



IDISC™

Why the IDISC?

Personality is the often misunderstood term used to describe people’s preferences and tendencies for interacting with the world around them. Each of us has a personality profile, which reflects our own unique blend of personality traits. It is produced by hardwired paths used for thinking in the brain and influences how we think, how we feel, and ultimately what we do. Put in another way, personality is a collection of our motivations, needs, and preferences that serves as a blueprint to our strengths and weaknesses. Thus, it is important for us to leverage our personalities to achieve positive results and harness our individual talents.

By the time we reach adulthood, our personalities are fixed, which is why it’s important to build awareness for who we are and how we operate. People have used the DISC model for more than 70 years to discover the source of their natural strengths, and it is the most trusted method in the world for describing an individual’s personality. The IDISC is the premier measure of personality and helps people make the most of their personality by delivering constructive feedback and practical recommendations for leveraging unique personality profiles.

What It Measures

The IDISC was developed based on William Marston’s DISC model—the longest-standing and most widely used personality model. The DISC model describes people as behaving along two axes. The first axis captures how an individual responds to the environment, whether they are active or reactive. The second axis captures the individual’s

perception of their environment, whether they are task-oriented or people-oriented. These axes form four quadrants that explain the four behavioral dimensions of the DISC model: 1) Dominant, 2) Interpersonal, 3) Steady, and 4) Conscientious.



The IDISC considers these four components, as well as the combination of these four traits, in any individual to yield a personality profile. The 14 possible IDISC personality profiles are each a unique combination of the four DISC personality traits.

The IDISC captures an individual’s personality quickly and accurately in an easy-to-interpret report and provides practical recommendations that are customized to fit each user’s profile.



IDISC™

Validation and Research

The IDISC is held to the strictest of research standards in its design and validation. The normative sample represents individuals on six continents from virtually every industry and profession. Hundreds of thousands of responses stand behind the IDISC and have been analyzed with the following results:

1. Reliabilities for the four DISC dimensions are strong and exceed benchmark standards, yielding coefficient alphas ranging from 0.76 to 0.80.
2. Inter-scale correlations support the validity of the two axes, and a factor analysis supports the 14 personality profiles as being statistically distinct from each other.
3. Studies across industries and the globe support the test's validity and its ability to measure personality accurately in a brief format (just 28 questions).

Three Options to Suit You

Three different formats are designed to meet specific needs.

1. IDISC Booklet

The IDISC Booklet is the self-scoring paper-and-pencil format of TalentSmart's personality assessment. It can be taken and scored in 20 minutes, and contains recommendations to help make the most out of each unique personality profile.

The IDISC Booklet is a great option if:

- Participants do not have access to the internet
- You want to use the IDISC for training or coaching
- You want to be present to help participants score

their personality and help them debrief their results immediately after their tests are complete

2. IDISC Online

The IDISC Online allows participants to get immediate access to their scores after completing the assessment online. After taking the assessment, participants have unlimited access to additional resources, including more than 10 hours of e-learning, and TalentSmart's patented Goal-Tracking System™.

The IDISC Online is a perfect option if you want:

- The IDISC to be completed as prework
- The results automatically scored
- The Participant's Type vs. their Anti-Type
- Unlimited access to online development resources

3. IDISC Consultant

The IDISC Consultant allows participants to take the IDISC Online but gives consultants and trainers full control over how and when participants receive their personality profile. The IDISC Consultant keeps the profile hidden from participants until a facilitator is ready to debrief the results.

The IDISC Consultant is the best option if you want:

- To discuss personality before participants have a chance to see their profiles
- Participants to take the IDISC as prework but do not want them to see their profile before a training or coaching session
- More control and you are tired of participants showing up to training without their prework in hand



IDISC™

	IDISC Booklet	IDISC Online	IDISC Consultant
Requires Internet		✓	✓
E-Learning	✓	✓	✓
In-session Activity	✓		
Controlled Administration			✓
Type vs. Anti-Type Analysis	✓	✓	✓
Goal Tracking System™		✓	✓

participants along with the link to the assessment. Once participants take the IDISC, they will receive instant online access to their results report and can download it as a PDF.

IDISC Consultant

When the IDISC Consultant is purchased, access to administer the assessments will be provided in your My TalentSmart Account. Administration of the assessments is done quickly and easily all on a single page. At the click of a button, an invitation email will be sent out to participants, and the administrator can create the report as soon as the assessments have been completed. Once the report has been created, you can view the online report, download it as a PDF, or email the report to the participant, coach, or trainer.

NO CERTIFICATION IS REQUIRED TO USE THE IDISC 

Administering the Assessment

With TalentSmart’s easy-to-use survey platform, getting feedback is a snap.

IDISC Booklet

When you purchase the IDISC Booklet, we’ll ship your order the same day if it is placed before 3 p.m. Pacific Standard Time. The booklet can be handed out to participants as part of a training activity, and participants can complete and score the test in just 20 minutes. Easy-to-follow instructions will guide participants through the scoring process and the identification of the participant’s unique personality profile.

IDISC Online

When you purchase the IDISC Online, passwords are automatically provided in your TalentSmart account and purchase receipt. These passwords can be emailed to

Should you require any assistance during the administration process, a quick call to TalentSmart’s main line will get you in touch with someone who will be able to assist you.

Taking the Assessment

Participants rate themselves on the four personality dimensions by answering 28 questions. Each question asks the participant to select one word from a list of four that best describes them and another that least describes them. The entire test takes just 10 minutes to complete, though there is no time limit. For the online formats, once completed, responses are stored on a secure server hosted by TalentSmart.



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Feedback Report

IDISC Booklet

Once participants have completed the survey and have calculated their scores on the four personality dimensions, they will view the 14 personality profiles in the second half of the booklet. Participants will be presented with a description of their unique personality profile determined by the unique composition of the four dimensions. They will discover the strengths, challenges, and defining characteristics of their personality profile and then are given tips on how to make the most of their unique profile. Participants also have the opportunity to read the 13 other personality profiles and learn how to best work with and understand others with different personalities.

IDISC Online and IDISC Consultant

The results for the IDISC Online and IDISC Consultant are generated instantly by TalentSmart’s proprietary technology. The report can be downloaded in PDF format or viewed online by signing into the personal homepage.

The feedback report teaches the meaning of the four components of the DISC model of personality and reveals the participant’s score on each dimension. Then participants learn which of the 14 personality types best describes them and which profile is their Anti-Type. In addition to learning more about themselves, participants discover the personality type that they are bound to clash with the most and learn how to work better with them.

Personality Development Resources

The IDISC assessment provides unlimited access to TalentSmart’s online developmental resources. Whereas the IDISC Booklet provides URL links on given pages to

gain access to movie clips, the IDISC Online and IDISC Consultant have a wide range of developmental resources directly embedded in the online feedback report.

E-learning

The reports include more than **10 hours of e-learning** in which participants watch each of the 14 personality types come to life with film-based e-learning activities showcasing blockbuster Hollywood stars and memorable historic events. The e-learning ensures that participants’ learning experience is real, relevant, and powerful. Each activity includes a virtual coach that provides insight and explanation. This feature offers trainers and coaches a self-guided tool for extended learning after sessions.

Set and Track Goals

For IDISC Online and IDISC Consultant users, access to TalentSmart’s Goal-Tracking System allows participants to set goals, share them with others, and track their progress. The system sends automatic reminders via email and enables participants to invite others to provide feedback on their goals. This is a powerful way to bridge the gap between learning and doing.

Cost

The IDISC is the premier measure of personality and is available in three formats. 

IDISC Booklet:	\$19.95
IDISC Online:	\$39.95
IDISC Consultant:	\$49.95

CALL US TODAY FOR A SAMPLE RESULTS REPORT: 888.818.SMART





IDISC™

PRODUCT SUMMARY

Features

- Theoretically and statistically sound
- No certification required for administration
- Takes just 10 minutes to complete
- Provides scores on the four DISC dimensions
- Identifies a participant's personality out of 14 unique profiles
- Includes more than 10 hours of e-learning
- Access to Goal-Tracking System
- 3 formats to suit your needs: IDISC Booklet, IDISC Online, IDISC Consultant




BOOKLET: \$19.95
 ONLINE: \$39.95
 CONSULTANT: \$49.95

Call us today at 888.818.SMART or visit us online at www.TalentSmart.com for purchases, and sample reports.

Test Design

28 Items, measuring:

- 4 dimensions: Dominant, Interpersonal, Steady, Conscientious
- 14 personality profiles

Item Format:

- 4 word descriptors
- Select word that best describes you
- Select word that least describes you

Validity & Reliability

Validity:

- Content validity built from expert evaluation of items
- Construct validity supports DISC model and 14 distinct personality types
- High face validity reported by raters

Reliability:

- Normative sample size is 100,000+
- Cronbach's alpha = 0.76 to 0.80

Format

IDISC Booklet:

- Self-scoring booklet

IDISC Online:

- Online with immediate access to results

IDISC Consultant:

- Online with controlled access to results and automated administration