



Extended DISC Australasia *FactSheet*

Greetings

Compliments of the season to all our readers!

We hope that you achieve your objectives for 2010 and make this your most profitable and enjoyable yet!

There will continue to be challenges for business people through 2010 that will test us, but our impression is that many businesses are working smarter and focusing on the key performance indicators that lift performance.

On a recent flight from Brisbane to Adelaide in November, I picked up the Virgin Blue in-flight magazine "Virgin Blue Voyeur" which featured an article titled "Branson's Business School". Two of the five principles Branson believes can help any business survive, and thrive relate to people. One of the principles in particular brings to mind an experience related to us by one of our coaching clients. We think this is worth repeating in this month's issue.

Last month we looked quickly at the effect of opposite behaviour in a Personal Analysis Report. This month we will take a look at the adjectives that relate to the opposite behaviour in individuals.

Another article in our December issue took a look at the comparison of the behavioural styles of Australians compared to New Zealanders. As space did not allow us the opportunity of providing a comparison of the styles measured over age groups and sexes, we have included those figures in this month's issue.

FactSheet focuses on product knowledge because of the growing number of new users in Australia and New Zealand. If anyone requires more information on any of the material contained in this newsletter, please email us on info.australasia@extendeddisc.com or visit www.extendeddisc.com/australasia.

Richard Branson's Key Principles and an application in practice!

The five basic principles, described as "Lessons", and advocated by Richard Branson in an article written by Chris Sheedy for the Virgin Blue in-flight magazine, were listed as:

1. Know every aspect of your business
2. Take a risk
3. Hire for attitude, train for skill
4. Keep teams small
5. Offer customers a better experience

It is difficult to take issue with any of these "lessons", and this is not the first time we have focused on Lesson No 3 in *FactSheet*. However, a recent example of the application of "Hire for Attitude, train for skill" is worth reflecting upon.

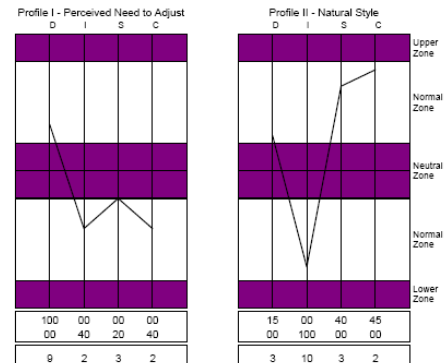


One of our business coaching clients told us about a situation where his new client, who ran a medium sized successful professional practice, had not been using behavioural style analysis and had been encountering HR problems.

He had always considered academic qualifications to be the most important criteria in the selection of candidates and didn't understand why there appeared to be poor communication within the organisation.

Typically, although he was unaware of the methodology, the candidates that he selected had profiles that fell within the CSD, or DC style, or a mix with maybe S but seldom I characteristics, similar to the example opposite.

Our coaching friend suggested that he should have each one of his team complete an Extended DISC Online Personal Analysis Report so that he would understand the underlying reasons for the communication difficulties.



Somewhat sceptically, he took the coach's advice and each one of the team completed Personal Analysis Report. The client was impressed! However, to ensure he fully understood the reasons for the HR issues involved, he also completed a couple of Team Analysis Reports and a Work Pair Analysis Report where there were two of the team working closely with each other but had significant communication difficulties.

Over the last couple of months, two new team members have been employed using Extended DISC Personal Analysis Reports with a focus on the candidates' behavioural style, which determines attitude. According to our affiliate coach, his client now understands his team much better. He knows what motivates them and what they try to avoid. He knows how better to communicate with each team member and with the help of the coach, has helped each team member better understand other team members. Somewhat surprisingly according to our affiliate, they have openly discussed their reports with each other which has contributed to a better understanding of each other.

It is only a start but Richard Branson believes the mistake made by 95% of organisations is that they hire for skill - in other words they judge a person solely on their CV forgetting that there are specific traits in people that are more likely to turn a business into a success story.

According to reporter Chris Sheedy, Branson has always maintained that hiring for attitude is the single greatest secret to success. So again: hire for attitude, train for skill!

Opposite behaviour in the Extended DISC Personal Analysis Report

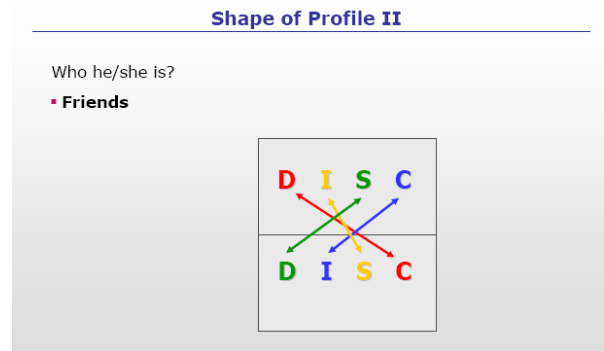
Last month in an article relating to the importance of opposite behaviour shown in the Extended DISC Personal Analysis Report, we mentioned "Friends" of the behavioural styles.

This has been the subject of more than one enquiry from affiliates and so it is worth a look at who these "friends" really are! Remembering the adjectives that describe the opposite behaviour in the behavioural styles is important and we have included a list below of these "opposite behaviours" for future reference when interpreting the Personal Analysis Report.

But first let's look at the "Friends" of the styles. This is probably most easily described through the graphic opposite and below.

They are:

- High D and Low C
- High I and Low S
- High S and Low D
- High C and Low I



The adjectives are similar in these circumstances and so the combination of these mixtures of above and below the middle line impacts on the behavioural style of the individual.

To describe this in another way, just let's look at some of the adjectives describing the opposite behaviour in the Personal Analysis Report.

Opposite Behaviour

D	I	S	C
conservative	shy	critical	firm
reasonable	fact oriented	fretful	stubborn
calm	consistent	hot-tempered	inflexible
hesitant	reserved	unstable	tough
insecure	contemplative	alert	obstinate
kind	suspicious	active	tactless
sensitive	with-drawn	eager	prejudiced
tactful	pessimistic	anxious	defiant
humble	irritable	impulsive	ironic
indecisive	bemused	jumpy	self-satisfied
sincere	sceptical	discontented	rebellious
modest	distant	self-critical	unconventional
mild	analytical	verbal	daring
cautious	logical	energetic	uncompromising
frightened	silent	impatient	strong-willed
timid	serious	tense	careless
	good listener	restless	independent

Those who are conversant with the adjectives used in interpreting the four basic styles will recognise the relationship shown in the "Friends" graphic.

Extended DISC's strength is that it recognises 160 different behavioural styles and the above "Opposite Behaviour" definitions contribute to the cleverly constructed behavioural mix evident in the Personal Analysis Reports. The combination of opposite and natural styles in the construction of the reports is one of the ingenious aspects of the Extended DISC system.

The composition of the percentage mix of natural behaviour balanced with the opposite behavioural traits will be appreciated by those who know the system well and is a reason for understanding these traits.



A further Comparison of Behavioural Styles: New Zealand and Australia

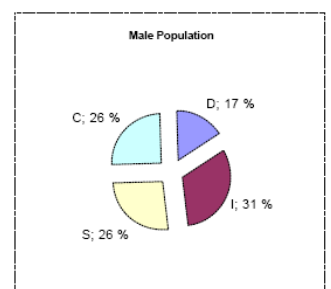
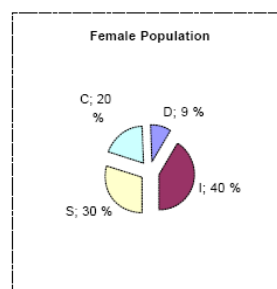
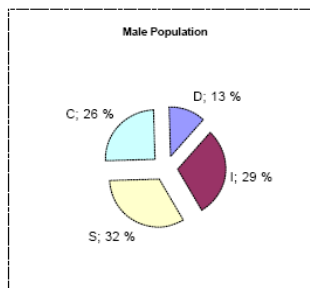
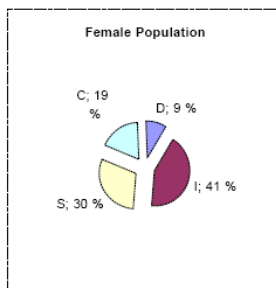
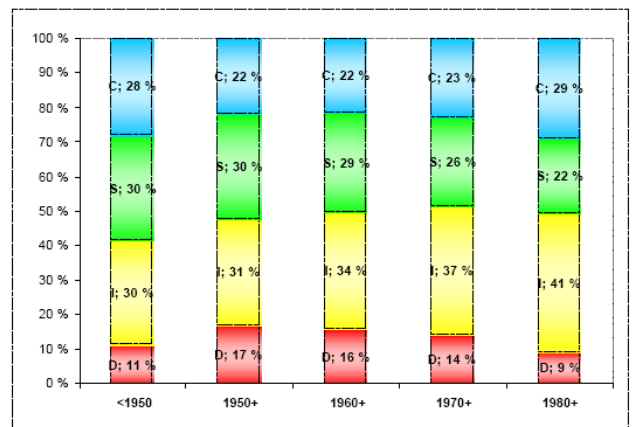
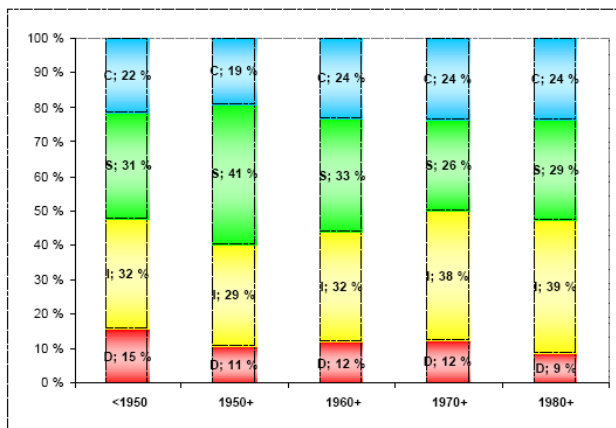
One of the advantages of a truly international behavioural assessment system is the ability to compare different behavioural mixes between countries.

We have access to the behavioural mix between a number of countries and anyone interested in obtaining that information is welcome to call us for further information.

Last month we provided the information broken down into 36 different behavioural segments. This month we will look at the four basic styles measured over various age groups and between the sexes. We hope this is of interest to you.

Australia

New Zealand



The conclusion is that the two countries have a similar behavioural mix which is not surprising given the strong bond between the two.



EXTENDED DISC AUSTRALASIA LIMITED

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