

Extended DISC® Australasia December 2010 FactSheet

Greetings

2010 has been our best year ever and we continue to exceed our budgets each month. Extended DISC International has also enjoyed continual growth despite the difficult trading conditions in Europe and the USA. Our clients obviously recognise the importance of understanding the behavioural style of their team members and have continued to use Extended DISC in recruitment, retention and motivation.

One of our most popular products is the inexpensive Work Pair Analysis and this month we have a case study we would like to share with you.

The case study features only one of the many uses for the Work Pair Analysis as it is a very practical simple product which has been used in pre-marital situations, in conflict resolution and by family counsellors, quite apart from its value as a commercial instrument.

Jukka Sappinen is the founder and CEO of Extended DISC International and we have reproduced an article written by him some ten years ago titled *The Extroverted Introvert*. It is of course just as relevant today as it was ten years ago and provides some interesting background to the four quadrant model.

For the statistically minded we have taken some information from the latest Extended DISC Validation Study, which relates to the twelve months ended 31 December 2009 and is based on a sample of 77,811 reports taken at random from the Extended DISC International server. The Validation Study contains some compelling information and the National Stress Indicator™ we included in last month's newsletter was taken from the same study.

How a Work Pair Analysis Report helped solve a Recruitment Challenge

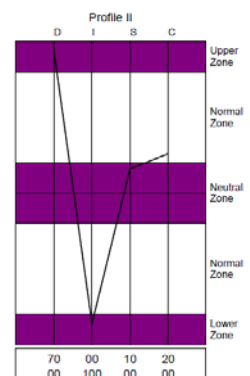
Bob is the senior partner of a medium sized legal firm.

His long-time secretary, Julie, was due to take maternity leave and this meant that Bob had to appoint a new secretary as Julie was taking twelve months leave in her new role as a mother.

The firm advertised for a replacement to take over Julie's role and Bob finally narrowed down the numerous applicants to three ladies but could not decide which of the three would be the most suitable.

Julie had been involved in the recruitment process and had selected her choice of candidate but Bob was of the opinion that either one of the other two finalists would be more suitable than Julie's choice. However, he could not decide which of the two candidates he had selected would best suit the role.

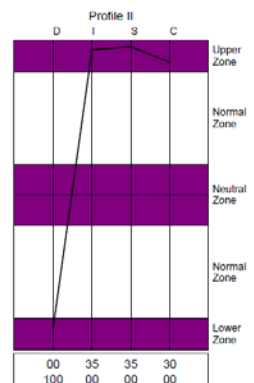
Julie was definite about her choice and the choice of her replacement became quite an issue because Bob, who had a strong "D" type behavioural style (see opposite) did not agree that Julie's selected candidate was going to fit the role.



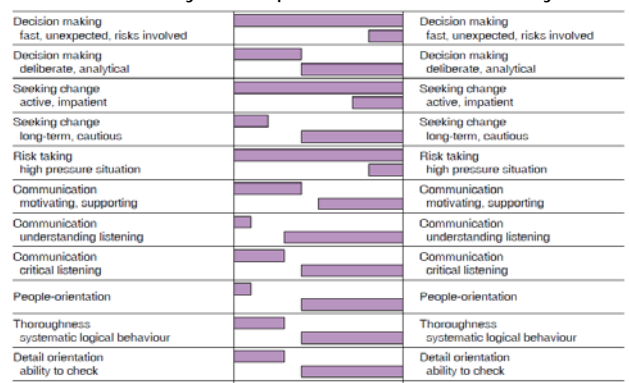
Not surprisingly, Bob's two preferred candidates had a behavioural style similar to his while Julie's selected candidate has a behavioural style similar to hers, which was an "ISC" mix as shown opposite.

As the firm had been using the Extended DISC system for many years, they had a copy of each candidate's Personal Analysis Report. Bob and Julie's Personal Analysis Reports were also in the EDOS (Extended DISC Online System) database and they finally decided on a method of solving the dispute.

They decided that they would obtain three Work Pair Analysis Reports which would include Bob with each individual candidate. To obtain a Work Pair Analysis Report, it is simply a matter of going into the EDOS database and selecting the two names. The reports were very helpful and proved that Julie's selected candidate was the most suitable person for the role as her style complemented Bob's "D" style.



Extracts from the Work Pair Analysis Report comparing the selected candidate with Bob's style is shown opposite. Bob's style is shown on the left hand side of the example and the successful candidate's style is on the right hand side of the example.



This is just one simple example of the use of the inexpensive Work Pair Analysis Report and we would be pleased to provide further information on this product.

The Introverted Extrovert! By Jukka Sappinen

It is typical to define a person as an introvert or extrovert, but the truth seems to be little more complicated than that. In fact, a person can be an introverted extrovert, introverted introvert, extroverted introvert or extroverted extrovert. Confused?

The DISC Theory is based on the four behavioural continuums with origin dating back to the work of Carl Jung: Jung defined personalities as belonging to one of four different types: Sensing, Intuitive, Feeling and Thinking.

William Moulton Marston further developed the theory to explain people's emotional responses. He needed some way of measuring the personalities he was trying to describe. His solution was to develop his own model to measure four factors. The factors he chose were Dominance, Influence, Submission and Compliance, from which DISC takes its name. The Marston approach, even though Marston himself did not contribute to that, in essence, includes an extrovert and introvert mode within each of the four main traits.



Jukka Sappinen was the keynote speaker at the Global HR Summit held in New Delhi, India in October 2010.

With no reference to Moulton Marston, Elizabeth Briggs-Meyers developed another model, the MBTI model, using the same Jungian model. Her solution was four behavioural continuums:

Sensing-Intuition, Thinking-Feeling, Perceiving-Judging and Extrovert-Introvert. In her model, they are independent from each other with every individual, theoretically, having a natural position on each of them.

This classification has received too much attention in literature, giving us false perception of the complete meaning of extrovert-introvert.

As we combine the work of Moulton-Marston and Briggs-Meyers (both based on the original Jungian model), we approach the theoretical model that the Extended DISC Diamond is based on.

The four continuums (Briggs-Meyers) as well as the four main traits (Moulton Marston) are among the theoretical premises behind the Extended DISC model to characterise the different areas of it.

Coming back to the Extroversion-Introversion, we have now two ways, independent of each, of using the concept extrovert and introvert.

Firstly, the Briggs-Meyers approach, we can place the most extroverted individual in the lower right-hand (I) corner of the Diamond and the most introverted individual in the upper left-hand (C) corner of the Diamond. Secondly, we can assume each of the four traits, - D, I, S and C – to have an extrovert and introvert approach to communicating with the external world.

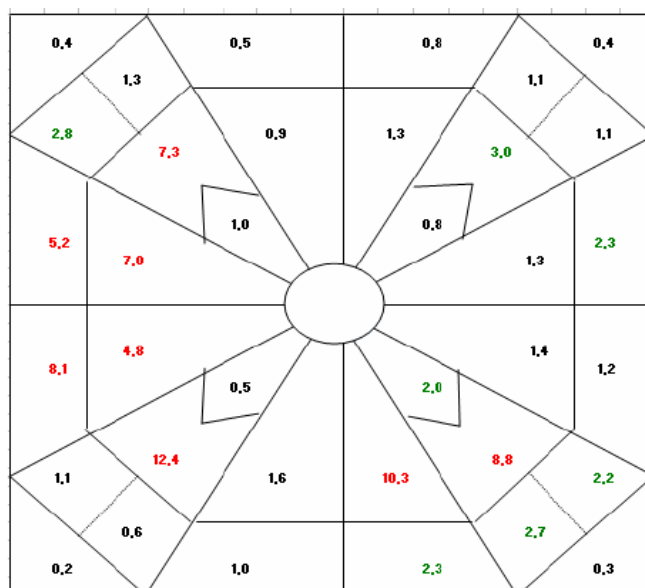
Using the DISC language, this means that we can have an “introverted I” or “extroverted C”. Meanwhile, if you are interested in this topic, you can pay attention to the people you know well, and figure out if they are extroverted or introverted in their DISC style.

Extended DISC Diamond – Global Distribution 2009

Each year Extended DISC International publish a Validation Study of Global trends and statistics and we have reproduced much of this information in previous newsletters.

Extended DISC is unrelated to any other DISC based program and was developed independently in Finland.

One interesting set of statistics is the percentage mix of the styles taken from a global sample during the year ended 31 December 2009. Extended DISC measures and reports on 160 different behavioural styles and it will be noted from the following that only 0.4% of the population are 100% “D”, 0.3% are 100% “I”, 0.2% are 100% “S” and only 0.4% are 100% “C”. This is an interesting when comparing simple four quadrant models to Extended DISC.



The following table compares the distribution of results in the different areas of the extended DISC Diamond and shows their correlations.

D	2009	0,4	0,8	1,1	1,1	2,3	1,3	3,0	1,3	0,8
	0,9981 2008	0,3	0,9	1,2	1,2	2,4	1,4	3,2	1,4	0,8
I	2009	0,3	1,2	2,2	2,7	2,3	1,4	8,8	10,3	2,0
	0,9977 2008	0,4	1,2	2,2	2,9	2,3	1,5	9,2	9,8	1,9
S	2009	0,2	1,0	0,6	1,1	8,1	1,6	12,4	4,8	0,5
	0,9996 2008	0,1	1,1	0,7	1,1	8,2	1,7	12,1	4,7	0,4
C	2009	0,4	5,2	2,8	1,3	0,5	7,0	7,3	0,9	1,0
	0,9978 2008	0,4	5,1	2,8	1,3	0,5	6,3	7,2	1,0	0,9

The correlation between the years supports the claim that the instrument was working with the same high validity as it did in 2008.

Annual Holidays

Our office will be closed from 12pm (NZ time) Thursday 23rd December 2010 until Monday 17 January 2011 for our annual holiday break. For this reason, please contact us on or before 23 December 2010 if you are likely to need anything during the holiday period.

If you do need urgent attention during our closure, please call Saffi on +64 27 252 8236 from 4 - 12 January 2011 and Jan on 09 480 6717 on 13 - 14 January 2011.

We wish you a Merry Christmas and a happy and prosperous New Year! We look forward to working with you in 2011.