort and concentration. Still, the results are not what you hoped they would be.

In these situations you probably feel there is something you could do, but are not quite sure what that is. You know your end goal – your destination – but are not sure how to get there. It is like being lost without a map.

Sample, this Extended DISC® Individual Assessment will provide you with the map to more successful interactions with others. You will learn:

- 1. The four main human behavioral styles.
- 2. Who you are and how others perceive you.
- 3. How to read other people and better understand them.
- 4. How to adjust your communication style to achieve your goals.

Very Brief Background of the Extended DISC® Model

The Extended DISC® System is based on behavioral theories that have been used for over 90 years. The power of this model is that it is easy to learn, understand, and use because it identifies only four behavioral styles of individuals.

People can be divided in four main styles by identifying if they are more:

- 1. People- or Task-oriented.
- 2. Reserved or Active.

The resulting four styles are called:

D-style (Dominance)

I-style (Influence)

S-style (Steadiness)

C-style (Conscientiousness)



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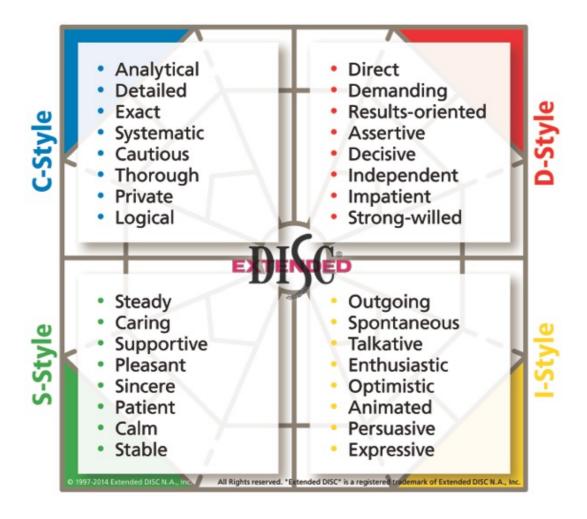
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The DISC Behavioral Styles - The Key points:

In the following pages you will learn about the four DISC-styles. As you get comfortable with their own unique traits and tendencies, please keep the following important points in mind:

- None of the styles are better or worse.
- All styles have strengths and development areas. They just happen to be different.
- Your style does not limit what you can accomplish or how successful we can be. It simply predicts how you tend to do things.
- You can find all of the four styles represented by very successful people. However, the most successful people know who they are. They modify their style appropriately with different styles of people and in different situations.





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Sample at a Glance

This page is a description of how others are likely to perceive you. In other words, while the text describes your typical behavior as seen by others, you certainly can modify your behavior to fit the needs of a particular situation and/or individual(s). Also, you may have already addressed the development areas by learning new skills.

How Others May Perceive You:

Modest, pleasant, steady, friendly, calm, correct, adjustable, helpful, kind, listening, follows instructions, warmhearted, detail-oriented, focused, loyal, dutiful.

How Others May Perceive Your Communication Style:

This person is usually calm and open in discussions, accepting the style of her partner easily. She does not try to lead the conversation, but listens attentively without emphasizing her opinions. She tries to avoid unpleasant topics - which may make them even more complicated.

How Others May Perceive Your Decision-making:

She is very deliberate, following instructions, looking for examples and not using her self-initiative to make decisions. She tries to take into account the interests of her supervisor, the client and all other people at the same time, which may cause her a lot of trouble.

Sample's Strengths:

- Is understanding toward everyone
- Is friendly
- · Gives objective information
- · Takes care of others
- · Doesn't irritate others
- Masters details
- Creates trust
- · Acts as an arbitrator
- Can work in a team
- Doesn't force anyone
- · Presents her ideas thoroughly and cheerfully
- Follows instructions and principles

"Knowing yourself is the beginning of all wisdom."

- Aristotle



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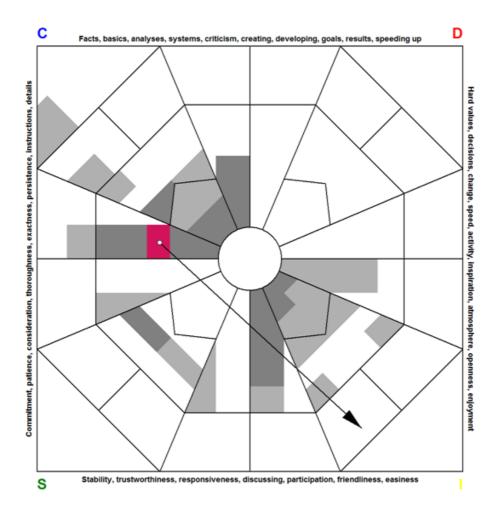
Your DISC Style

The DISC Model is divided into four quadrants: D, I, S and C.

The rectangle identified in color shows the location of your natural style. Determine in what quadrant it is placed. This is your most natural and comfortable behavioral style (D, I, S or C). The shadings demonstrate the behavioral styles that are quite comfortable for you.

The DISC quadrant(s) that have **shading** represent your DISC **comfort areas** or your natural style.

The DISC quadrant(s) that have **no shading** represent DISC styles **requiring more energy** from you.



Your DISC style is: CIS (C - 55%, I - 30%, S - 15%)



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Your Motivators

You tend to like and feel comfortable with these items. Are you taking advantage of comfort areas?

Sample is happy when everything is organized, no changes are pending and people do not fight with each other. She likes explicit instructions and the support of the organization in complicated situations. She likes to belong to the team and be part of some high-quality entity.

You are more likely to respond positively and feel energized if these factors are present in your work environment.

- Secure work environment
- Written job description
- Close support in crisis situations
- · Modest people to work with
- Reassurance
- Discussions with people
- Sincere appreciation and feedback
- Friendly encouragement
- Concrete duties
- · Exact quality requirements
- · Possibility to specialize
- Thorough progress

1					
2					
How can y	you increase	their effect	on your perfo	ormance? Be spe	∍cific.

Identify two Motivators that are being fulfilled in your life.



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Situations that Reduce Your Motivation

All of us face situations on a daily basis that we do not like much and tend to drain our energy levels. The items below are likely to decrease your motivation and require more energy from you.

- Disagreements
- Having to oppose others
- Chaos caused by mistakes
- Foolish acts
- Pressuring people
- Cold and bossy people

challenge in your life.

- Losing friendships
- Uncertainty
- Unawareness about job description
- Having to manage people by giving orders
- Decision making without instructions
- Insecurity

Carefully consider *Situations that Reduce Your Motivation*. Be aware of their impact on making your goals a reality. Are you prone to procrastinate with situations/tasks that correspond to items listed above?

2					
low can yo	ou decrease t	their effect (on your per	formance? Be	specific.
low can yo	ou decrease t	their effect (on your per	formance? Be	specific.
low can yo	ou decrease t	their effect	on your per	formance? Be	specific.
low can yo	ou decrease t	their effect	on your per	formance? Be	specific.

Identify two Situations that Reduce Your Motivation that create the greatest



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Your Strengths

Strengths are items that tend to be easier, more natural and require less energy from you.

- Is understanding toward everyone
- Is friendly
- · Gives objective information
- Takes care of others
- Doesn't irritate others
- Masters details
- Creates trust
- · Acts as an arbitrator
- Can work in a team
- · Doesn't force anyone
- · Presents her ideas thoroughly and cheerfully
- · Follows instructions and principles

Most of us tend to overlook our strengths, even taking them for granted. Do not let that happen to you. Instead, consider the items listed above and think how well you are taking advantage of these valuable behavioral traits. Please use caution however; remember that an overused strength very often becomes a weakness and a serious liability to our performance.

Identify	ldentify two <i>Strengths</i> that you can capitalize upon in your life.									
1										
2										
How ca	n you maximize the	impact of	your <i>Streng</i>	ths? Be specif	ic.					



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Reactions to Pressure Situations

These are NOT descriptions of your weaknesses or present behavior. They are items that you should be cautious about since these reactions in pressure situations may become more evident. Understanding how you react to pressure situations can make it easier to deal with them.

- Steps aside in front of opposition
- Hesitates in decision making
- Uses more polite words than necessary
- Sticks to the present
- Doesn't want to lose her friends at any cost
- Is too kind
- · Hesitates to take a stand
- Gets hurt too easily by personal criticism
- Doesn't believe in herself enough
- Allows conceited people to boast
- · Requires too much of herself
- Is too trusting





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Your Communication Style

We all have our own unique communication style. When we become aware of how we tend to communicate with others, it becomes easier to make conscious modifications to our style. These modifications improve our effectiveness with others.

Interpreting the bar graphs is simple:

The **rectangles to the right side** of the graph identify your preferred communication styles. Be conscious not to overuse them.

The **rectangles to the left side** of the graph identify communication styles requiring more energy from you. You **CAN** communicate this way, but it may require more energy and concentration.

	Not N	latura	al to	Your	Style		Nat	ural	to yo	ur St	yle
Active sharing of factual information:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Active sharing of positive information:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Clear and fact-based communication:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Communicating in a compelling and positive way:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Considerate and careful communication:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Direct, goal focused communication:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Empathic, positive, understanding:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Encouraging, participating, involving communication:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Facts-based, goal-oriented and direct:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Goal oriented motivation and influencing:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Inspiring and motivating influencing of people:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Active listening, paying attention to understanding everything:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Repetitive talking about the same topic:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Positive, lively and inspiring communication:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Strong goal-oriented influencing of people:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Detailed and logical communication:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Very systematic and focused on the exact topic in hand:	-5	-4	-3	-2	-1	0	1	2	3	4	5



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How Others View Your Communication Style

Your message and your communication style comes across differently to different people. While you cannot control others, you can be more aware of your natural communication style and how it is perceived by others. Then you can make the necessary adjustments in your interactions with others.

This is how others may perceive your communication style.

This person is usually calm and open in discussions, accepting the style of her partner easily. She does not try to lead the conversation, but listens attentively without emphasizing her opinions. She tries to avoid unpleasant topics - which may make them even more complicated.

Identify an aspect of your communication style that is the most comfortable What impact does it have in your life? How can you capitalize on it more eff	
	_
	_
	_
Identify an aspect of your communication style that is the least comfortable What impact does it have in your life? What can you do to improve?	for you
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Sample's Learning Behaviors

This is not a can or cannot do scale. The **higher the number** (items more to the right of the graph), the more comfortable Sample is with this behavior. The **lower the number** (items more to the left of graph) the more energy and concentration needed for this behavior.

	Not I	Natur	al/Mo	re E	nergy	y	Na	tural	/Les	s Ene	rgy
Action oriented learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Experimental learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Fact-based learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Independent action learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Learning by criticizing:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Learning by focusing on details:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Learning by sharing ideas:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Learning by understanding logical processes:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Learning in controlled environment:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Learning in group exercises:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Step-by-step learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Trial and error learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Sharing of new learning with others:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Spending the necessary time with a person to support learning:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Being willing to accept and share personal learning goals:	-5	-4	-3	-2	-1	0	1	2	3	4	5
NOTES											
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Sample's Problem Solving

This is not a can or cannot do scale. The **higher the number** (items more to the right of the graph), the more comfortable Sample is with this behavior. The **lower the number** (items more to the left of graph) the more energy and concentration needed for this behavior.

	Not N	Natur	al/Mo	re E	nergy	/	Na	tural	/Less	s Ene	rgy
Persistent solving of difficult logical problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Being willing to both share and accept ideas in solving problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Solving problems independently:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Coming up with new solutions to technical problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Showing initiative in solving problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Detailed analysis of problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Solving problems by following directions:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Constructively solving daily routine problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Allow possibility to talk about the problem from different angles:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Emphasize good team spirit in solving the problem:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Emphasize positiveness in solving the problem:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Give more room to solve the problem independently:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Emphasize what can be achieved in solving the problem:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Trying to find new approaches to solving technical problems:	-5	-4	-3	-2	-1	0	1	2	3	4	5
NOTES											
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Your Decision-Making Style

There is no best style for making decisions. However, we all have our own most comfortable way of decision-making. Successful people are aware of their preferred style and make conscious adjustments based on the requirements of each unique situation.

Interpreting the bar graphs is simple:

The **rectangles to the right side** of the graph identify your preferred decision-making styles. Be conscious not to overuse them.

The **rectangles to the left side** of the graph identify decision-making styles requiring more energy from you. You **CAN** make decisions this way as long as you concentrate more.

	Not N	atura	al to	Your	Style	2	Nat	ural t	to Yo	ur St	yle
Checking every detail when making decisions under pressure:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making well thought out decisions based on detailed analysis:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making well thought out decisions based on security:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making courageous and risky decisions when under pressure:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making fast decisions based on achieving goals:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making overly cautious decisions when under pressure:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making spontaneous decisions based on intuition:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making sudden and emotional decisions when under pressure:	-5	-4	-3	-2	-1	0	1	2	3	4	5

"It is understanding that gives us the ability to have peace. When we understand the other fellow's viewpoint, and he understands ours, then we can sit down and work out our differences."

- Harry S. Truman



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How Others View your Decision-Making Style

No matter what you do, others will have their own perceptions of your behavior.

This is how your decision-making style may come across to others.

She is very deliberate, following instructions, looking for examples and not using her self-initiative to make decisions. She tries to take into account the interests of her supervisor, the client and all other people at the same time, which may cause her a lot of trouble.

- Cautiously and willingly gives responsibility to others
- Emphasizes the meaning of information
- They want to hear everybody's opinion first

dentify an aspect of your decision-making style that is most comfortable for yo Vhat impact does it have in your life?	ou.
dentify an aspect of your decision-making style that is least comfortable for yo Vhat impact does it have in your life? What can you do to improve?	ou.



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Your Role in a Team Environment

Frequently, we have to work with others to achieve common goals. Teamwork can be enjoyable, yet challenging. By becoming more aware of how we tend to behave in team settings - and how others perceive us - will improve our performance.

Your attitude to teamwork:

- · A pleasant way to meet people
- A place to ask for and get information
- A means to ensure a good atmosphere remains

Your role within the team:

- The one who corrects errors positively
- Presents a familiar matter in a new way
- Is a team player

How you motivate the team:

- Manages to see things in a positive way
- Guides people and at the same time praises positively
- Brings new ideas

How you perform in the team:

- Wants to avoid errors
- May stay to discuss and think
- · Gets bored if the job gets too routine

How you benefit the team:

- Positive energy for pertinent people
- The one who levels down disagreements
- Information for everybody about issues



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How Your Team Members Perceive Your Style

All of us contribute different talents to the overall team performance. Listed below are how others in the team are likely to perceive you.

	Not L	ikely	to Ol	bserv	/e			Like	ly to	Obse	erve
Taking care of the team atmosphere (as a team member):	-5	-4	-3	-2	-1	0	1	2	3	4	5
Moving teammates toward the goal:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Lively team member who involves others:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Making the team work together toward the goal:	-5	-4	-3	-2	-1	0	1	2	3	4	5
People-focused and conscientious doer:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Introducer of a new perspective:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Participative and talkative doer:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Positive change agent, able to eliminate boredom:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Positive guide and advisor:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Determined speeding up of others:	-5	-4	-3	-2	-1	0	1	2	3	4	5

d you increa? Be specific	formance i	n team set	tings to be	even more



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Becoming a Better Team Member

Sample, below are a few suggestions on how to improve your success in working within a team.

- Learn to take a stand
- Give everybody feedback about performance both the good and poor
- Let other people learn from their mistakes but make sure that they learn something
- Learn to utilize others to your benefit
- Before helping other people with their duties, ensure they will also contribute
- Learn to say "wouldn't it be nice if...."
- Before you can demand something, you must first be able to express what it is

Choose or should you				r life. Ho





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How to Identify Others' Styles

Now that you have identified your own style, the next step is to identify the styles of others so that you may then make the most effective adjustments to yours. This is a skill that takes practice, but is easy to learn.

As you become more familiar with the DISC-styles, you will find some people are easy to identify. You will quickly think to yourself: "She is a D-style" or "He is an S-style." These individuals are predominantly one style and can be identified easily.

The rest of the people you encounter will take a little more effort. However, it is a simple, threestep process of identifying other's style:

Step 1. Observe

Step 2. Assess

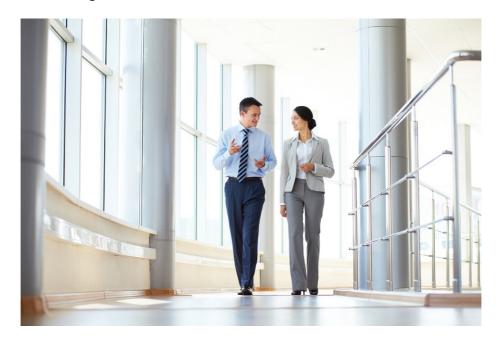
Step 3. Recognize

Step 1: Observe

When you meet someone, pay attention to traits such as:

- what the person talks about
- how they say it type of words (e.g. "I" vs. "We"), type of questions (e.g. "what?", "why?")
- body language
- tonality

You will discover that observing behaviors will become second nature. Soon you will observe behaviors without thinking.





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Step 2: Assess

Based on your observations, determine if the individual is more:

- Active
- Reserved

Task-orientation C D

People-orientation

Reserved

Reserved Individuals (S and C-styles):

Talk about present and past and how things are now

Speak with a calm and fairly quiet voice

Tend to have hesitant eye-contact

Active

If the person is Active,

If the person is Reserved,

they are either S-style or C-style.

they are either **D-style** or **I-style**.

Active Individuals (D and I-styles):

Talk about future and how things could be Speak with a fairly loud voice and inflection

Demonstrate body language that is animated and assertive

Maintain strong eye-contact

If the individual is Active, he/she is either D-style or I-style.

- Talk about future and how things could be
- Speak with a fairly loud voice and inflection
- Demonstrate body language that is animated and assertive
- Maintain strong eye-contact

If the individual is Reserved, he/she is either S-style or C-style.

- Talk about present and past and how things are now
- Speak with a calm and fairly guiet voice
- Demonstrate body language that is limited
- Tend to have hesitant eye-contact



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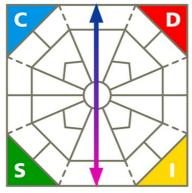


Next, determine if the individual is more:

- Task-oriented
- · People-oriented

Next, determine if the person is more: Task-oriented or People-oriented

Task-orientation



Task-oriented Individuals (C and D-styles):

Talk and ask about things
Focus more on tasks than people
Do not show a lot of emotion

Active

Reserved
People-oriented
Individuals
(S and I-styles):

Talk and ask about people

Focus more on people than tasks

Show emotion fairly easily **People-orientation**

If the person is **Task-oriented**, they are either **D-style** or **C-style**.

If the person is **People-oriented**, they are either **I-style** or **S-style**.

If the individual is Task-oriented, he/she is either D-style or C-style.

- Talks and asks about things
- Focuses more on tasks than people
- Does not show a lot of emotion

If the individual is People-oriented, he/she is either I-style or S-style.

- Talks and asks about people
- Focuses more on people than tasks
- · Shows emotion fairly easily



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Step 3: Recognize

Now you have the information needed to identify the person's style by combining the Active-Reserved and Task-People Orientation.

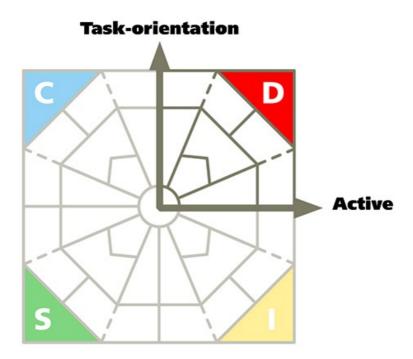
D-style = Active and Task-oriented

This is how to recognize D-styles.

Talks about: Goals, oneself, hard values (\$, revenue, profits) results, change.

How to identify D-styles:

- Is decisive
- Is assertive
- Very impatient
- May interrupt you
- Is direct, says what thinks
- "What's the bottom line?"
- Focuses on the big picture
- States own opinions as facts
- "How does this benefit ME?"
- Often appears to be in a hurry
- · Makes decisions quickly, almost hastily
- May talk to many people at the same time
- May have difficulty understanding others' viewpoints/feelings





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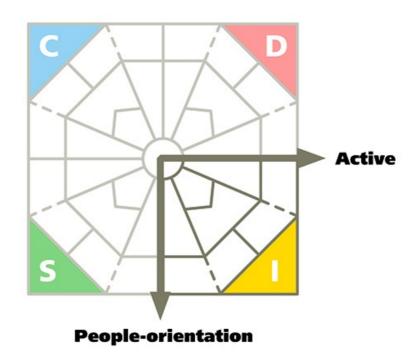
I-style = Active and People-oriented

This is how to recognize I-styles.

Talks about: People, team-spirit, good things, future, oneself

How to identify I-styles:

- Talks a lot
- Is animated
- Is open and friendly
- Appears unorganized
- Does not listen for long
- Stays away from hard facts
- Does not pay close attention
- Jumps from subject to subject
- Does not focus much on details





Sample Test

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EDNA 04.23.2015



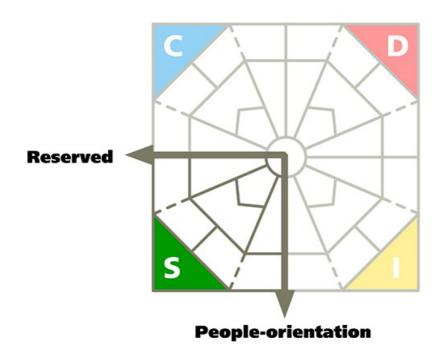
S-style = Reserved and People-oriented

This is how to recognize S-styles.

Talks about: Agreements, principles, past, proofs, one's team

How to identify S-styles:

- Is easy-going
- Appears calm
- · Listens carefully
- Appears thoughtful
- Nods and goes along
- "Let me think about it." • Likes own physical space
- · Does not get easily excited
- Ponders alternatives, slow in making decisions
- Asks questions and inquires about the specifics
- Seems have strong opinions but does not express them vocally
- Completely new ideas/things seem to make him/her uncomfortable





Sample Test

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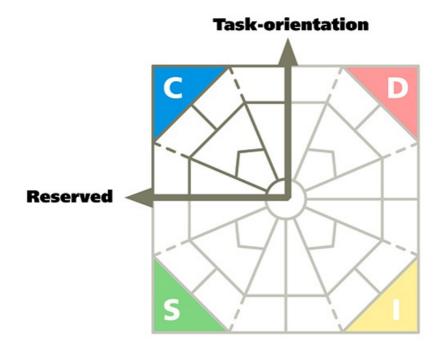
C-style = Reserved and Task-oriented

This is how to recognize C-styles.

Talks about: Facts, analyses, details, rules, instructions

How to identify C-styles:

- Is quiet
- Focuses on details
- · Proceeds cautiously
- Asks many questions
- Appears reserved and somewhat timid
- Doesn't easily express disagreeing views
- May have done homework on your products/services
- Studies specifications and other information carefully
- Makes decision only after studying pertinent facts/issues
- May be very critical; criticism based on facts, not opinions





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D-styles

"I never worry about action, but only inaction."

- Winston Churchill

The D-style is the most aggressive and assertive of the four styles. D-styles tend to be quite competitive and results-oriented. As a result, you may identify D-styles as being quite aggressive, blunt and even rude. Under pressure they can appear to have a lack of concern for others. They do not want to lose control. D-styles want to be in charge and have the power.

D-styles prefer to move fast, take risks and get things done now. They like change and challenges. D-styles may also often want to create change.

D-styles can also be impatient and overbearing. They are often not very good listeners and are prone to make snap decisions.

Motto: I did it my way.

Focus: Actively controls tasks and things.

Under pressure - Lack of concern. This refers to D-styles' tendency to overlook how their actions and behaviors affect others.

Fear - Loss of control. This refers to D-styles' desire to be in charge. They do not want to give up control.

Favorite question: What? (What is the bottom line? What is in it for me?)

Communication Style:

- Often to only one direction he/she talks and expects others to listen
- Expresses own opinions as facts that need no further discussion
- May be blunt and challenges others
- Interrupts others often



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Sample, when communicating with a D-style, remember to:

- Make firm and clear statements
- · Demonstrate that you know what you are doing and let them decide when to focus on the details
- Be concise
- Communicate confidently and explicitly, but maintain a positive approach
- Be clear, concise and always ready to move to the next step guickly
- Emphasize the benefits they can realize
- Do not let the discussion leave them wanting more than you are able to provide

Sample, what not to do with D-style:

- Do not talk for long without checking if they want more information
- Be careful not to talk about something they are not interested in
- Do not hesitate in whatever you say or do
- Do not show uncertainty show honesty
- Do not be too modest
- Let them play with ideas but do not allow them to get side-tracked
- Do not go into too much detail too soon

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I-Styles

"Why fit in when you were born to stand out?"

- Dr. Seuss

I-styles are outgoing, social, and talkative, and like to be the center of attention. They like to interact with others and meet new people. They do not like to focus on details, or spend a lot of time by themselves. Others tend to perceive I-styles as very friendly, enthusiastic and animated.

I-styles are the influencing and interactive individuals who shake up their environment by bringing others into alliance with one another. They know what they want, align everyone together to get it done, and want everyone to like them as they move forward. Social acceptance is very important for I-styles – they like to be liked.

l-styles are talkative, sociable, optimistic and lively. They are people-oriented, spontaneous, energetic and enthusiastic. l-styles tend to be positive and good at influencing others.

I-styles can also be inattentive to details, overly talkative and emotional. They may over-promise because they are so optimistic and eager to be popular. Others may perceive I-styles as somewhat careless, impulsive and lacking follow-up.

Motto: "I am a nice person. Everyone should like me."

Focus: Actively involved with people and emotions.

Under pressure - Disorganized. I-styles have a tendency to focus so much on people that they may overlook details and tasks.

Fear - Social rejection. I-styles have a strong desire to be liked by others.

Favorite question: Who? (Who is going to be at the meeting? Who else is using this?)

Communication Style:

- Selling and inspiring
- Talks a lot, but not about details
- Avoids unpleasant subjects
- Good at providing positive, constructive feedback
- Not always direct



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Sample, when communicating with an I-style, remember to:

- Be concise and emphasize the benefits you offer
- Commit the prospect to decisions you make together
- Show how you both benefit from the sale and have reasons to work together
- Ensure that you are moving to the direction you want
- Ensure that they know what your values are
- Encourage them to talk
- Do not forget your final goal with the client

Sample, what not to do with an I-style:

- Be careful not to talk too much nor focus too much on details
- Do not let them to move away from the topic that you want to talk about
- Do not forget to get excited about what they say
- Skip the details if they are not interested in them
- Provide them only with details they ask for
- Do not believe everything they say they are good at influencing other people Do not talk details too long without jumping into something fun in between

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S-Styles

"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb."

- Calvin Coolidge

S-styles are steady, calm and laid back. While they do like interaction with other people, they are more reserved and less animated than I-styles. S-styles prefer things to remain the same because changes and surprises threaten their sense of security. Family and friends tend to be very important to S-styles. They often defend their own group or team almost emotionally; fairness and justice are very important to S-styles.

S-styles are reliable and stable with an emphasis on cooperating with whoever is in charge to carry out the tasks. They say: "Tell me what, when and how you want it done and I'll be glad to do it." If you do not give me enough details, I won't get started because you might blame me if it gets done wrong."

Since S-styles prefer stability and security, they tend to resist change and need support with it. They want to know how the change will affect their lives. S-styles are also prone to be hesitant in their actions and decision-making. This is primarily caused by their desire to consider others and for everyone to get along.

Motto: If it's not broken, let's not fix it.

Focus: Involved with familiar people.

Under pressure - Too willing. S-styles' have a tendency to be accommodating and polite. Often they say "yes" too easily.

Fear - Loss of stability. S-styles have a desire to have a stable and secure environment. Change can be challenging for S-styles.

Favorite Question: How? (How are we going to do this? How does this impact us?)

Communication Style:

- Often only to one direction, he/she listens
- Answers when asked
- Talks calmly
- Creates trust
- Talks about topics he/she masters
- Better in one-to-one situations
- Good instructor



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Sample, when communicating with an S-style, remember to:

- Create a clear beginning and end to every topic
- Summarize regularly what you have covered and agreed upon so far
- Establish and agree on a goal for the meeting
- Speed it up as they will not do it
- Listen and understand but then try to solve the challenges
- Always agree on the next two or three steps before moving forward
- Agree with them when it is time to take the next step

Sample, what not to do with an S-style:

- Avoid being too detailed (keeping in mind you cannot hide anything from them)
- Do not wait until they make a decision
- Do not allow them to make a decision before you know it is the one you want
- Do not feel that you have to hide something or cannot tell everything
- Do not hesitate to state your opinion
- Do not leave any open ends
- Do not overanalyze but simplify

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C-Styles

"I have no special talent. I am only passionately curious."

- Albert Einstein

C-styles are the most analytical of the four behavioral styles. C-styles can be very detail-oriented, focusing on facts, information and proofs. They are comfortable working alone and are the most reserved of the four styles. C-styles are logical and methodical in their approach.

C-styles are cautious and compliant to their own high standards. Their emphasis is to work with the existing circumstances to ensure the quality of the product or service. C-styles make sure that everything works the way it should.

C-styles are sometimes too critical of others. They expect everyone to follow their standards. Their attention to detail and correctness can be perceived as nit-picky by others. C-styles' desire to do things correctly can also slow down their decision-making. They can over-analyze issues and need a lot of information.

Motto: "If we do not have time to do it right, do we have time to do it over again?" As a result, C-styles are good in ensuring quality control.

Focus: Analyzes tasks and things.

Under pressure - Overly critical. C-styles have a tendency to be so focused on the details that they often find mistakes and errors. The other styles may find C-styles too critical.

Fear - Criticism of work. C-styles want to be correct and to produce high-quality work. They do not want to make mistakes.

Favorite question: Why? (Why does is work this way? Why should we do it?)

Communication Style:

- Better in written communication
- Doesn't express disagreeing views
- Includes a lot of facts and details
- May miss the big picture
- Doesn't talk about opinions or abstract matters
- Extremely diplomatic



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Sample, when communicating with a C-style, remember to:

- Agree on the goals for the meeting with them beforehand
- Ensure that the discussion leads to something
- Make sure you know what is, and is not, important for you to discuss with them
- Always remain a step ahead and ready for what they are going to ask for next
- Make them state what they would be happy with
- Always paint the big picture before going into the details
- Remember to summarize after each topic

Sample, what not to do with a C-style:

- Do not allow them to get side-tracked keep things as clear as possible
- Avoid falling into long discussions with them
- Do not leave decision-making up to them alone
- Do not let them control the pace
- · Do not include too many aspects in one discussion or decision you expect them to make
- Do not let them control what will happen next
- Avoid any bureaucracy that would just delay the process

Notes:			



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Personal Action Plan: Your Next Steps

Experience has shown that by creating a concise, simple and specific action plan is the best way to improve performance. To do so, create your "Top 3" lists to help you become more successful.

My Top 3 Start and Stop List:

Based on what you have learned, discovered and realized through this report, list three important items you will **START** doing:

1		
2		
3		
	what you have learned, discovered and realized through this report, list three importar will STOP doing:	٦t
1		
2		
3		



