Summary

The DiSC is a well-known personality assessment, widely used in a variety of applications, such as team building, sales training, and professional development. The DiSC is published by Inscape Publishing (www.inscapepublishing.com) and is available through a network of distributors. The DiSC framework describes four dimensions of human behavior: Dominance, Influence, Steadiness, and Conscientiousness. These behaviors were analyzed for statistical correlation with the two primary factors of the Leading Dimensions Profile (LDP). A sample of 32 participants completed both the DiSC and the LDP in June, 2010 as part of this study.

Findings

The following table reveals the correlation between the DiSC Profile behaviors and the LDP’s primary factors: Achievement Drive and Relational Drive, where Achievement Drive measures the focus and intensity with which an individual approaches common activities as well as long-term goals, and Relational Drive describes the manner in which an individual engages emotionally in common circumstances.

<table>
<thead>
<tr>
<th>DiSC Behaviors</th>
<th>Leading Dimensions Profile (LDP)</th>
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<tbody>
<tr>
<td></td>
<td>Achievement Drive</td>
</tr>
<tr>
<td>Dominance (D)</td>
<td>.583**</td>
</tr>
<tr>
<td>Influence (I)</td>
<td>Ns</td>
</tr>
<tr>
<td>Steadiness (S)</td>
<td>-.606**</td>
</tr>
<tr>
<td>Conscientiousness (C)</td>
<td>Ns</td>
</tr>
</tbody>
</table>

** = Correlation is significant at the 99% confidence level  
*= Correlation is significant at the 95% confidence level  
^= Correlation is indicated at the 90% confidence level
Findings (continued)

Results indicate a strong correlation between the LDP’s Achievement Drive factor and the DiSC’s Dominance behavior (in a positive direction) and Steadiness behavior (in an inverse direction). Given that the Dominance behavior emphasizes a desire to overcome obstacles and accomplish objectives, it is not surprising that this would relate positively with Achievement Drive, with its similar focus on achieving objectives in an urgent manner. Since the DiSC’s Steadiness behavior emphasizes a high level of cooperation with others, it is also expected that the LDP’s Achievement Drive factor would correlate in an inverse direction, meaning that individuals with higher Achievement Drive may be more inclined to strive toward goals independently, without pausing to support or patiently include others.

While the DiSC’s Dominance behavior seems to measure similar behaviors as does the LDP’s Achievement Drive factor, the DiSC’s Steadiness behavior seems to move in a manner similar to the LDP’s Relational Drive factor. Specifically, the Steadiness behavior indicates a strong, positive correlation with Relational Drive and a strong, negative correlation with Achievement Drive. Given the definition of Steadiness already shared, this finding supports the focus of Relational Drive as a measure of cooperation, openness, and collaboration in carrying out tasks. The Dominance behavior shows a negative correlation with Relational Drive, further supporting Relational Drive’s emphasis on a helpful, others-focused approach in working through tasks.

Although not reaching a level of statistical significance, the findings do suggest a potential correlation between the LDP’s Relational Drive and the DiSC’s Influence behavior. Given that the Influence behavior partially incorporates elements of collaboration, warmth, trust, and relationship motivation, it is expected that this behavior would move in the same general direction as Relational Drive.

Conclusion

The findings suggest:

- The Achievement Drive factor summarizes an individual’s Dominance behaviors. That is, Achievement Drive provides a measure of an individual’s urgency to accomplish tasks, the ambition to take action, and a level of self-confidence that promotes independent action (and even impatience).

- The Relational Drive factor summarizes an individual’s Steadiness (and potentially, Influence) behaviors. That is, Relational Drive provides a measure of
an individual’s desire to help and accommodate others, to collaborate in performing work, and the preference for a stable, cooperative environment.

**Application**

The LDP presents its primary factors on a 2x2 grid, where *Achievement Drive* is expressed as a continuum on the x-axis and *Relational Drive* is expressed as a continuum on the y-axis. Four “styles” are presented from the interaction of *Achievement Drive* and *Relational Drive*, describing the general approach with which individuals seek to influence or lead others. These styles are derived as follows:

- **The Counselor Profile** (collaborative style): Lower *Achievement Drive*, Higher *Relational Drive* (upper left)
- **The Coach Profile** (adaptive style): Higher *Achievement Drive*, Higher *Relational Drive* (upper right)
- **The Director Profile** (directive style): Higher *Achievement Drive*, Lower *Relational Drive* (lower right)
- **The Advisor Profile** (contemplative style): Lower *Achievement Drive*, Lower *Relational Drive* (lower left)

The DiSC Profile utilizes a similar, although not identical, grid framework, where *Dominance* appears in the upper left, *Influence* appears in the upper right, *Steadiness* appears in the lower right, and *Conscientiousness* appears in the lower left, with a number of interactive patterns. Based on this presentation, it would appear that the LDP profiles/styles may correspond to the DiSC behaviors in the following manner:

- **The Counselor Profile** (collaborative style): *Steadiness* and *Influence* patterns
- **The Coach Profile** (adaptive style): *Dominance* behavior patterns
- **The Director Profile** (directive style): *Dominance* behavior patterns
- **The Advisor Profile** (contemplative style): *Conscientiousness* behavior patterns

Given these findings, it would appear that the LDP primary factors may be utilized in a manner somewhat similar to that of the DiSC Profile, as a tool suitable for team building, sales coaching, and professional development applications.

**Contact**

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