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**Title:** Comparing the Leading Dimensions Profile (LDP) primary factors with the DiSC Assessment Profile (I)  
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## 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](http://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.

| DiSC Behaviors               | Leading Dimensions Profile (LDP) |                         |
|------------------------------|----------------------------------|-------------------------|
|                              | <i>Achievement Drive</i>         | <i>Relational Drive</i> |
| <i>Dominance (D)</i>         | .583**                           | -.526**                 |
| <i>Influence (I)</i>         | Ns                               | .312^                   |
| <i>Steadiness (S)</i>        | -.606**                          | .599**                  |
| <i>Conscientiousness (C)</i> | Ns                               | ns                      |

\*\* = 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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