

# Value Drivers



For almost four decades, thousands of organizations have recognized the power of a DiSC® experience. And every year, *Everything DiSC*® pushes to make that experience even more potent and more valuable.

**Conversation catalyst** - *Comparison Reports, MyEverythingDiSC*®

DiSC	<i>Everything DiSC</i> enables people to have safe and comfortable conversations about sensitive topics. Discussions about personal habits, quirks, and even weaknesses using non-judgmental language help to dissolve the filters and silos that stifle honest, supportive conversation at work.
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Value Drivers	Value-added features like <i>Everything DiSC</i> ® <i>Comparison Reports</i> and <i>MyEverythingDiSC</i> are designed to take these conversations to a new level. The personal continua are a fun, engaging, and nonthreatening way to talk about the differences that are common sources of frustration and misunderstanding in the workplace.
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**A-ha's that resonate** - Research

DiSC	Typical classroom quotes: "Have you been following me around?" and "This is creepy accurate." The insights and a-ha moments that ripple through an <i>Everything DiSC</i> training session are no accident. They rely on a model of human nature that's been rigorously tested and proven over the last forty years.
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Value Drivers	For some people, however, "standard" assessment technology isn't enough. This is why we introduced adaptive testing (AT), the state-of-the-art assessment methodology. Using AT, we can accurately assess even the most complex individuals by identifying inconsistent responses and targeting specific questions to pinpoint a person's style. AT ensures that everyone gets a report that reflects who they really are. As you can see in our <i>Everything DiSC Research Manual</i> , we are committed to ongoing research so that we can continue to deliver the most precise and accurate (and sometimes creepy) results.
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**Beyond the classroom** - MyEverythingDiSC®

DiSC®	One of the reasons <i>Everything DiSC</i> ® is used by so many organizations is because the model is simple and memorable. Learners carry the four styles out of the classroom and can immediately infuse the ideas into their work culture. In addition, the circumplex model is a powerful yet easy way to see how you relate to other people.
Value Drivers	MyEverythingDiSC enables a level of self-directed learning that DiSC has never seen. The interactive site allows learners to dig deeper into not only their own style, but the styles of their coworkers. Taking the proven power of <i>Comparison Reports</i> one step further, learners can better understand things like: Why do I have so much difficulty with certain people? Why are some parts of my job so stressful for me? What can I do to turn this relationship around?

**Complete facilitation and education coverage** - Product development, certification

DiSC	As powerful as the <i>Everything DiSC</i> model is, its ideas don't truly come to life until learners see them play out in a classroom setting. Here, a knowledgeable facilitator guides discussions and activities that bring our interpersonal differences into crystal-clear focus. Light bulbs come on. We genuinely appreciate the diversity we see around us.
Value Drivers	<i>Everything DiSC</i> profiles are bolstered by a comprehensive suite of training guides, videos, and supplemental reports. And this suite is constantly being expanded and updated, allowing for even more diverse applications and customizability. As well, full in-person and online certification courses are readily available so that organizations can build their internal expertise in a way that fits their needs.

**Surefire experiences** - Beta

DiSC	When an organization runs an <i>Everything DiSC</i> workshop, the facilitator can feel confident that participants will be delighted throughout the entire event. The learning will be both engaging and enlightening—every time.
Value Drivers	The creation of each <i>Everything DiSC</i> experience is meticulous and painstaking. For instance, our newest addition to the product line went through three full rounds of beta testing with nearly 14,000 participants and 250 facilitators before it was ready for launch. We conducted 235 in-depth interviews and read more than 3,800 survey responses to find out how we could make the product better. Then we revised, edited, and retested until we had an experience that was crisp, potent, and guaranteed to create raving fans.