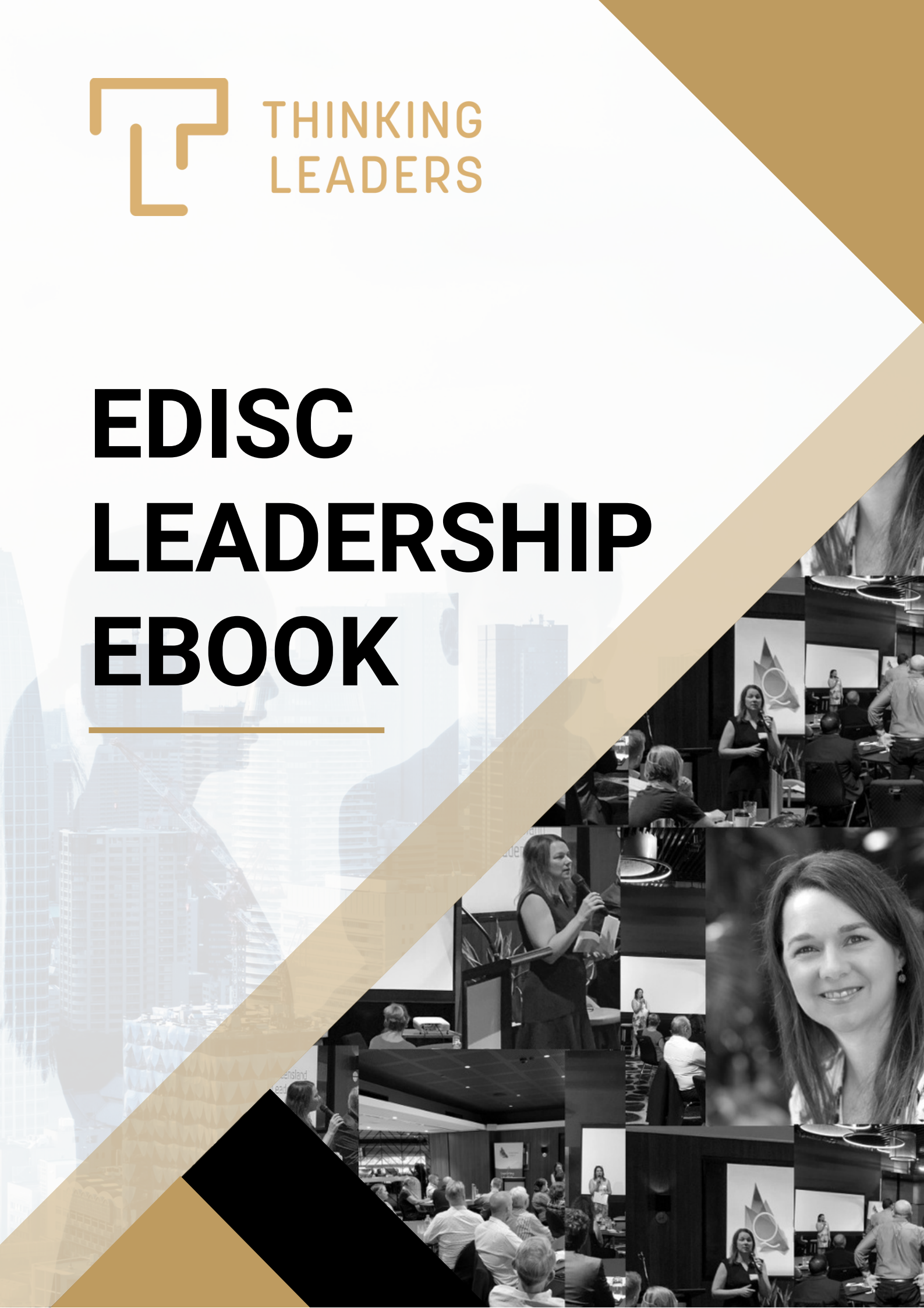




THINKING
LEADERS

EDISC LEADERSHIP EBOOK





***Your thinking style directly impacts
your decision making, behaviour
and results.***

***Achieve your potential as an
Executive Leader.***

It starts with you!

LINDA X

HISTORY OF EDISC

1921 Most behavioral analyses today build on the research of Carl Jung - one of the original behavioural scientists.



1928 William Moulton-Marston's theory identifies four main behavioural dimensions, leading to the concept of DISC. Inventor of the Lie-Detector and Wonder Woman (1941)



1951 In the 40's and 50's the DISC theory was developed further and the first inventories were created.



1994 **Extended DISC® System**
Developed in Finland by Jukka Sappinen
CEO of Extended DISC® International, Helsinki.



2012 **FinxS® Online Platform**

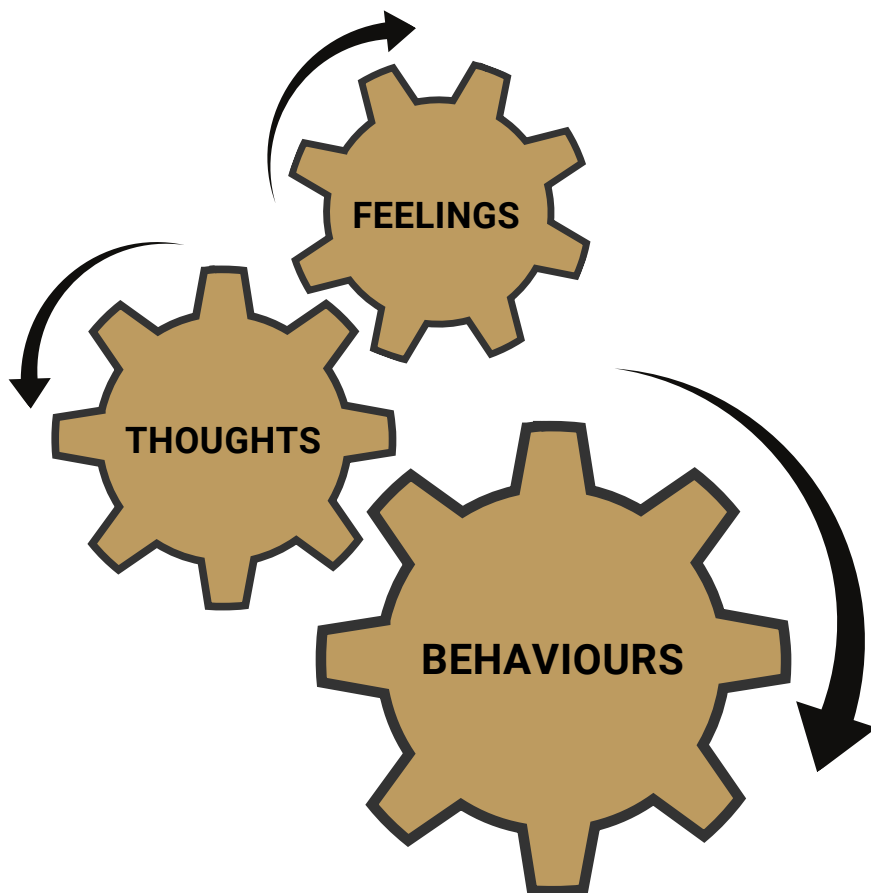
SOME APPLICATIONS.

- Recruitment
- Motivation
- Performance Reviews Improving
- Communication Change
- Management Coaching
- Improving Sales Results
- Leadership Development Self - development
- Mergers and Acquisitions

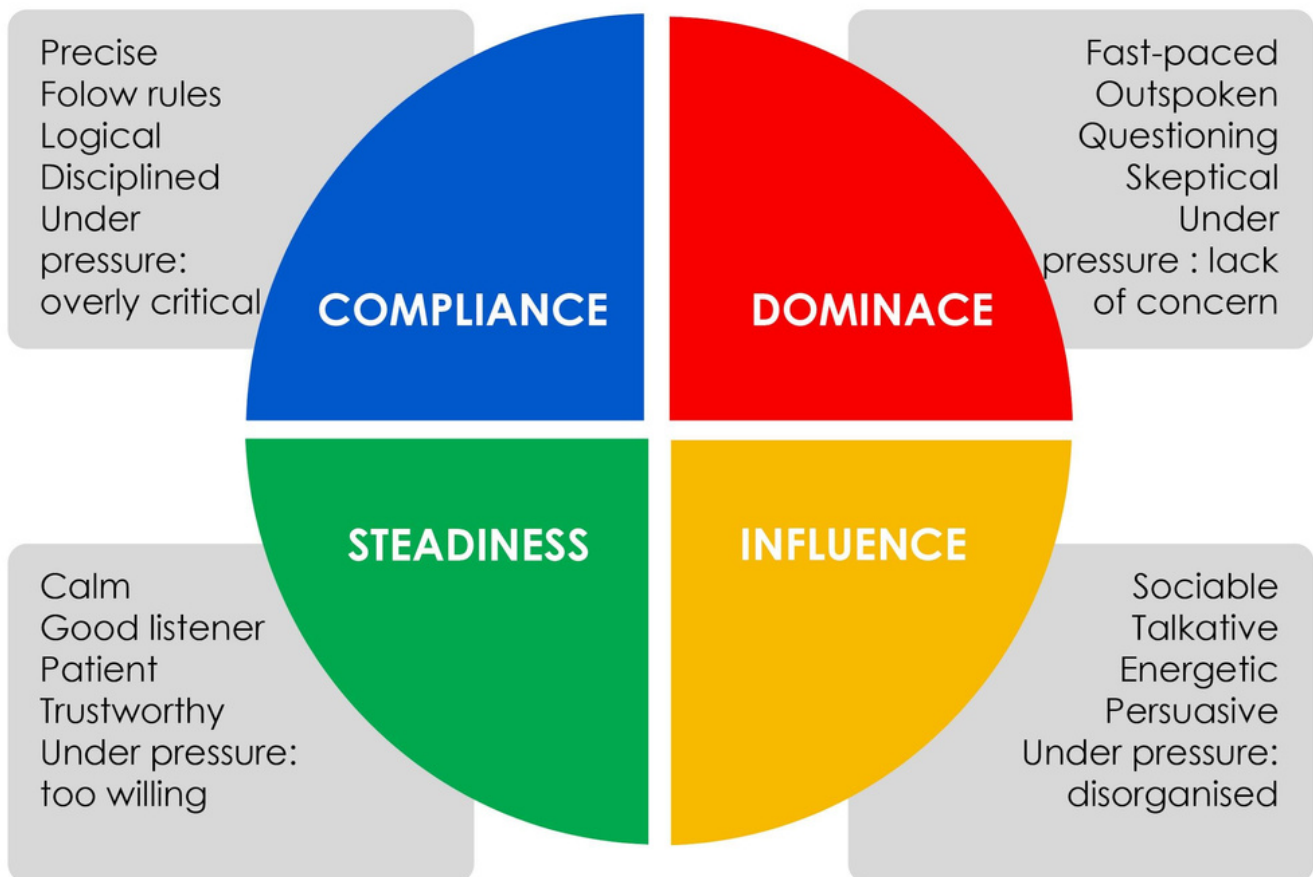
WHAT IS BEHAVIOUR?

Human behaviour is experienced throughout an individual's entire lifetime. It includes the way they act based on different factors such as: **genetics, social norms, core faith and attitude.**

Behaviour is impacted by certain traits each individual has. The traits vary from person to person and can produce different actions or behaviours from each person.



THE FOUR MAIN BEHAVIOURS



STYLES: THE D - STYLE = DOMINANCE

MOST ASSERTIVE OF THE STYLES

Likes shaking up the environment and overcoming opposition to get results. Loves challenges and change. Definitely likes to lead and be in charge to make things happen.

Decisive	Tough	Strong Willed	Demanding	Competitive	Independent	Self- Confident
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DESCRIPTIVE TERMS: Project leader, idea creator, pioneer, changer, thinks future, adventurous, initiator

COLOUR RED: Is a symbol of fire, activeness and forcefulness symbolising the strong and self determined character of the D

IDENTIFYING THE D-STYLE

- Can seem in a hurry
- Short concentration span - doesn't listen long Doesn't
- hesitate to make decisions
- Shows emotions on their face as they listen
- Can come across as blunt or overbearing
- Body language is confident
- Can exceed or overstep their authority at times

APPROACH TO CHANGE

- Loves change- see it as a necessity!
- They want to be the first
- Leaps without thinking through consequences
- Wants things done yesterday so may move too quickly and not offer the support to other styles that may require assistance to change.

STYLES: THE I - STYLE = INFLUENCE

MOST SOCIAL OF THE STYLES

Likes connecting and interacting with others so they gain energy from them. Often enjoys being the center of attention and loves teamwork. Sees the positive side of life and people, therefore often comes across as happy and fun.

Sociable	Talkative	Open	Enthusiastic	Energetic	Persuasive	Inspiring
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DESCRIPTIVE TERMS: Stimulator, performer, optimist, idea generator, outgoing, happy
COLOUR YELLOW: Reflects the shiny, open, positive atmosphere often associated with the I

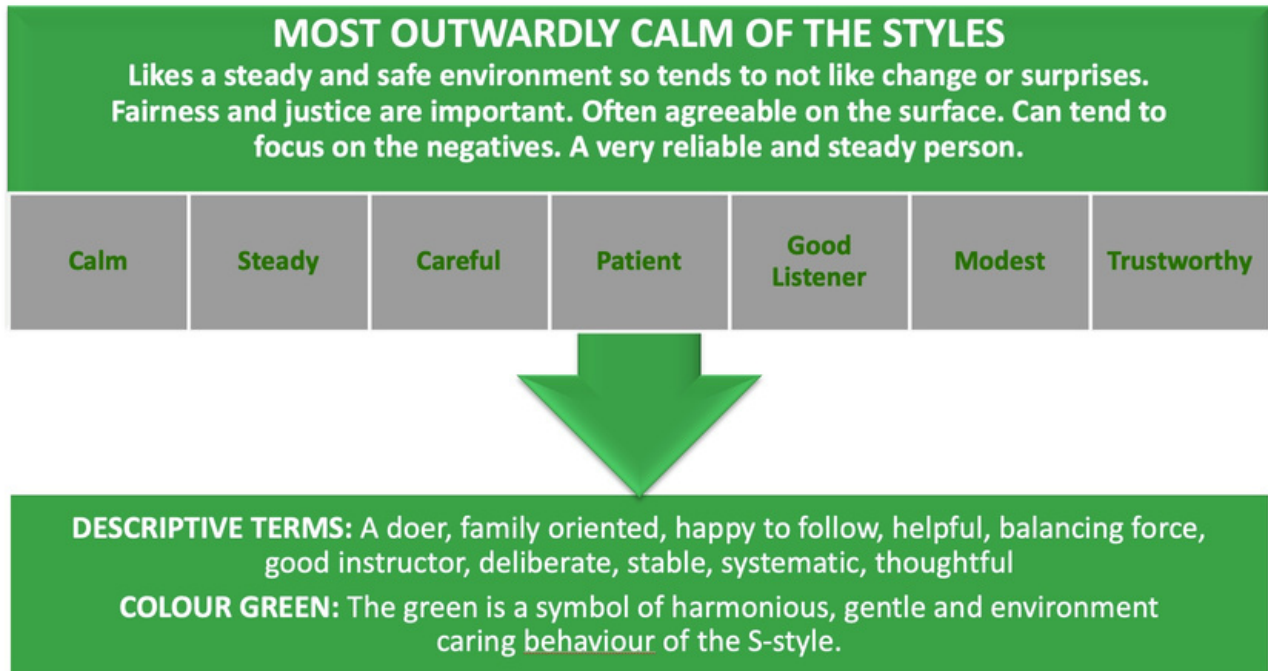
IDENTIFYING THE I-STYLE

- Puts people at ease quickly - tells stories
- Initiates friendly, open conversations
- Is animated in their speech and gestures
- Seems to laugh or smile a lot positive
- Can have sporadic eye contact as they're distracted easily
- Short concentration span
- Fast paced - can be a bit frantic and hasty under pressure

APPROACH TO CHANGE

- Loves change- find change exciting and fun- hate the same routine day in day out Consider the effects of change on others
- Can promote change in a positive way but may not consider details

STYLES: THE S - STYLE = STEADINESS



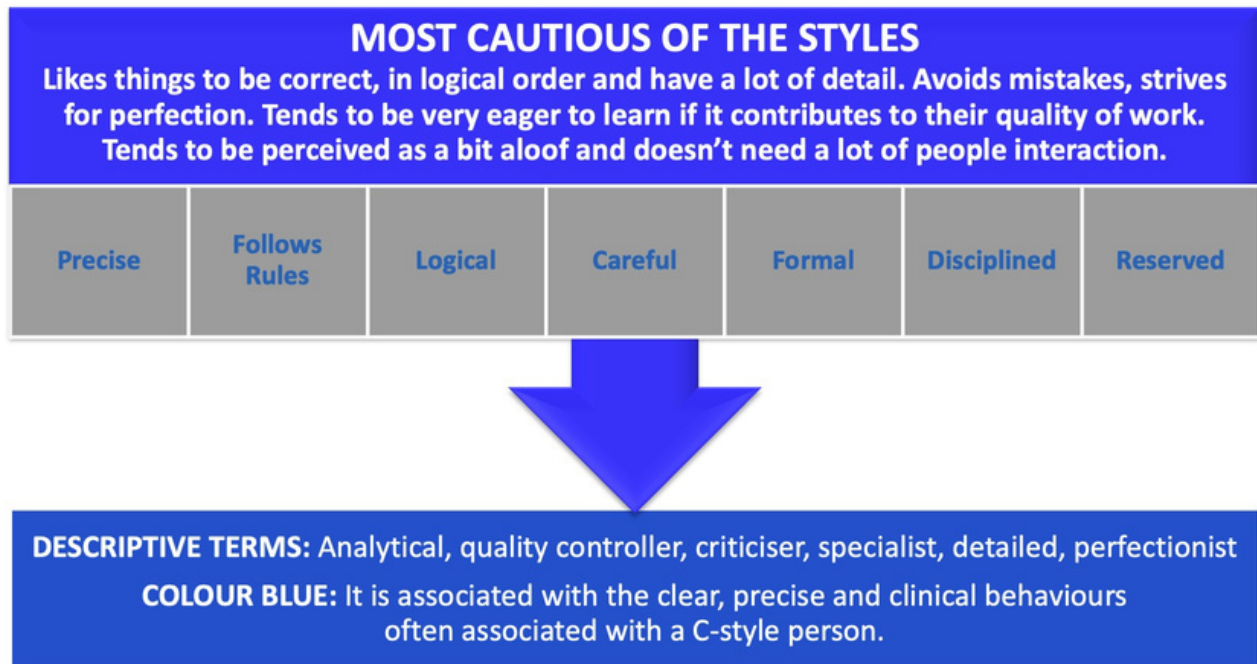
IDENTIFYING THE S-STYLE

- Proceeds cautiously
- Tends to listen and nod to show they're listening even when they are disagreeing
Is calm on the outside
- Not particularly excitable or animated
- Slower paced
- Won't interject or talk over the top of you
- Discusses opinions only if asked
-

APPROACH TO CHANGE

- Often requires a lot of information to support the change
- Often slower and at times resistant to change as they like routine and structure
- If things are working fine now why change?

STYLES: THE C - STYLE = COMPLIANCE

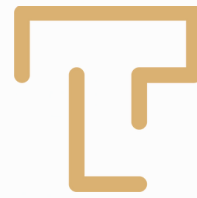


IDENTIFYING THE C - STYLE

- Things are in order - neat and tidy
- They focus on the details
Polite in a diplomatic and formal way
- Generally quieter and more reserved
- Are comfortable with facts and figures
- Emotional conversations can be uncomfortable
- May not hold eye contact long
-

APPROACH TO CHANGE

- Focuses of fact and information
- Looks to the rules and procedures
- Will support change if beneficial to efficiency.
Otherwise doesn't tend to like a lot of change
- Needs a logical and systematic approach to change



THINKING
LEADERS

CURIOUS TO LEARN MORE?

**Reserve your FREE 30-in Leadership
Strategy Session Today (Valued \$597)**

**FOR FURTHER INFORMATION
PLEASE CONTACT:**

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