

## DISC PERSONALITY TYPES

### D – Dominant, Direct

#### Characteristics:

Fast Paced	Persistent
Task Oriented	Relentless
Results-driven	Strong-willed
Forceful	Aggressive
Commanding	Determined
Bold	Independent
Argumentative	Competitive
Achieving	Courageous
Daring	Hardworking
Self-reliant	Loves a challenge
Decisive	Likes variety
Assertive	Charge agent
Leads	Easy on self/hard on others
Risk Taker	Confident
Problem Solver	Resourceful
Multi-tasks	Freedom of choice
Diligent	Efficient
Practical	Adventurous
Outspoken	Self-starting

#### Negative Tendencies:

Insensitive  
Demanding  
Inflexible  
Poor Listener  
Controlling  
Impatient  
Blunt; harsh  
Pushy  
Hard to relax  
Over-commits  
Do it my way  
Reckless  
Easily frustrated

Fears losing control, not being challenged, boredom, loves control, challenge, action, results, solving problems, freedom, looking good, diversity, recharges through physical activity.  
Motivated best by being challenged, given opportunity to achieve, additional responsibility.

## **I – Influential, Inspiring**

### Characteristics:

Fast-paced	Stimulating
People-oriented	Independent
Expressive and animated	Dreamer
Exciting	Positive
Unpredictable	Dramatic
Outgoing	Humorous
Persuasive	Trusting
Optimist	Confident
Talkative	Encourager
Enthusiastic	Visionary
Spontaneous	Communicator
Creative	Fun loving
Playful	Lively
Emotional	Convincing
Popular	Life of party
Charming	Big picture
Energetic	Leads
Easy on self and others	

### Negative Tendencies:

- Impulsive
- Poor time management
- Attention to detail
- Poor listener
- Tardiness
- Can be undisciplined
- Over-commits
- Over-trusts
- Lacks follow-through
- Over-estimates potential of people
- Can verbally manipulate

Fears not having social approval, not being loved, losing face, control, too much detail. Loves approval, recognition, encouragement, visibility, variety, relationships, popularity, social contact. Recharges through social activity. Motivated best by recognition.

## **S – Steady, Stable**

### Characteristics:

Slower-paced	Accurate
People-oriented	Praise
Relational	Factual
Patient	Listener
Even-tempered	Detailed
Easy going	Curious
Deliberate	Hardworking
Sympathetic	Picky
Pleasant	Contemplative
Considerate	Supportive
Thorough	Cautious
Logical	Practical
Analytical	Tolerant
Planner	Persistent
Loyal	Dependent
Diplomatic	Laid back
Kind	Generous
Accommodating	Gentle
Restrained	Willing
Friendly	Neighborly
Unemotional	Hard on self; easy on others

### Negative Tendencies:

- Indecisive
- Overly sensitive
- Over commits
- Hard on self
- Soft on others
- Avoids conflict
- Procrastinates
- Fault-finding
- Critical
- Hides emotion
- Change is difficult

Fears conflict and pressure, losing peace, instability, risk. Loves peace, security, affirmation, structure, a cheerleader, specialization. Recharges through “nothing” time. Motivated by sincere appreciation.

## C – Conscientious, Compliant

### Characteristics:

Slower-paced	Thoughtful
Task-oriented	Self-sacrificing
“Thinkers”	Conventional
Correct	Diplomatic
Precise	Inquisitive
Logical	Industrious
Cautious	Structured
Perfectionist	Calculating
Systematic	Discerning
Analytical	Competent
Orderly	Contemplative
Idealistic	Modest
Thorough	Doubters
Observant	Humble
Disciplined	Restrained
Consistent	Respectful
Careful	Hard on self and others
“By the book”	Prepared
High expectations	Planner

### Negative Tendencies:

- Over cautious
- Too rigid
- Sensitive to criticism
- Too detail-oriented
- Suspicious (slow to trust)
- Pessimistic
- Picky
- Indecisive
- Critical
- Avoids Conflict
- Plans too much
- Risk avoidance
- Poor people skills

Fears criticism, unexplained changes, can't get everything done. Loves rules and regulations, facts and data, assurances, protection, affirmation, tie to analyze facts, controlled work environment. Recharges through private time. Motivated best with security and protection.