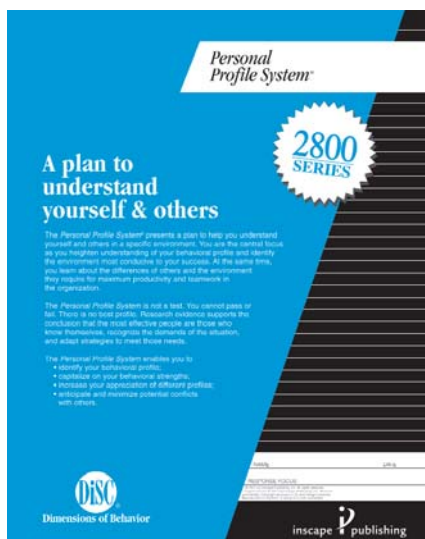


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# Personal Profile System<sup>®</sup> 2800 Series

Helping People Work Better Together



Put the world's  
leading DiSC<sup>®</sup>  
instrument to  
work for you!

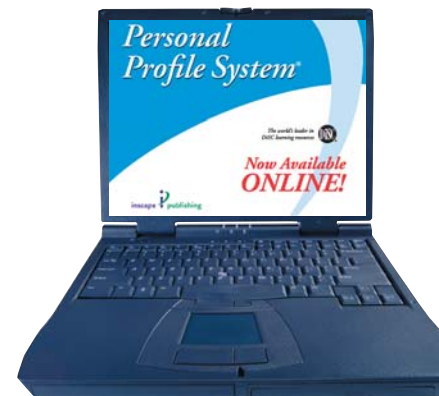
The foundation of personal and professional success lies in understanding yourself, understanding others, and realizing the impact of your personal behavior on the people around you. The *Personal Profile System*<sup>®</sup> has unlocked the door to effective communication and productive relationships for over 40 million people worldwide through its DiSC<sup>®</sup>-based learning approach.

## Setting the Standard for DiSC Learning

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 who like planning ahead, employing systematic approaches, and checking and re-checking for accuracy.

The *Personal Profile System*, the result of extensive field research and testing, is the #1 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.



### DiSC Learning— Anytime, Anywhere!

The power of the *Personal Profile System* is now available on paper and online. Both options provide all the valuable feedback you'd expect from Inscape Publishing, the world's DiSC leader. All you need to do is choose the response format that best meets the needs of your organization.

# Personal Profile System<sup>®</sup>

## 2800 Series *(continued)*

### A Learning Tool with Practical Workplace Applications

The *Personal Profile System*<sup>®</sup> is designed to complement and supplement your existing training programs. Organizations like yours use it to:

- ease frustration and conflict
- improve communication
- build productive teams
- develop effective managers
- train a powerful sales force
- improve customer service

The *Personal Profile System* has been used successfully across critical application areas, including:

- Management Development
- Customer Service
- Sales Training
- Team-Building
- Coaching
- Organizational Development

### Bring Out the Best in Your Management Team

Self-awareness is a vital component of effective management. Knowing one's own behavioral style is the first step toward understanding and valuing differences in others. The *Personal Profile System* helps employees at all levels of management:

- 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

Building relationships is integral to an effective sales process, just as "people skills" are imperative for exceptional customer service. The *Personal Profile System* is proven to help people:

- create and maintain relationship-based sales
- identify their customer's DiSC<sup>®</sup> style and adapt their selling and/or support style accordingly
- stay focused on customer needs
- manage difficult customer service situations

#### Common Workplace Issues. Uncommon Results.

Individual differences are key to the success of your organization. Yet these vital differences can also lead to common workplace issues. Stress. Conflict. Low productivity. Ineffective leadership. Resistance to change.

So how do you solve common problems among unique individuals? With Inscape Publishing's self-directed learning instruments. Our tools are based on the belief that individual awareness is key to organizational success. Organizations like yours use Inscape's resources to provide a common language, helping people capitalize on differences to achieve uncommon results.

## Related Products

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