



# DiSC<sup>®</sup> Classic

## Improving Communication and Reducing Conflict

With 30 years of proven reliability and over 40 million users, *DiSC<sup>®</sup> 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 that best meets 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, Influence, Steadiness, and Conscientiousness.

The result of extensive field research and testing, *DiSC Classic* is the leading DiSC assessment on the market. Scaled to today's diverse workforce, it offers more response format choices and more reliability, setting the standard for behavioral-based learning.





## **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 customer's DiSC styles and adapt their selling or support styles accordingly
- stay focused on customer needs
- manage difficult customer service situations

## **Related Products**

Once your team members are grounded in DiSC, take them to the next level. Available online and on paper, DiSC Action Planners are designed to help sales, customer service, management, and telephone professionals think through and develop plans for achieving desired results with specific people. Contact your Inscape Publishing Authorized Distributor for details.

## **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 50 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 potential, and realize greater success.

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