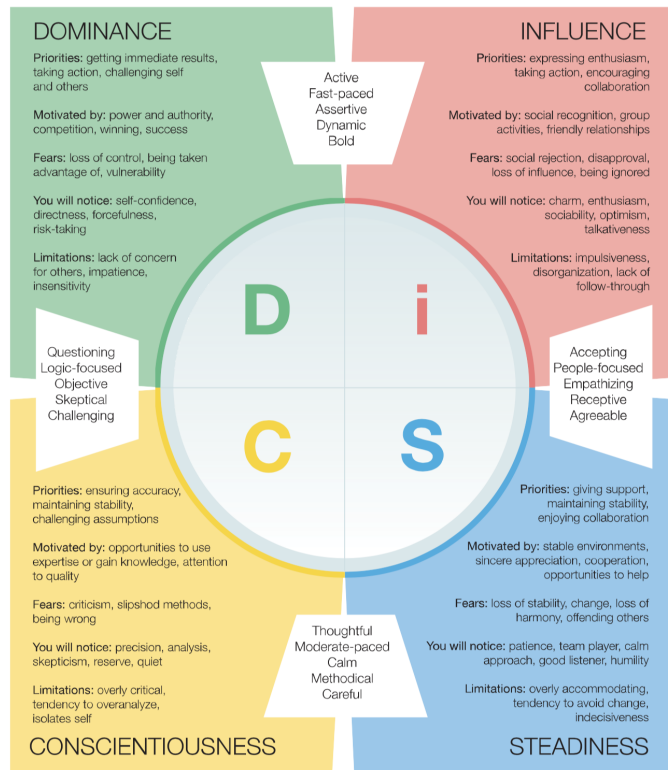


# SIMPLE DISC PERSONALITY PROFILING

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## DISC PERSONALITIES

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- DISC is a behavior assessment tool based on the DISC theory of psychologist William Moulton Marston, which centers on four different personality traits which are
  - Dominance (D), Influence (I), Steadiness (S), and Conscientiousness (C).
- This theory was then developed into a behavioral assessment tool by industrial psychologist Walter Vernon Clarke. (Wikipedia 2020)

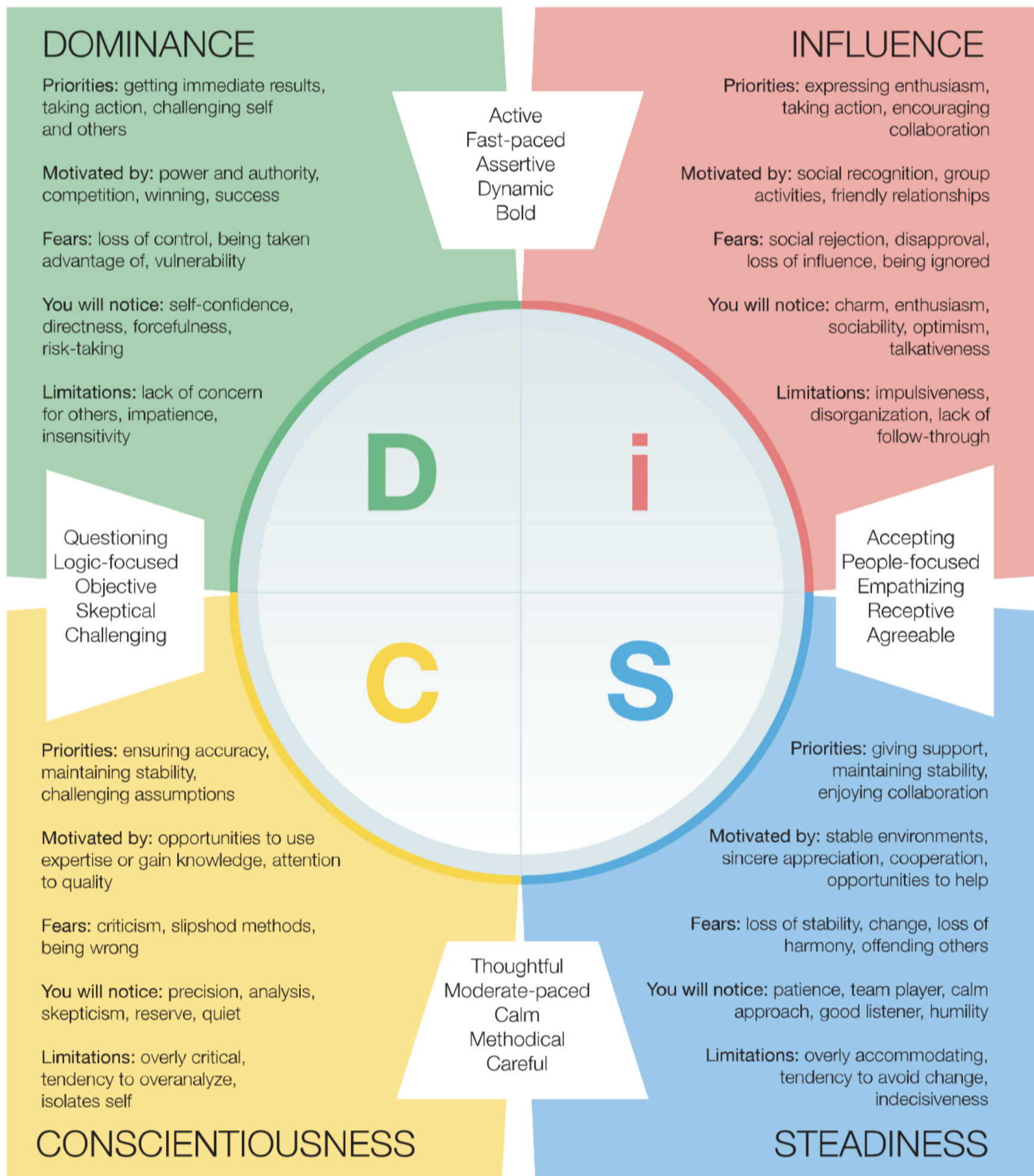


Figure 1: DISC Personality Profiling

HOW TO DETERMINE WHICH PERSONALITY YOU HAVE

#	A	B	C	D
1.	Restrained	Forceful	Careful	Expressive
2.	Pioneering	Correct	Exciting	Satisfied
3.	Willing	Animated	Bold	Precise
4.	Argumentative	Doubting	Indecisive	Unpredictable
5.	Respectful	Out-going	Patient	Daring
6.	Persuasive	Self-reliant	Logical	Gentle
7.	Cautious	Even-tempered	Decisive	Life-of-the-party
8.	Popular	Assertive	Perfectionist	Generous
9.	Colorful	Modest	Easy-going	Unyielding
10.	Systematic	Optimistic	Persistent	Accommodating
11.	Relentless	Humble	Neighborly	Talkative
12.	Friendly	Observant	Playful	Strong-willed
13.	Charming	Adventurous	Disciplined	Deliberate
14.	Restrained	Steady	Aggressive	Attractive
15.	Enthusiastic	Analytical	Sympathetic	Determined
16.	Commanding	Impulsive	Slow-paced	Critical
17.	Consistent	Force-of-character	Lively	Laid-back
18.	Influential	Kind	Independent	Orderly
19.	Idealistic	Popular	Pleasant	Out-spoken
20.	Impatient	Serious	Procrastinator	Emotional
21.	Competitive	Spontaneous	Loyal	Thoughtful
22.	Self-sacrificing	Considerate	Convincing	Courageous
23.	Dependent	Flighty	Stoic	Pushy
24.	Tolerant	Conventional	Stimulating	Directing

DISC PROFILE	D	I	S	C
1.	B	D	A	C
2.	A	C	D	B
3.	C	B	A	D
4.	A	D	C	B
5.	D	B	C	A
6.	B	A	D	C
7.	C	D	B	A
8.	B	A	D	C
9.	D	A	C	B
10.	C	B	D	A
11.	A	D	C	B
12.	D	C	A	B
13.	B	A	D	C
14.	C	D	B	A
15.	D	A	C	B
16.	A	B	C	D
17.	B	C	D	A
18.	C	A	B	D
19.	D	B	C	A
20.	A	D	C	B
21.	A	B	C	D
22.	D	C	B	A
23.	D	B	A	C
24.	D	C	A	B
<b>COLUMN TOTALS</b>				

Figure 2: DISC Personality Test

- Step 1: For every **Row** in Figure 2 Left Table, select / circle **One** trait that best describes you.
- Step 2: Tally your answer with Figure 2 Right Table. You get 1 point on each **Row** based on the selected alphabet (put a (1) beside each of the alphabet you chose).
- Step 3: Total up each **Column** – the **Column** with the highest score is your personality!

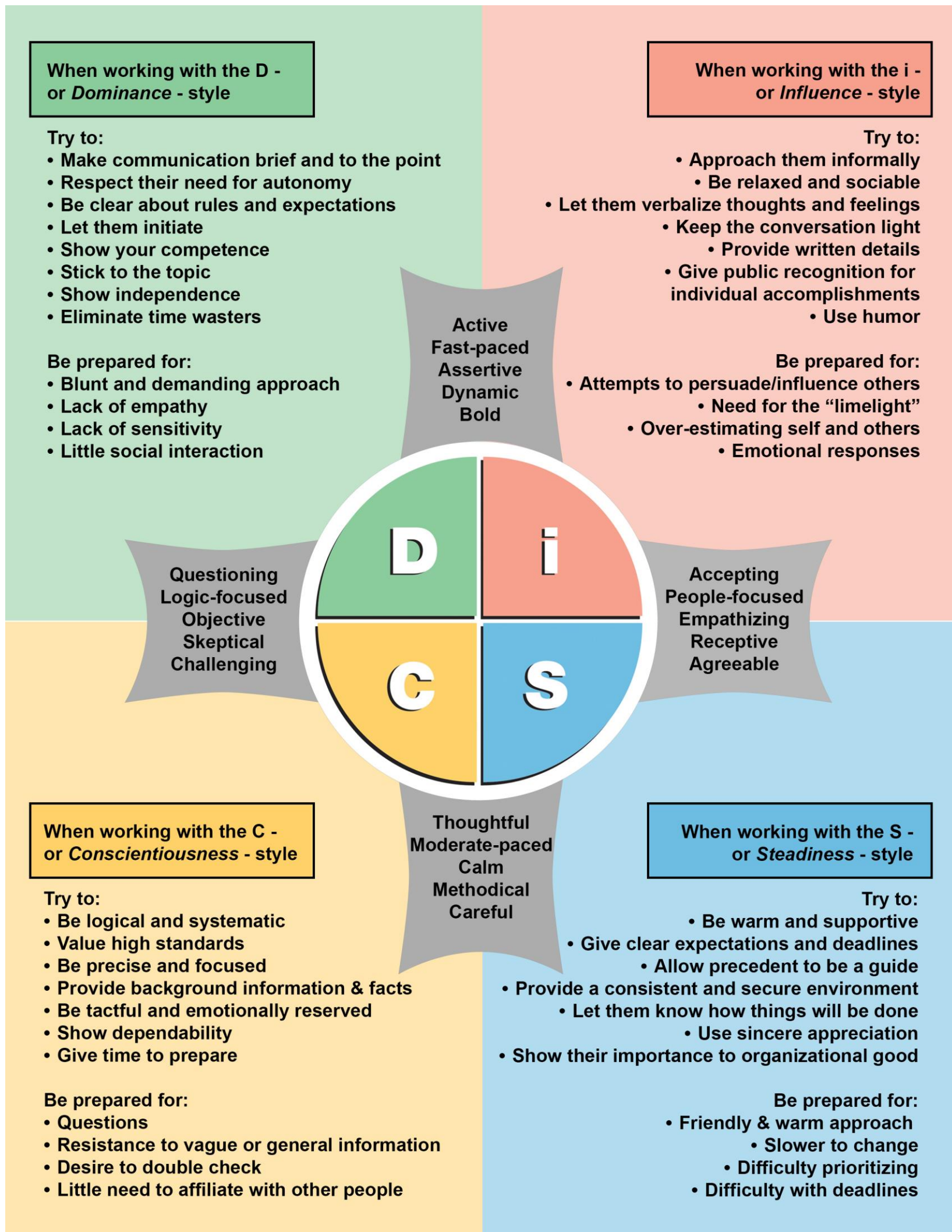


Figure 3: Dealing with DISC Personality

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## STRENGTHS

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### Dominance

- Bottom-line organizer
- Places high value on time
- Challenges the status quo
- Innovative
- Problem solver
- Risk-taker
- Self-starter; takes initiative
- Makes quick, correct decisions

### Influence

- Creative problem solver
- Great encourager
- Motivates others to achieve
- Positive sense of humor
- Negotiates conflict; peacemaker
- “People person”
- Good salesperson
- Great story-telling abilities

### Conscientiousness

- Perspective: “The anchor of reality”
- Conscientious and even-tempered
- Thorough in all activities
- Defines situations
- Gathers, analyzes, and tests information
- Creative thinker
- Ability to organize
- Sets long-range goals

### Steadiness

- Reliable and dependable
- Loyal team worker
- Respects authority
- Good listener; patient and empathetic
- Understanding; friendly
- Team player
- Good people skills
- Balance

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## LIMITATIONS

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### **Dominance**

- Oversteps authority
- Argumentative
- Dislikes the “routine”
- Self-absorbed
- Hard to admit he/she is wrong
- Reluctant to delegate
- Too bossy; insensitive

### **Influence**

- More concerned with popularity than tangible results
- Inattentive to detail
- Short attention span
- Overuses gestures and facial expressions
- Too gullible and naïve
- Impulsive; exaggerates

### **Conscientiousness**

- Need to have clear boundaries
- Bound by procedures and policies
- Gets bogged down in details
- Prefer not to verbalize feelings
- Will give in rather than argue
- Remembers negatives; suspicious of others
- Easily depressed

### **Steadiness**

- Resistant to change
- Loyal team worker
- Sensitive to criticism and confrontation
- Difficulty establishing priorities
- Difficulty making quick decisions
- Lacks decisiveness, enthusiasm, energy
- May sacrifice results for harmony

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**COMMUNICATION**

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**Dominance**

- Speaks freely
- Good at initiating communication
- Good at debating
- Can be sarcastic
- Often not good at listening

**Influence**

- Enthusiastic
- Stimulating
- Can inspire others
- Prone to exaggeration
- Often not good at listening

**Conscientiousness**

- Hesitates to talk until he has thought out
- precisely what to say
- Usually a good listener

**Steadiness**

- Quiet
- Seldom initiates conversation
- Can use wit and humor
- Usually a good listener



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MOTIVATED BY

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**Dominance**

*Action and Challenge*

- New challenges and problems to solve
- Power and authority to take risks and make decisions
- Freedom from routine and mundane tasks
- Changing environments in which to work and play
- Results, challenge, action
- Favorite magazine “Money”

**Influence**

*Recognition and Approval*

- Flattery, praise, popularity, and acceptance
- A friendly environment
- Freedom from many rules and regulations
- Other people available to handle details
- Recognition, approval, visibility
- Favorite magazine “People”

**Conscientiousness**

*Protection and Security*

- Standards and high quality
- Limited social interaction
- Detailed tasks
- Logical organization of information
- Being right, quality
- Favorite magazine “Consumer Reports”

**Steadiness**

*Relationships and Appreciation*

- Recognition for loyalty and dependability
- Safety and security
- No sudden changes in procedure or lifestyle
- Activities they can start and finish
- Relationships, appreciation, security
- Favorite magazine “Parents”

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**LEADERSHIP STYLE**

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**Dominance**

*Autocratic*

- Take control and be-in-charge type
- Don't like being told what to do
- Can be too pushy and forceful
- Need to control direct and demanding approach to management
- Need to slow down, be gentle and not as demanding

**Influence**

*Democratic*

- Facilitate communication and initiative by others.
- Inspiring and enthusiastic
- Love to lead and influence others
- Naturally great presenters; tend to talk too much
- Need to listen more and not be so sensitive to rejection
- Love crowds, but need to be interested in individuals

**Conscientiousness**

*Bureaucratic*

- Delegating authority to others as long as others follow proper procedures.
- Competent and compliant
- Go by the book and want everything just right
- Thorough, detail-oriented
- Too informative and answer questions people are not asking
- When optimistic, they are extremely influential
- Should focus on potentials more than concentrating on problems

**Steadiness**

*Participatory*

- Emphasis on delegation, listening, and support.
- Sweet, steady, and stable leaders
- Friendly and loyal, but tend to be too nice
- Need to be more aggressive and assertive
- Overly sensitive to their shortcomings
- Need more confidence; hate to take risk
- Miss opportunities because of caution
- Reliable, relaxed and reserved

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## FOLLOWER STYLE

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### **Dominance**

- Respect strong leaders
- Want to be part of a winning team
- Follow with power and authority in mind
- Wonder, “Will this action make me more respected and/or get the job done?”
- Need choices, rather than “get in or get out” ultimatums
- Need opportunities to do their own thing

### **Influence**

- Follow with their heart
- Tend to be impulsive followers
- Want opportunities that will make them look good
- Talk a lot; they make good first impressions
- High egos and ability to persuade often turns them into the leaders in order to rise to the top
- Sometimes you don’t know who is leading whom

### **Conscientiousness**

- “Consumer Report” type followers
- Analyze each decision
- Love research and development
- Quality oriented followers
- Don’t like quick or costly decisions
- Picky and precise, they follow with their minds, not their hearts
- Seldom respond positively at first
- Want time to think about their decisions
- Once convinced, they follow best

### **Steadiness**

- Do not make quick decisions
- Like leaders who are understanding and gentle
- Want to establish a relationship with a leader who will be around for a long time
- Concerned about service and stability
- Sensible and slow judgment is their trademark
- Like familiar and low-key environments

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## EMOTIONAL NEEDS

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### **Dominance**

- Challenge and accomplishment
- Wants to be shown appreciation for their *quantity of work*.

### **Influence**

- Attention and approval
- Wants to be shown appreciation for who they are as a *person*.

### **Conscientiousness**

- Order and sensitivity
- Wants to be shown appreciation for their *quality of the work*.

### **Steadiness**

- Respect and feelings of self-worth
- Wants to be shown appreciation by being included on the *team*.

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**GREATEST FEAR**

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**Dominance**

- Being taken advantage of
- Being manipulated
- Losing Control

**Influence**

- Rejection
- Being unpopular
- Being bored

**Conscientiousness**

- Criticism
- Being wrong
- Being misunderstood
- Compromising standards

**Steadiness**

- Loss of security
- Sudden changes
- Confrontation

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## IDEAL ENVIRONMENT

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### Dominance

- Tend to shape their environment by overcoming opposition to accomplish results.
- They prefer being in control and getting results.
- Innovative focus on the future
- Like non-routine, challenging tasks and activities
- Prefer projects that produce tangible results
- Want freedom from controls, supervision & details
- Personal evaluation based on results, not methods

### Influence

- Emphasize shaping the environment by bringing others into alliance to accomplish results.
- They prefer a focus on relationships over tasks.
- Want practical procedures
- Prefer few conflicts and arguments
- Enjoy freedom from controls and details
- Want a forum to express ideas
- Like group activities in any **environment**

### Conscientiousness

- Driven by quality control and usually prefer structure and order.
- They like working with groups or alone with an emphasis on quality products and service.
- Enjoy tasks and projects that can be followed through to completion
- Like specialized or technical tasks
- Prefer practical work procedures and routines
- Strive for few conflicts and arguments
- Desire instructions and reassurance that one is being what is expected

### Steadiness

- Emphasize cooperating with others to carry out a task.
- They prefer being a part of a team rather than working alone.
- Enjoy a team atmosphere
- Want practical procedures and systems
- Need stability and predictability
- Like tasks that can be completed one at a time
- Strove for few conflicts and arguments

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## TIME MANAGEMENT

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### **Dominance**

- Focus is on now.
- Efficient use of time, likes to get to the point.

### **Influence**

- Focus is on the future.
- Tends to rush to the next exciting thing.

### **Conscientiousness**

- Focus is on the past.
- Works more slowly to ensure accuracy.

### **Steadiness**

- Focus is on the present.
- Likes to spend time in personal interaction, sometimes to the detriment of the task.

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OUTREACH STYLES

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**Dominance**

*Trying to win “D”*

- Be strong, but willing to bend.
- The lost person will challenge and intimidate.
- Get to the point.
- Remind the person that trusting Christ is their greatest challenge.

*Trying to win “I”*

- Be enthusiastic and complimentary.
- The lost person will talk and exaggerate a lot.
- Listen and don't try to control the conversation or steamroll the person.

*Trying to win “S”*

- Be sweet.
- Don't be forceful or speak down. The lost person will judge how you respond. Be sensitive and kind.
- Appreciate the person's relational concerns.

*Trying to win “C”*

- Be prepared and specific.
- Don't use generalities.
- The lost person wants explanation, not shallowness.
- The person will resist if he or she doesn't know what you're talking about.

**Conscientiousness**

**Influence**

*Trying to win “D”*

- Be serious rather than silly or informal.
- The lost person is not interested in funny stories.
- Don't waste time.
- Express the power of God to solve his or her problems.

*Trying to win “I”*

- Be a good listener.
- Don't talk much.
- Compliment the lost person.
- Emphasize the good and positive.
- Smile and agree as much as possible.

*Trying to win “S”*

- Be sensitive and stay calm. Let the lost person share his or her feelings.
- Don't interrupt.
- Reinforce security in Christ and show warmth and sensitivity.

*Trying to win “C”*

- Be factual, precise, and methodical.
- Don't “snow” the lost person. Ask exploratory questions.
- Be open and respectful and give details.

**Steadiness**



***Trying to win “D”***

- Be relaxed.
- Don't be defensive.
- Get to the “bottom line” and don't bore the lost person with a lot of facts.
- Agree on solution based on other perspectives.
- Be positive.

***Trying to win “I”***

- Be patient and let the lost person talk.
- Be enthusiastic about the abundant life in Christ.
- Get the person to talk through to the solution.  
Stay on track.

***Trying to win “S”***

- Be loving and show sincere care for the lost person.
- Make the person feel you really enjoy what you do.
- Don't complain.
- Be optimistic and sure of your plan.

***Trying to win “C”***

- Be precise and accurate.
- Meet forceful demands with clear answers.
- Be sure of your facts and be open to suggestions.

***Trying to win “D”***

- Be confident and sure of yourself.
- The lost person may be forceful.
- Be strong and bold.
- Challenge the person, but not too hard.
- Don't show timidity.

***Trying to win “I”***

- Be interested in what the lost person says.
- Don't just listen.
- Share your thoughts and concerns.
- Tell the person how exciting it is to trust Christ.
- Be enthusiastic.

***Trying to win “S”***

- Be kind, but don't overdo it.
- Be strong, if necessary.
- Don't hold back, but be sensitive.
- Encourage the lost person to respond now.

***Trying to win “C”***

- Be ready for questions.
- The lost person will pressure you with logic.
- Don't condemn his or her doubts.
- Give concrete answers.

**Dominance**

***A “D” Parent Under Pressure Will...***

- Become determined, decisive, driving, disciplinarian serious, challenging

***A “D” Parent Sources of Irritation***

- Silliness, insecurity, over caution
- Lack of – initiative, competitiveness, aggressiveness, assertiveness, confidence

***“D” Parent Needs To***

- Think before acting and meet demands with clear answers.
- Be loyal, pay attention to details and stimulate others through charm and friendliness.

**Influence**

***An “I” Parent Under Pressure Will...***

- Becomes wordy, (Talks too much), Silly, Manipulative, Restless, Seeks attention

***An “I” Parent Sources of Irritation***

- Dullness, deadness, status quo, predictability, restrictive communication, quietness, lack of encouragement, pessimism, negativism

***“I” Parent Needs To***

- Listen, count the cost, and control emotions.
- Be humble, strong, disciplined, punctual, careful with words and conscientious.

**Conscientiousness**

***A “C” Parent Under Pressure***

- Becomes picky, critical, unsociable, sets high standards, worries, questions, digs deeper

**Steadiness**

***A “S” Parent Under Pressure***

- Becomes silent, loyal, nervous, shy, takes blame, does whatever necessary to please

***A “C” Parent Sources of Irritation***

- Incomplete reports, careless mistakes, thoughtless work, illogical responses, inaccurate facts, unclear answers, foolishness

***“C” Parent Needs to***

- Improve people-skills and be enthusiastic, positive, caring sensitive, and decisive.
- They need to allow others to learn by their mistakes.

***A “S” Parent Sources of Irritation***

- Aggression, undependable people, impatience, insincerity, inconsistency, competition, having to look good, pressure to speak out

***“S” Parent Needs to***

- Be spontaneous, active, mobile, demanding, and determined.
- Verbalize feelings, take risks, inspire, and be confrontational.

<p style="text-align: center;"><b>Dominance</b></p> <p><i>The High “D” Child</i></p> <ul style="list-style-type: none"> <li>• From early age they look for jobs to do to win the praise of their parents.</li> <li>• They have the highest energy level of all temperaments.</li> <li>• If you keep them <b>busy</b>, they will be your helpers, if you <b>don’t</b>, they will get into trouble.</li> <li>• They are born leaders with an innate drive to control situations &amp; people.</li> <li>• They are opinionated, competitive, and want to be part of decision-making in the family.</li> </ul> <p><i>Parents should</i></p> <ul style="list-style-type: none"> <li>• Affirm them for their achievements.</li> <li>• Be their cheerleader.</li> <li>• Teach the value of honesty over manipulation or winning at all cost.</li> <li>• Teach them to value the opinion of others, even if they don’t agree.</li> <li>• Teach them that true leaders aren’t bossy or pushy with others. Allow them to participate in family decisions.</li> </ul>	<p style="text-align: center;"><b>Influence</b></p> <p><i>The High “I” Child</i></p> <ul style="list-style-type: none"> <li>• This is the happy-go-lucky, life of the party, who loves fun and people.</li> <li>• With the bubble &amp; bounce comes forgetfulness &amp; one who is easily distracted from responsibilities by anything fun or interesting.</li> <li>• They dislike routine, boring people, criticism, details, or lofty goals.</li> <li>• They need constant approval and praise.</li> <li>• They love affection, hugs, kisses, and desperately want acceptance.</li> <li>• They can easily “charm” others into doing things their way.</li> <li>• As a teen they will be popular &amp; involved in many activities.</li> </ul> <p><i>Parents should</i></p> <ul style="list-style-type: none"> <li>• Teach discipline without wiping out their joyful spirit.</li> <li>• Make home a fun place, give them plenty of attention, compliment them often.</li> <li>• Not try to force them into being like anyone but themselves.</li> </ul>
<p style="text-align: center;"><b>Conscientiousness</b></p> <p><i>The High “C” Child</i></p>	<p style="text-align: center;"><b>Steadiness</b></p> <p><i>The High “S” Child</i></p>

- They are serious from the start and don't like to be jollied up.
- They desire order and organization.
- They are sensitive and easily hurt.
- They tend to have feelings of insecurity & often withdraw to be alone.
- They need quiet appreciation for their abilities.
- They need a quiet place they can call their own.

***Parents should***

- Sit down in a peaceful atmosphere and discuss their inner thoughts.
- Handle them with patience and sensitivity to get them involved with family activities.
- If possible, give them a bedroom of their own.
- Not tell them to "cheer up," or "lighten up."

- This is the easiest child of all to raise.
- By nature, they want to please others & not cause trouble for anyone.
- They can be "picked on" by more aggressive siblings or children.
- They are easily intimidated, but don't like to complain.
- They often have a dry, low-key sense of humor.
- They can fall through the cracks in the family because they don't demand attention like others do.
- They tend to be single-interest type people.

***Parents should***

- Be sure to pay attention to this quiet child so their self-worth won't be harmed.
- Help this low motivated person find direction.
- Help expose them to new opportunities to discover their interests.

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## DATING

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### Dominance

- “D”s tend to be demanding and decisive in relationships.
- They like to dominate and often determine what to do and where to go.
- They can be too “bossy,” but are confident and aggressive, often succeeding where others fail.
- “D”s make great leaders, but under pressure, they can become unbending and forceful.
- They must constantly remember to be more gentle and kind when things don’t go their way.

### Influence

- “I”s are inspiring and influencing types.
- They constantly talk and express feelings.
- Emotional and enthusiastic, they are full of fun and spontaneity.
- They often say things that are silly, but can talk their way out of **almost** everything.
- “I”s need to listen better.
- They love attention, but should learn how to share the limelight.
- They must always remember that others have feelings too.
- “I”s are the most friendly, but sensitive personality type.

### Conscientiousness

- “C”s are cautious and calculating.
- They seem to be “moody” when they are quiet and contemplative.
- They don’t like having to make quick decisions and prefer to investigate the options before deciding.
- “C”s tend to be opinionated, but what

### Steadiness

- “S”s prefer steady and stable environments and don’t like surprises.
- They make the best friends and most loyal partners, but also often let others take advantage of them.
- “S”s seem to go along with whatever others want.
- They need to be more assertive and

they say is often insightful.

- They can become too realistic and miss out on exciting opportunities.
- “C”s need to “let their hair down” more often and enjoy life, rather than just endure it..

expressive.

- Normally gentle and kind, they must practice “tough love” – being lovingly strong with difficult people.
- “S”s should also be more decisive and demanding.

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## TEAMWORK

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### Dominance

#### *“D”s are good at...*

- Overcoming obstacles
- Seeing the big picture
- Pushing the group ahead
- Accepting **challenges** without fear
- Maintaining focus on goals
- Getting results
- Providing leadership
- Handling several jobs at the same time

#### *While Analyzing Information*

- “D”s may ignore potential risks and not weigh the pros and cons.
- They may not consider others’ opinions.
- “D”s offer innovative and progressive systems and ideas.

#### *Positive Characteristics While Working in Teams*

- “D”s are autocratic managers who are great in a crisis.
- They welcome challenges without fear and are able to overcome obstacles.

### Influence

#### *“I”s are good at...*

- Speaking persuasively
- Responding well to surprises
- Expressing ideas
- Accepting new people
- Creating enthusiasm
- Working **well** with others
- Having a sense of humor
- Keeping a **positive** attitude

#### *While Analyzing Information*

- “I”s may lose concentration, interrupt, and miss important facts and details.
- They are also creative in problem solving.

#### *Positive Characteristics While Working in Teams*

- “I”s are participative managers who motivate the team and influence and inspire.
- They are instinctive communicators and create an atmosphere of **wellbeing**.
- “I”s are spontaneous and agreeable, and they **respond** well to the



<ul style="list-style-type: none"> <li>• “D”s are innovative in getting <b>results</b>.</li> <li>• They can see the big picture and maintain focus on goals.</li> <li>• “D”s can handle multiple projects and function well with heavy workloads.</li> <li>• They provide direction and leadership and push the group toward decisions.</li> <li>• “D”s are willing to speak out and accept risks.</li> <li>• They are also generally optimistic, self-reliant, specific, and direct.</li> </ul>	<p>unexpected.</p> <ul style="list-style-type: none"> <li>• They express their ideas well and make good spokespersons.</li> <li>• “I”s accomplish goals through people and work well with others.</li> <li>• They will offer their opinions and can be persuasive.</li> <li>• “I”s are enthusiastic and have a positive attitude and a good sense of humor.</li> <li>• They are also very good in brainstorming sessions.</li> </ul>
<p style="text-align: center;"><b>Conscientiousness</b></p> <p><i>“C”s are good at...</i></p> <ul style="list-style-type: none"> <li>• Working systematically</li> <li>• Begin conscientious</li> <li>• Maintaining their focus</li> <li>• Analyzing obstacles</li> <li>• Striving for logical results</li> <li>• Organizing material</li> <li>• Thinking logically</li> <li>• Evaluating situations</li> </ul> <p><i>While Analyzing Information</i></p> <ul style="list-style-type: none"> <li>• “C”s may become overly cautious and</li> </ul>	<p style="text-align: center;"><b>Steadiness</b></p> <p><i>“S”s are good at...</i></p> <ul style="list-style-type: none"> <li>• Showing sincerity</li> <li>• Being even-tempered</li> <li>• Emphasizing loyalty</li> <li>• Building relationships</li> <li>• Seeing an easier way to do things</li> <li>• Providing dependability</li> <li>• Being a team player</li> <li>• Making others feel accepted</li> </ul> <p><i>While Analyzing Information</i></p> <ul style="list-style-type: none"> <li>• “S”s may be openly agreeable, but</li> </ul>

conservative.

- They may get too bogged down in the details and avoid or postpone decisions, especially if they perceive a risk.
- “C”s are able to be effective troubleshooters.

***Positive Characteristics While Working in Teams***

- “C”s are “do it yourself” managers who create and maintain systems.
- They are instinctive organizers and strive for a logical, consistent environment.
- “C”s evaluate the team’s progress, ask important questions, and maintain focus on tasks.
- They think logically and work systematically.
- “C”s offer conservative approaches and emphasize quality.
- They are conscientious, diplomatic, and will strive for consensus.
- They will also share risks and responsibilities.

inwardly unyielding.

- They may internalize their concerns and doubts and hesitate to share feedback during presentation.
- “S”s will slow down the action and provide valuable support for team goals.

***Positive Characteristics While Working in Teams***

- “S”s are participative managers who accomplish goals through personal relationships.
- They are instinctive relaters and make others feel like they belong.
- “S”s buy into team goals and identify strongly with the team.
- They provide stability and specialized skills and consider the elements of a total project.
- “S”s are sincere, practical, realistic, dependable, loyal, and even-tempered.
- They are focused and intuitive about people and relationships.
- “S”s show patience with others and strive to build relationships.

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## SHOPPING

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### **Dominance**

- Are not fond of shopping, especially men.
- When they need something, they go, get what they want and leave.

### **Influence**

- Are not price conscious, but buy by visual satisfaction.
- They are drawn to color and marketing.

### **Conscientiousness**

- Are deliberate and decisive shoppers who compare prices and quality very carefully.
- They often carry coupons when shopping.

### **Steadiness**

- Enjoy shopping, especially women.
- They shop long, slow, and are frugal.
- Often return back to shopping because they didn't get enough on the first trip.

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## REFERENCES

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## ABOUT THE AUTHORS

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