



FACT SHEET

- i. ACCURATE, RAPID QUESTIONS AND SCORING
- ii. POWERFUL FEEDBACK WITH DYNAMIC E-LEARNING
- iii. RIGOROUSLY RESEARCHED
- iv. AVAILABILITY AND PRICING



WHY IDISC?

DISC is the most trusted method in the world for measuring an individual's personality profile, or "type." People have used DISC for more than 70 years to discover the source of their strengths. The four personality dimensions measured by the IDISC™ (Dominant, Interpersonal, Steady and Conscientious) provide a practical and intuitive framework for understanding what makes people tick. Each user also discovers which of the fourteen personality profiles apply specifically to them.

The IDISC™ is an assessment that serves as a true learning tool. The test results include dynamic e-learning featuring Hollywood movies, television and historical events to bring personality to life. IDISC™ results are more than a score: they teach how to make the most of your personality type and how to understand and connect with others.

i. ACCURATE, RAPID QUESTIONS AND SCORING

Eliminating the error-filled, tedious hand scoring typically associated with DISC, the IDISC™ generates a unique feedback report at the click of a button. Each of the 28 questions ask you to select one word from a list of four that best describes you and another that least describes you. The entire test takes just 10 minutes to complete, and the 10 hour e-learning program included in the results never expires.



IDISC™ Survey - Item 2 of 28

You can click on any of the words to read a definition of the term.

	MOST	LEAST
sharp	<input type="radio"/>	<input type="radio"/>
resilient	<input type="radio"/>	<input type="radio"/>
responsible	<input type="radio"/>	<input type="radio"/>
balanced	<input type="radio"/>	<input type="radio"/>

Next >



ii. POWERFUL FEEDBACK WITH DYNAMIC E-LEARNING

The IDISC™ feedback teaches the meaning of the four components of the DISC model of personality and reveals your score in each dimension. You also learn which of the 14 personality types best describes you and which profile is your anti-type. In addition to learning more about yourself, you'll discover the personality types of those around you and learn how to better work with them. Watch each of the 14 types come to life with film-based e-learning activities showcasing blockbuster Hollywood stars and memorable historic events. More than 10 hours of e-learning ensures your learning experience is real, relevant, and powerful. Enjoy scenes with some of your favorite Hollywood stars, and be motivated by inspiring, real-life personalities including John F. Kennedy and Ronald Reagan. Each activity includes a virtual coach that provides insight and explanation.

WATCH THE DISC MODEL OF PERSONALITY...

Steady

In the following clip, Amy (Nicole Kidman) Amy is very upset and her point is hard feelings illustrates the Steady individual.

[Click here to watch the clip.](#)

How does Ms. Bain demonstrate the Steady?

[Amy comes on strong.](#)

THE PREFERRED LEADER™
In a leadership role, it's important to be achieving results. No one knows this better than 20 million worldwide discover the power of Preferred Leader™ Assessment, a powerful employees value most in a leader.

Powered by TalentSmart learning

SPRING TO LIFE ON YOUR SCREEN!

The Researcher

When it comes to solving problems, the Researcher relies on logic. When pressure mounts, the Researcher relies on logic. In the Plastic Bubble, Todd (played by John Travolta) immune system and Ernie hopes to find a way for him to watch the clip, look for cues in Ernie's personality which...

[Click here to watch the clip.](#)

Click on the following elements from this clip:

- [Todd Shoots Him Down](#)
- [Confidence](#)

MAKING THE MOST OF THE RESEARCHER PROFILE
Your powerful objective focus is accompanied by a calm and you value factual data resulting from an investigative search. You get started working on an organized plan to obtain the data more than emotion and feelings, and you prefer assign tasks, reasoning to interpret problems and devise solutions.

Powered by TalentSmart learning

USE THE GOAL TRACKING SYSTEM™ TO SET AND TRACK GOALS, RECEIVE REMINDERS AND COLLECT FEEDBACK ON YOUR PROGRESS...

[Set a Goal](#) | [View all Goals](#) | [Edit a Goal](#) | [Share All Goals](#) | [Writing Goals Guide](#) | [Help and Instructions](#)

Current Goals

Goal 1					
Skill To Improve	Begin Date	Length of Focus	Expected Outcome	Overall Progress	Comments
Innovator Profile	January 20	One month	To make the most of my strengths. To get along better with my coworkers.	LITTLE PROGRESS	This is great - Boss Add Comment

Action Steps

- Next time I am under pressure, ask for help
- Educate the people around me about my "Innovator Profile"
- Inform people of my strengths as a "Innovator" such as my versatility and persistence

AND WITH A QUICK CLICK YOU CAN SHARE YOUR PROFILE WITH OTHERS...

➔ **DOWNLOAD MY REPORT**

➔ **SET AND TRACK GOALS**

➔ **SHARE MY PROFILE**

iii. RIGOROUSLY RESEARCHED

All TalentSmart® assessments are held to the strictest standards for psychometric validation. Hundreds of thousands of responses stand behind the IDISC™, and the normative sample represents individuals on six continents from virtually every industry and profession.

RELIABILITY

Used to determine whether the clusters of questions in a survey are accurate representations of the construct in question, each of the four components of the DISC model generate a reliability score, which is measured using the Cronbach’s alpha statistic. The four reliability scores for the IDISC™ range from .76 to .80, which exceeds the benchmark standard of .70.

IDISC™ Reliability Coefficients

Dominant	0.79
Interpersonal	0.80
Steady	0.76
Conscientious	0.76

VALIDITY

The essential measure of a survey’s validity is the extent to which the model created is accurately represented through inter-scale correlations. In the DISC model, Dominant and Steady are dimensions consistently found to be near opposites, as are the Interpersonal and Conscientious dimensions. As expected, in the IDISC™ these dimensions are negatively correlated, or are near opposites.

Reliability Coefficients and Inter-Scale Correlations Among Most and Least Scores

	D-Most	I-Most	S-Most	C-Most	D-Least	I-Least	S-Least	C-Least
D-Most	.68							
I-Most	-.13	.76						
S-Most	-.62	-.34	.66					
C-Most	-.16	-.72	.03	.71				
D-Least	-.69	-.05	.57	.17	.73			
I-Least	.06	-.69	.18	.61	-.09	.71		
S-Least	.61	.14	-.66	-.09	-.67	-.20	.69	
C-Least	.17	.61	-.19	-.69	-.34	-.61	.06	.68

(Reliability coefficients are shown in bold along the diagonal of the table. Inter-scale correlations are shown below the diagonal.)



iv. AVAILABILITY AND PRICING



IDISC™ ONLINE - \$39.95

Upon purchase, you instantly receive a unique link for each survey purchased in your receipt. Forward one link on to each participant and you're done. After the survey is complete, a single click converts the results to a PDF file for saving, printing and even e-mailing. This way, participants can take the survey online and carry a hard copy to a training or coaching session. For large purchases, TalentSmart® will distribute participant links for you.

NO CERTIFICATION REQUIRED TO PURCHASE AND QUANTITY DISCOUNTS ARE AVAILABLE.

VISIT WWW.TALENTSMART.COM/IDISC OR CALL **888.818.SMART**.

ABOUT TALENTSMART®

The leading provider of assessments with e-learning, we have a proven track record of providing cutting-edge, learner-focused tools to assist your work. When you choose TalentSmart® for your important project, you gain a customer-focused partner with “best in class” solutions.

TalentSmart® boasts strategic alliances with the following industry leaders:

The American Management Association – Uses our *Emotional Intelligence Appraisal™* in their most popular program on leadership. This program is delivered to hundreds of business leaders a month at locations across the country.

The Ken Blanchard Companies® – Uses our technology and assessment methodology in their *Preferred Leader Assessment™*. This assessment is coauthored by Ken Blanchard, (*The One Minute Manager®*) with our President and CEO.

Marshall Goldsmith Partners - Marshall Goldsmith is rated a “Top 10” executive coach by the *Wall Street Journal* and *Forbes*. His coaches help global leaders achieve positive change using TalentSmart® assessments.

