



**Management  
Diagnostic  
Tools**

# **DiSC BEHAVIOURAL PROFILING**



Australian Institute  
of Management

LEADERSHIP MATTERS

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# DiSC BEHAVIOURAL PROFILING



## COMMUNICATION IS THE KEY

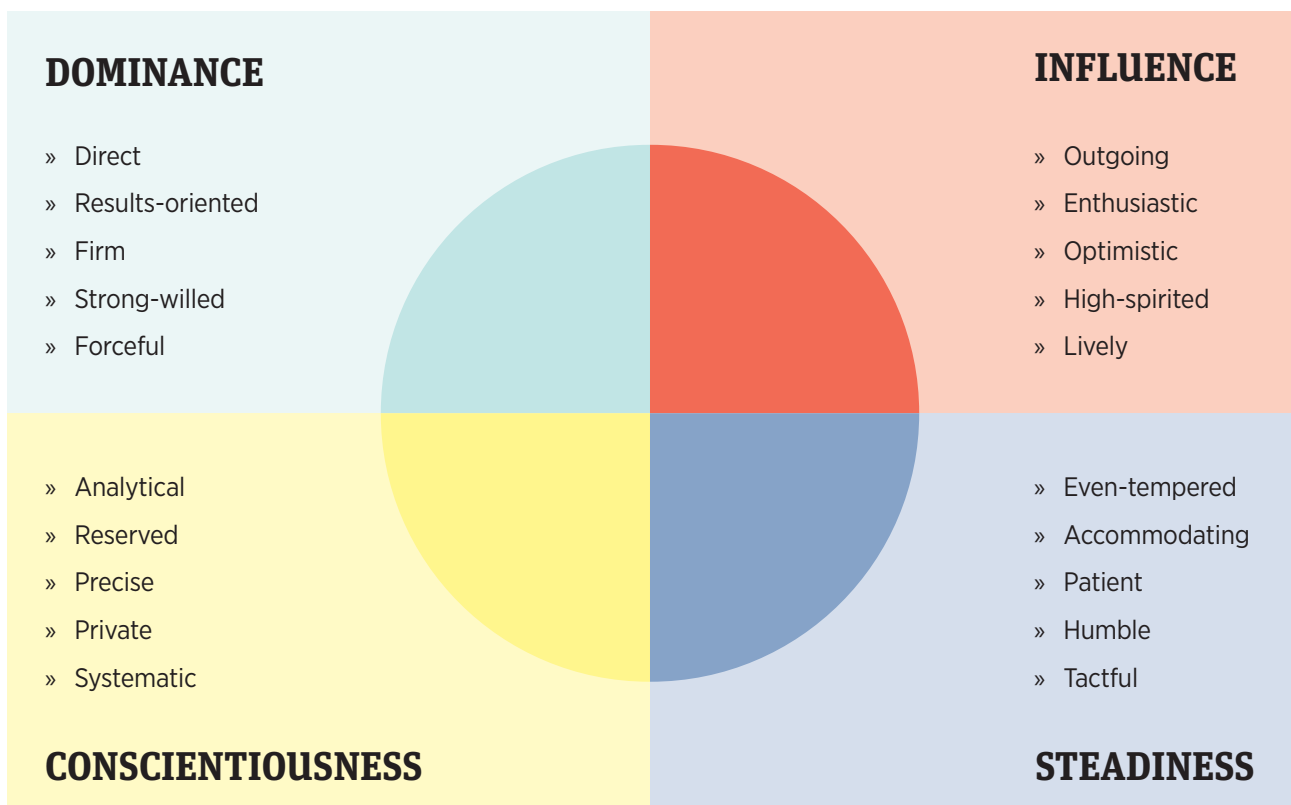
Communication is vital to the success of any business. Communication with consumers and potential customers is crucial, but communication between the staff is the lifeblood of your success. By understanding how each member as an individual communicates you will improve the efficiency and culture of your organisation, leading to vibrant and successful teams.

*Everything DiSC* allows you to understand yourself and others better.

## WHAT IS DiSC®?

*Everything DiSC* comprises a suite of (survey-based) profiling tools, which categorise people based on four personality dimensions. The results are used to build a profile of the participant, including tendencies, needs, preferred environments and communication styles.

The DiSC profile is conducted online, where participants are asked to look at several sets of words and determine which of the words best describes their response in specific situations.



## WHY USE DiSC PROFILING TOOLS?

**DiSC profiling tools can be used to assist a broad range of activities within an organisation to develop key talent:**

- » Managers, leaders and individuals become aware of their strengths, how to better focus their activity and know where they need development.
- » Sales teams can learn about themselves and how to best communicate with their clients or prospects leading to improved cut through and sales.
- » Managers understand their team and can use the results to allocate tasks, communicate objectives and conduct difficult conversations to drive greater efficiency.
- » Leaders can discover the things that need to be worked on *now* and the strategies they need to improve their leadership effectiveness with immediate actions.
- » Improved understanding leads to improved communication, leading to an improved workplace culture and improved retention of staff.

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*“DiSC profiling has proved a valuable tool which assists supervisors to assess communication styles to engage stakeholders and provide effective feedback. It has also allowed them to learn more about individual personality traits to improve communication, productivity and teamwork.”*

**Craig Doyle**

CEO | Mackay Regional Council

## MODULES

### EVERYTHING DiSC® WORKPLACE

- » Discover your own style
- » Build effective relationships
- » Accessible to anyone regardless of title or level

### EVERYTHING DiSC® MANAGEMENT

- » Discover your management style
- » Learn how to read different styles in your team
- » Adapt your management style to effectively manage your team

### EVERYTHING DiSC® SALES

- » Discover your sales style
- » Recognise your customers' styles
- » Build more effective relationships with your customers

### EVERYTHING DiSC® FOR LEADERS

- » Combine the simplicity of a 360° feedback model (see next page)
- » Access 3 strategies for improving leadership effectiveness

### EVERYTHING DiSC WORK FOR LEADERS®

- » A new tool that approaches leadership as a 'one-to-many' relationship
- » Uses a framework of Vision, Alignment and Execution





# Management Diagnostic Tools



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## CONTACT US

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