

# Knowing Personality Styles Helps You To Understand Yourself . . . And Others!

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Twenty-four hundred years ago, scientists and philosophers, most notably Hippocrates, began to recognize differences in behavior that seemed to follow a pattern. This pattern was explored by many psychologists and scientists until it was defined by Dr. William Marston. After earning his doctorate from Harvard University, he wrote *The Emotions of Normal People* in 1928. From this breakthrough work, he developed the lie detector test that is still in use today.

Marston theorized that people are motivated by four intrinsic drives. These drives direct behavior into the patterns that he called DISC. He came to understand that DISC was actually a special language that describes these behavior patterns. (“D” is the Dominant type; “I” is the Inspiring type; “S” is the Supportive type; “C” is the Cautious type.) He defined four DISC types that are composed of observable behavior characteristics or traits. These traits are measured in words to express intensity in each type; they are objective and descriptive rather than subjective and judgmental.

This means that DISC shows a pattern in how we act. We give value to these actions as good or bad and appropriate or inappropriate, but DISC is not designed to measure our values. Also, keep in mind that your skills and education may affect your opportunities and abilities, but they are not measured by DISC. We understand that DISC is a valuable instrument that helps us to understand behavior patterns in ourselves and others.

We spend years in school developing our intelligence to effectively use our mind. Developing our unique personality to effectively use our behavior is just as vital to successful living. Your Intelligence Quotient, or IQ, measures your intelligence. Your **Personality Quotient**, or **PQ**, refers to your ability to understand yourself and others for effective communication and teamwork. Studies have shown that technical skill, beginning with intelligence and developed through education and experience, accounts for only 15% of success in the workplace. The other 85% of workplace success comes from people skills! These skills are developed through learning better ways to behave and interact. As Dr. Robert Rohm likes to say, “*If I understand you, and you understand me, doesn’t it make sense that we can work more effectively together?*”

In completing this simple profile assessment, you are taking the **first vital step** to better understand your personality style and how you act, interact or react to other people. We hope you find this experience helpful, useful, practical and applicable to every area of your life.

## **WAYS TO DEVELOP PEOPLE** - People are influenced and motivated differently!

Have you ever wondered why you can say one thing to one person, and get a certain response, then say exactly the same thing to another person, and get a different response?

The basic reason is because people have different personality styles, and each personality has a different priority.

## 4 DIFFERENT TYPES – 4 DIFFERENT PRIORITIES



### MODEL OF HUMAN BEHAVIOR

*Remember: Everyone is a unique blend of traits from each of the four personality styles.*

You will learn and discover that each person is an important part of the team...both personally and professionally. You will develop ways to begin to learn how to say the same thing in a different way in order to create better relationships and build better teams.

■ **The Dominant type** - An *outgoing, task-oriented* individual will be focused on getting things done, accomplishing tasks, getting to the bottom line as quickly as possible and **MAKING IT HAPPEN!** (The key insight in developing a relationship with this type person is **RESPECT** and **RESULTS**.)

■ **The Inspiring type** - An *outgoing, people-oriented* individual loves to interact, socialize and have fun. This person is focused on what others may think of him or her. (The key insight in developing a relationship with this type person is **ADMIRATION** and **RECOGNITION**.)

■ **The Supportive type** - A *reserved, people-oriented* individual will enjoy relationships, helping or supporting other people and working together as a team. (The key insight in developing a relationship with this person is **FRIENDLINESS** and **SINCERE APPRECIATION**.)

■ **The Cautious type** - A *reserved, task-oriented* individual will seek value, consistency and quality information. This person focuses on being correct and accurate. (The key insight in developing a relationship with this individual is **TRUST** and **INTEGRITY**.)

### The Elevator Test: Which Type Are You?

The elevator doors are about to close on an eager rider who is trying to get on the elevator. There are four (4) people already inside the elevator: One of the people in the crowded elevator is in a hurry and does not want to wait. There is also a bubbly, energetic passenger who holds the door open while greeting the newcomer. A third rider is happy either way. The final passenger is cautiously concerned as she calculates the weight to see if the elevator can handle another person.

While not perfectly scientific, this scenario depicts in broad brush strokes the Dominant (outgoing/task-oriented) person who does not want to wait; the Inspiring (outgoing/people-oriented) person who holds the door open; the Supportive (reserved/people-oriented) person who is the peacemaker and tries to get along regardless; and the Cautious (reserved/task-oriented) person who wants to make sure the added person doesn't exceed the weight limit.

By completing a personality profile assessment, you will gain valuable insights to aid you to be that much more effective in all areas of life.