



## Extended DISC Australasia *FactSheet*

### *Greetings*

One of the advantages of being part of an international organisation is having access to data collected worldwide and being in a position to make comparisons.

Last year, Extended DISC International collected and collated information from users of the Extended DISC System from around the world as part of a research project to measure stress in each country. The results, based on well in excess of one million completed Personal Analysis Reports makes interesting reading. We have provided some of that information in this month's *FactSheet*.

Extended DISC International conduct a Validation Study each year and focus heavily on ensuring the system retains its high validity. Release of the study for 2009 is a couple of months away yet but part of the process of monitoring the influence of the environment on the results is to follow the percentage of invalid profiles. If there was no process for identifying invalid or unreliable results (as is the case in most other instruments) the overall validity of the instrument would be significantly weaker. We take a look at the reasons that some reports are classified as unreliable or invalid.

### *International Stress Indicators™*

In mechanics, stress is defined as the force exerted to an object. If the force (stress) becomes stronger or lasts longer than the material of the object can resist, it deforms.

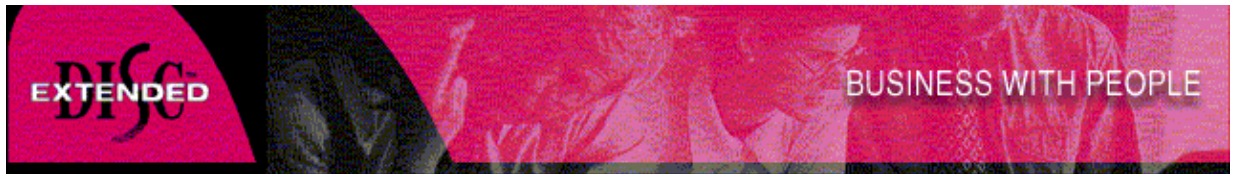
Similarly, in a behavioural sense, stress is the external pressure a person feels that forces that person away from their comfort zone.

A certain amount of stress comes with normal everyday tasks and responsibilities within a work environment. Extended DISC's National Stress Indicator™ ("NSI") does not measure the stress that a person is in control over and accepts. The NSI measures the amount of negative stress pressure a group of individuals feel they face. The higher the NSI score, the less balanced, peaceful and secure the population feels the environment is.

The sources for the pressure may sometimes be unique to the individual but mostly they come from the actions and needs of management, of the organisation and/or the industry segment in which the individual is engaged.

The population data for NSI is collected from the users of the Extended DISC System from around the world. Every completed Extended DISC Personal Analysis questionnaire will automatically be included in the annual research. No identification of an individual is preserved within the data transfer, but the population represents the average working adult population in each country.

The score is calculated from the Extended DISC Profiles as the reports measure not only the most natural behavioural preference of an individual but also how a person feels the current environment pushes him/her to adjust his/her behaviour to better adjust to the requirements of the environment.



Every individual gets a stress score that is based on the size and importance of negative stress indications in the Profile. A Profile with no indication of any negative pressure gets a zero score and the highest possible score is 5.

The international comparison is interesting and below are a few selected countries.....

### International Stress Indicators

2008	Total	M	F	D	I	S	C	<1960's	1960's	1970's	1980's
Australia	1.55	1.54	1.57	1.27	1.48	2.03	1.01	1.57	1.55	1.61	1.48
China	1.68	1.64	1.75	1.28	1.23	2.23	1.09	1.38	1.63	1.91	1.62
Denmark	1.81	1.81	1.80	1.53	1.63	2.26	1.26	1.77	1.88	1.79	1.76
Canada	1.53	1.50	1.57	1.42	1.36	2.04	1.15	1.54	1.56	1.54	1.44
USA	1.51	1.48	1.56	1.28	1.36	2.12	1.01	1.53	1.49	1.48	1.53
United Kingdom	1.47	1.44	1.52	1.30	1.32	2.15	0.87	1.45	1.53	1.38	1.31
Finland	1.74	1.67	1.81	1.50	1.67	2.06	1.40	1.67	1.73	1.74	1.57
Germany	1.53	1.55	1.50	1.35	1.39	2.42	0.93	1.62	1.38	1.60	1.54
Korea	1.98	1.91	2.18	1.37	1.54	2.60	1.84	2.43	1.98	2.18	1.69
New Zealand	1.47	1.40	1.55	1.18	1.34	2.05	1.03	1.48	1.46	1.47	1.42
Brazil	1.19	1.19	1.20	1.08	1.01	2.01	0.64	1.23	1.17	1.22	1.16
Poland	2.22	2.24	2.21	2.07	2.12	2.78	1.29	2.31	2.26	2.30	2.14
Russia	1.50	1.48	1.54	1.25	1.20	2.16	0.88	1.14	1.65	1.59	1.29
Spain	1.41	1.43	1.40	1.17	1.25	1.96	1.03	1.16	1.49	1.38	1.27
South America	1.24	1.27	1.18	1.08	1.15	1.86	0.73	1.28	1.28	1.13	1.17
Thailand	1.53	1.60	1.46	1.41	1.50	1.76	1.44	1.32	1.68	1.43	1.87
Taiwan	1.63	1.60	1.69	1.62	1.62	2.01	1.14	1.04	1.65	1.62	1.85
Average		1.54	1.59	1.34	1.41	2.14	1.05	1.55	1.56	1.55	1.53

M = male population  
F = female population

This research, which is unique as far as we know, has attracted significant publicity in some countries. As an example of this, our associate in Poland, who is a very effective and efficient operator, appeared on Polish National Television and he has accepted a number of speaking engagements throughout the country. There is widespread concern with their "high score" leading to a great deal of self analysis.

There are some obvious indicators in the above table. As our consultants know, S type behavioural styles are generally more likely to suffer stress and this is evident in the above summary.

It will be noted that the stress levels of the Spanish and South American countries is generally lower than average while Poland tops the list with a significant score. The Asian countries score above average as does Finland and Denmark. Australia's score is almost exactly on the average measurement while New Zealand scores below average with figures almost identical to the United Kingdom, and slightly below the United States.

The results for 2009 will be interesting as it is also possible that the stress levels of many of the countries will increase due to the economic climate.



## Reasons for Invalid Reports

There are a number of reasons why Extended DISC® Personal Analysis Reports are occasionally classified as unreliable and therefore invalid.

Fortunately Extended DISC® has probably the strictest internal rules for identifying and not processing further results that do not carry the reliability required. The amount of Invalid Profiles in a society is dependent on the environmental climate of the organisation and the stability of the society.

Extended DISC® International completed a study of Invalid Profiles in 2008 and compared this with previous years for some 20 countries. The size of the population for the overall validation study was an impressive 63,684 so we can be certain of the accuracy of the results.

The percentage of Invalid Profiles measured against the total reports generated worldwide for 2005 was 3.8% and the figure for Australasia was 2.9%. At the beginning of 2006, Extended DISC® International tightened the “invalidity rules” and now the worldwide figure is 4.4% while Australasia’s percentage is 3%.

So why do we find that some three reports in every 100 are classified as invalid? The point is that if there was no process for identifying invalid results (like most instruments do not have) the overall validity of the instrument would not be as reliable as it is now.

The Extended DISC® Personal Analysis program does not generate a report when the validity of the results is low. In these cases, the system will indicate an error code and most of the invalid profiles fall into one of the following categories:

Code 001 - Tight Profile II

Code 002 - Overshift in Profile II

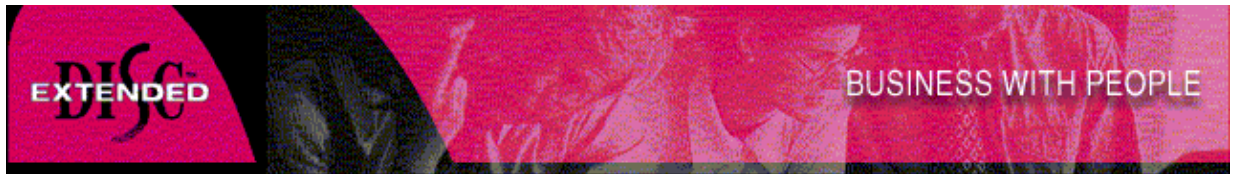
Code 003 – Mirror Profiles I and II



However, sometimes invalid reports give us a hint of a problem and when the questionnaire is completed a second time, there may be signs of frustration (both Profiles tight), or insecurity (tight Profile II) or pressure (overshift in Profile II).

Quite apart from the fact that we want to produce an accurate and meaningful report, it is also a good reason for recommending that the candidate complete the questionnaire a second time.

An Invalid Profile does not necessarily indicate a problem. It is very likely that one or more of the following things happened:



They may....

- not have been able to concentrate when completing the questionnaire or perhaps simply misunderstood the instructions.
- have tried to “beat the system” by producing answers that presented a different behavioural style because they thought that the resulting report would impress or suit the job they are applying for.
- have been interrupted while completing the questionnaire
- not have answered the questionnaire in their “native” language
- be frustrated in their present situation or be uncertain about their goals
- have simply taken too long to answer the questions looking for some deep and meaningful answer

The system recognises inconsistent or contradictory answers and classifies them as “invalid”.

What we recommend in these situations is to simply ask them to complete the questionnaire again but remind them of the necessity to be uninterrupted and complete the questionnaire within the 10 -15 minute time frame. They should also answer the questionnaire in their “first” language.

### *Rebranding of Extended DISC*

Extended DISC International has just completed a rebranding exercise and an example of this is the “new look” web pages ([www.extendeddisc.com](http://www.extendeddisc.com) and [www.extendeddisc.com/australasia](http://www.extendeddisc.com/australasia)).

As part of the process, we are currently updating the EDOS answering interface. When logging in to the EDOS administration pages and/or when your candidates log in to complete the online questionnaire, you will note that the site graphics have changed, but this does not change the process in any way.

### *New Crew Member*

We are delighted to welcome Madeleine Hathaway who joined us last month as our new Sales Manager. Madeleine has been working with DISC for several years and holds a Master of Arts majoring in psychology and a Bachelor of Arts with Honours in linguistics. Clearly Madeleine has much to offer Extended DISC Australasia and our clients and we are delighted that she accepted the Sales Manager role with us.

Saffi Curran will be taking maternity leave from 19<sup>th</sup> February but will be returning to continue in her role as Client Liaison Manager within 12 months.



**EXTENDED DISC AUSTRALASIA LIMITED**

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**P O Box 301155, Albany, Auckland, New Zealand**