

**DiSC® Classic**

- DiSC®
- Change Management
- Coaching
- Communication
- Customer Service
- Sales
- Diversity
- Leadership
- Management Development
- Teams
- Time Management


**IMPROVING COMMUNICATION AND REDUCING CONFLICT**

With 30 years of proven reliability and over 40 million users, *DiSC® Classic* remains the most trusted learning instrument in the industry. It is used worldwide in dozens of training and coaching applications, including organizational development and performance improvement. Designed to complement and supplement existing training programs, *DiSC Classic* can help improve communication, ease frustration and conflict, and develop effective managers and teams. The power of *DiSC Classic* is available on paper or online via the EPIC platform — just choose the response format and report that best meet your needs.

**SET THE STANDARD FOR SELF-UNDERSTANDING**

DiSC Dimensions of Behavior provide a nonjudgmental language for exploring behavioral issues across four primary dimensions:

- **Dominance: Direct and Decisive.** D's are strong-willed, strong-minded people who like accepting challenges, taking action, and getting immediate results.
- **Influence: Optimistic and Outgoing.** i's are "people people" who like participating on teams, sharing ideas, and energizing and entertaining others.
- **Steadiness: Sympathetic and Cooperative.** S's are helpful people who like working behind the scenes, performing in consistent and predictable ways, and being good listeners.
- **Conscientiousness: Concerned and Correct.** C's are sticklers for quality and like planning ahead, employing systematic approaches, and checking and re-checking for accuracy.

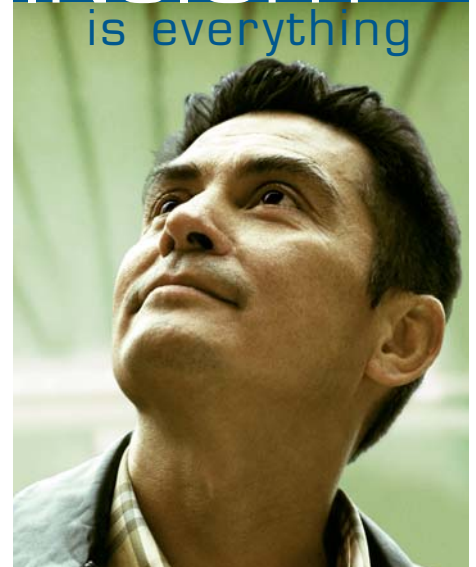



**THE EPIC EDGE**  
delivers online learning

**DISC® CLASSIC 1.0** True to the paper instrument, *DiSC® Classic 1.0* offers the tried-and-true DiSC experience via the Internet.

**DISC CLASSIC 2.0** *DiSC Classic 2.0* on EPIC answers the growing demand for an online assessment with a personalized narrative report. The new report adds an informal, conversational style that brings to life all the elements of the original instrument. Plus, you'll get an expanded narrative that brings the much-used Intensity Index to life.

Watch for the *DiSC Classic 2.0* Facilitator Report coming soon!



### BRING OUT THE BEST IN YOUR MANAGEMENT TEAM

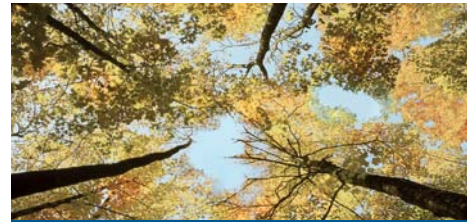
*DiSC® Classic* can help employees at all levels:

- understand their own behavior
- learn how and when to adapt their behavior
- improve communication
- promote appreciation of differences
- enhance individual and team performance
- reduce conflict

### GIVE YOUR SALES AND CUSTOMER SERVICE TEAMS A COMPETITIVE EDGE

*DiSC Classic* is proven to help sales professionals:

- create and maintain relationship-based sales
- identify their customers' DiSC styles and adapt their selling or support styles accordingly
- stay focused on customer needs
- manage difficult customer service situations



### INSCAPE PUBLISHING

The power to transform individuals, teams, organizations. Inscape pioneered the original DiSC® learning instrument over three decades ago. Today, we continue to create innovative products and services that inspire, energize, and empower individuals. Available in 21 languages in over 40 countries, our extensively researched, time-tested resources create the opportunity for transformational experiences. We have helped more than 40 million people develop a deeper understanding of themselves and their relationships, discover their full potential, and realize greater success.

**INSIGHT**  
is everything



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