



## **Why Should I Use DiSC?**

### **More Companies are Using Assessment Tools**

A 2012 survey published by the Boston-based research firm, Aberdeen Group, reported that 49 percent of the companies it contacted had a formalized assessment strategy in place. This represents a 9% percent increase since 2011.

### **Why Companies Are Using Assessment Tools**

- Develop workers' interpersonal and leadership skills
- Improve communication
- Reduce conflict
- Set performance goals
- Gain insight into how to support/motivate teams
- Make strategic decisions based on skills/strengths when assigning workflow
- Break down departmental silos

### **Assessment Tools Yield Extraordinary Results**

The Aberdeen report found that about 75 percent of high-performing companies can directly attribute positive changes in revenue or profitability to their assessment strategies. Some of those positive changes include higher employee retention, engagement, and productivity.

### **Why Strategies Recommends DiSC**

DiSC assessments identify differing communication styles, decision-making processes, and conflict management options, which increase team effectiveness. "Instead of labeling someone as intentionally difficult, people learn that someone is wired differently and just being themselves. It

allows people to set aside communication style differences and focus on the substance of the conversation," says Suzette Langley, a consultant and human behavior specialist at Strategies, Inc.

**Everything DiSC Workplace®** can be used with everyone in an organization, regardless of title or role, to build more effective relationships, and improve the quality of the workplace. Everything DiSC Workplace provides the tools to:

1. Understand yourself - what you prioritize, and why you behave, react, or think the way you do
2. Understand others - what drives others' behaviors and what they prioritize in their work and communication
3. Act differently - use the knowledge about yourself and others to improve communication and team dynamics/function

In addition to Everything DiSC Workplace, Strategies, Inc. also offers the following suite of DiSC assessment tools.

**Everything DiSC Management®**

Teaches managers how to bring out the best in each employee. They learn how to read employee styles and adapt their own styles to manage more effectively.

**Everything DiSC Work of Leaders®**

The Work of Leaders made simple: Vision, Alignment, and Execution. Based on best practices, Work of Leaders connects to real-world demands, generating powerful conversations that provide a clear path for action.

**Everything DiSC 363®**

Combines the best of 360s with the simplicity and power of DiSC®, plus three personalized strategies for improving leadership effectiveness. For anyone who wants to use 360° feedback as part of their leadership development, whether an emerging leader or an experienced executive.

**Everything DiSC Sales®**

Helps salespeople connect better with their customers by understanding their DiSC sales style, understanding their customers' buying styles, and adapting their sales style to meet their customers' buying styles.