

## **Extended DISC Australasia January 2012 FactSheet**

### ***Greetings***

Welcome to 2012!

There seems to be continuing economic uncertainty mainly driven by the European monetary crisis, but the question is just how much this will impact on the Australian and New Zealand economies?

Economists differ in their views but Extended DISC<sup>®</sup> continues to experience increasing turnover despite the gloomy outlook of some forecasters. We continue to see an increasing awareness of the need for behavioural analysis and in an increasingly more competitive world, choosing the right people and keeping them motivated is a fundamental “must”. This is where Extended DISC<sup>®</sup> can really add value.

This month we feature an article written by John Lau, Country Manager of Extended DISC<sup>®</sup> Malaysia. Although John’s article focuses on the four main styles, it is important when reading the commentary to keep in mind that Extended DISC<sup>®</sup> recognises and reports on 160 different behavioural styles - 40 in each of the four main DISC segments. And each style has its own specific flavour. The subject is something that we all experience at various stages of our careers and particularly at this time of the year.

For the statistically minded, we have some comparisons between Australia and New Zealand comparing DISC distribution. Extended DISC<sup>®</sup> International measures a large number of indicators such as international distribution of styles, including gender and age and numerous other statistics to check annually the validity of reports. The figures are remarkably consistent and anyone interested in further information on this should contact us on 1800 254 094 (Australia) or 0800 333 668 (New Zealand).

### ***Is it time to leave your job?***

When office life is escalating your stress level, should you leave? John Lau, Country Manager of Extended DISC<sup>®</sup> Malaysia, illustrates how different employees experience different job satisfactions, as well as offering some solutions before you make the decision to throw in the towel.

Different people have different work ethics. And usually, dissatisfaction arises from this. We find ourselves victimised in the office. We should always stop for a moment to analyse the situation and ask ourselves, “Is this a real dissatisfaction or is it my personality?”.

If indeed your boss is oppressing you and not paying you for three months, then, yes, handing in your resignation is an acceptable move. However if your dissatisfaction is personality-related, wherever you go, you will find yourself encountering the same scenarios.

For purposes of literature, people generally fall into four main behavioural profiles, namely **D**ominance, **I**nfluence, **S**teadiness and **C**ompliance. These behavioural tendencies influence how one interprets the time to leave a company.

**Dominance:**

A **High D** doesn't like to be told what to do and thinks he's great. He seeks empowerment, gets impatient and thinks that people are slowing him down.

**Why High D leaves:** He is fed up with organisational constraints and feels very demoralised because his great ideas are not accepted or implemented quickly enough.

**Recommendations for High D:** High D should learn about the organisational history. He needs to look back and understand that this is a real company with real restrictions, power base and biasness.

**Influence:**

A **High I** likes praise, recognition, acceptance and popularity. He craves for special treatment and attention from the management.

**Why High I leaves:** He dislikes criticism and is quick to feel rejected when his suggestions are not welcomed positively. He believes that another company will give him the recognition he deserves.

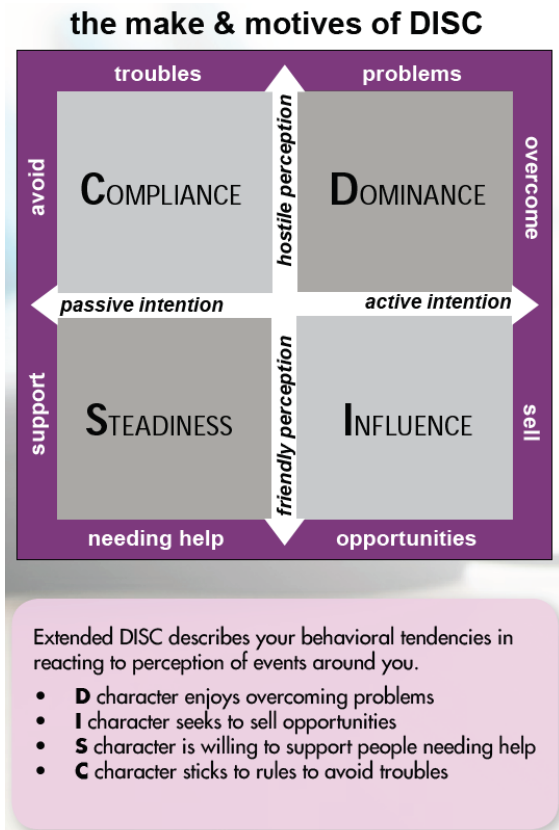
**Recommendations for High I:** High I needs to be more realistic about rejections. No matter how bright he thinks he is, he must face the fact that before he came in, the company has existed well and when he leaves the company, it will not close down.

**Steadiness:**

A **High S** demands loyalty and close personal relationships. His dissatisfaction is triggered by sentimental issues, like when his boss or close colleagues leave. He also feels betrayed when his company doesn't empathise with him.

**Why High S leaves:** When there are changes to the company, he finds he cannot relate to the new things, especially when changes happen too abruptly (at least to him!).

**Recommendations for High S:** High S must understand that individual needs do not equal company needs. He must learn how to put himself in his employer's shoes to understand the basis of business decisions.

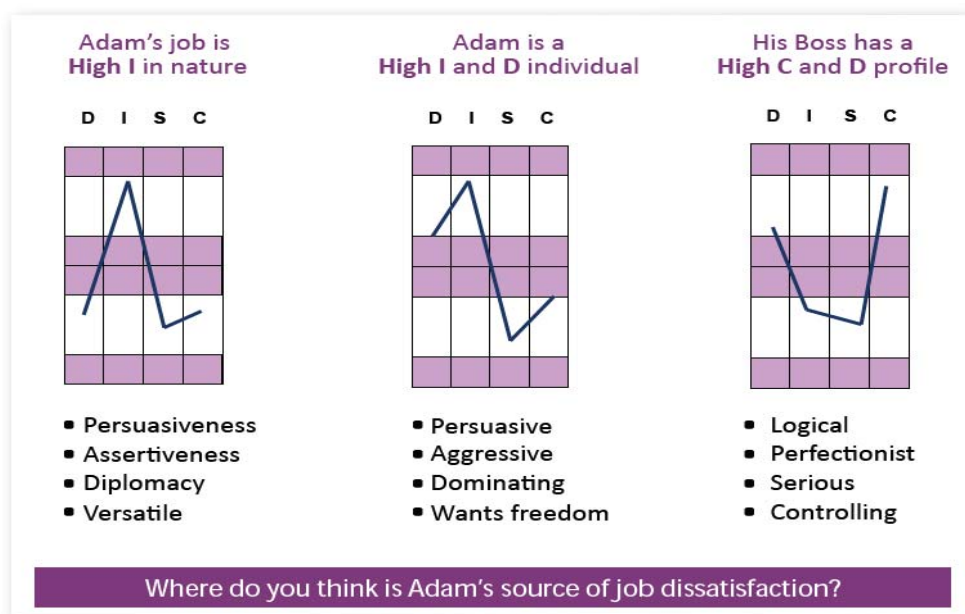


## Compliance:

A **High C** adheres to promises and may over-interpret certain written policies. He gets things done by the rule to avoid confusion or unnecessary dispute.

**Why High C leaves:** When something does not fit with this original perception, he feels it is a violation of principles and gets agitated. He begins to analyse contracts word for word to find contradictions.

**Recommendations for High C:** High C needs to widen his perspective to understand how business works in other functions rather than perceiving things in his own silo. Do not just count the trees, look at the forest!



## Some comparison statistics: Australia vs. New Zealand

Extended DISC<sup>®</sup> International has the ability to measure and compare reports from around the world, and annually produces a Validation Study.

The main objective of the study is to check internal consistency. Internal consistency is a measure based on the correlations between different items on the same test (or the same subscale on a larger test).

It measures whether several items that propose to measure the same general construct produce similar scores. Internal consistency is usually measured with Cronbach's alpha, a statistic calculated from the pairwise correlations between items. Internal consistency ranges between zero and one. A commonly-accepted rule of thumb is that an alpha of 0.6 to 0.7 indicates acceptable reliability, and 0.8 or higher indicates good reliability. High reliabilities (0.95 or higher) are not necessarily desirable as this indicates that the items may be entirely redundant.

The global Cronbach's alpha for Extended DISC® Personal Analysis version 2009 (with 2008 in brackets) were:

D .84 (.84)  
 I .82 (.82)  
 S .85 (.84)  
 C .79 (.79)

The results prove that the instrument continues to have very high validity, and as the study we are referring to in this article is based on a sample of 77,811 reports, the results are compelling.

Some statistics we found interesting are:

### DISC Distribution

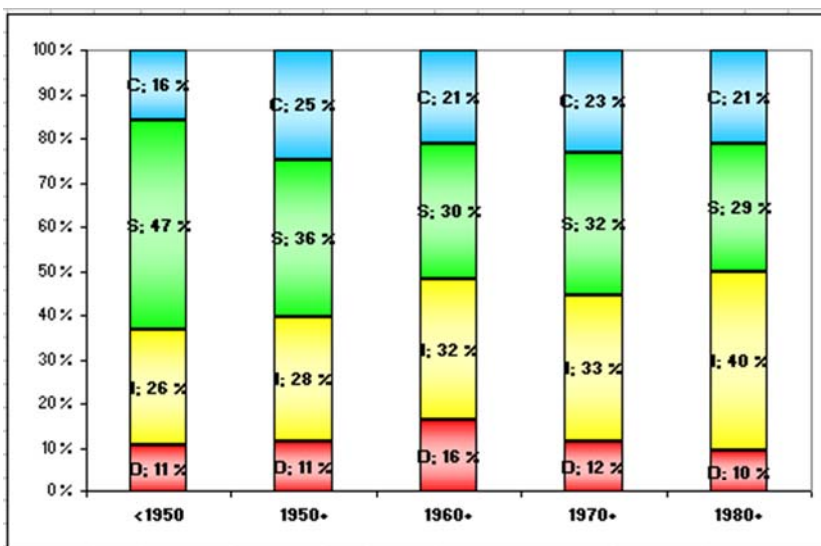
2010	Australia	New Zealand
D	12.2 % (15/10)	12.8% (16/8)
I	33.3% (29/38)	35.7% (32/42)
S	29.7% (33/30)	26.6% (27/26)
C	24.7% (23/22)	24.9% (26/24)

2011_10	Australia	New Zealand
D	11.9 % (13/9)	12.8% (12/9)
I	31.6% (32/34)	35.7% (29/40)
S	30.1% (32/31)	27.0% (33/29)
C	26.4% (22/26)	24.5% (27/22)

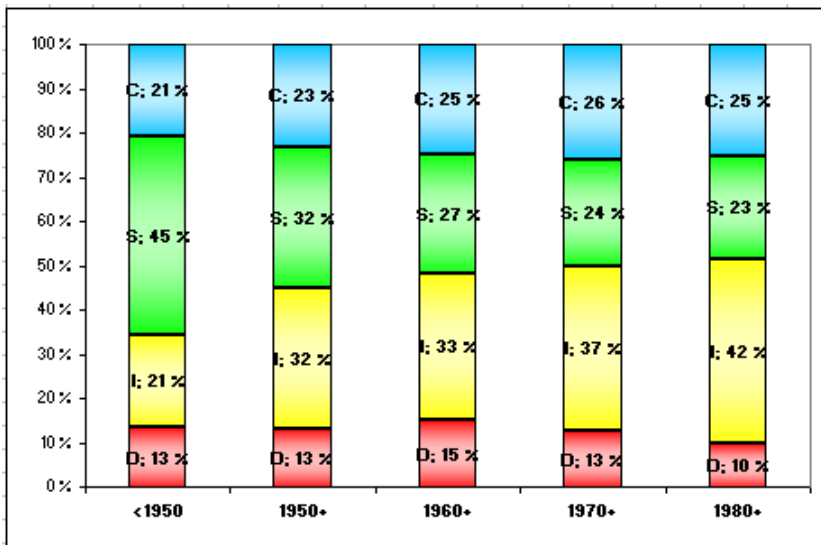
(Male/Female)

### DISC Distribution by Age

#### Australia



## New Zealand



### *February 2012 Webinar – Using Extended DISC<sup>®</sup> to improve sales*

**Presented by Kelly Fairhurst**

Extended DISC<sup>®</sup> is a valuable tool that can be used to improve sales and the performance of sales people. In this webinar we will review how the different styles sell and how sales people can improve their performance through understanding different behavioural styles.

This webinar is on 14 February 2012 at 3.00pm NZ time. To learn more about Using Extended DISC<sup>®</sup> to Improve Sales [register now!](#)