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Title: Comparing the Leading Dimensions Profile (LDP) dimensions with the DiSC Assessment Profile (II)

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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) 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) and findings were reported in a previous brief (ID: 20100615). In this brief, the DiSC framework was compared with the ten secondary dimensions of the LDP:

- Achieving Dimensions
 - Work Intensity
 - Assertiveness
 - Uncertainty Avoidance
 - Adaptability
 - Perception
- Relating Dimensions
 - Status Motivation
 - Affiliation
 - Consideration
 - Openness
 - Self-Protection

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 secondary dimensions.

Leading Dimensions Profile (LDP) Dimensions	DiSC Behaviors			
	<i>Dominance (D)</i>	<i>Influence (i)</i>	<i>Steadiness (S)</i>	<i>Conscientiousness (C)</i>
Achieving Dimensions				
<i>Work Intensity</i>				
<i>Assertiveness</i>				
<i>Uncertainty Avoidance</i>	-.592**		.567**	.413*
<i>Adaptability</i>	.345*			
<i>Perception</i>	.458**			-.540**
Relating Dimensions				
<i>Status Motivation</i>	.415*		-.503**	
<i>Affiliation</i>				
<i>Consideration</i>	-.718**		.734**	.508**
<i>Openness</i>			.568**	
<i>Self-Protection</i>				

** = Correlation is significant at the 99% confidence level

* = Correlation is significant at the 95% confidence level

^ = Correlation is indicated at the 90% confidence level

Results indicate a strong correlation between several of the LDP's dimensions and the DiSC's behavior measures.

Conclusion

The findings suggest:

- The *Uncertainty Avoidance* dimension (which is defined as the propensity to take risks in making decisions or taking actions in uncertain situations) appears to correlate strongly with *Dominance*, *Steadiness*, and *Conscientiousness*. It is generally understood that individuals exhibiting high *Uncertainty Avoidance* tend to avoid taking risks and tend to dislike dealing with ambiguity. As such, findings support the notion that these individuals would also likely exhibit lower *Dominance* behaviors which contain an element of risk-taking and innovation (hence the negative correlation). Since high *Steadiness* behaviors tend to

promote a desire for predictability and stability, it is not surprising that *Uncertainty Avoidance* would correlate positively with *Steadiness*. The notion that *Conscientiousness* behaviors tend to indicate a careful and precise approach to work appears to be supported by the positive correlation with *Uncertainty Avoidance*.

- The *Adaptability* dimension exhibits a positive correlation with *Dominance* behaviors. The DiSC Profile's *Dominance* behaviors contain facets of challenging the status quo and a desire for innovation, thus a positive correlation between *Adaptability* and *Dominance* supports the definition of the LDP's *Adaptability* dimension: a flexible response in the face of changing or unplanned circumstances.
- The *Perception* dimension was found to correlate with *Dominance* and *Conscientiousness* behaviors. *Perception* is defined as the extent to which one relies on intuition and experience (versus methodical analysis) in making decisions. The positive correlation between *Perception* and *Dominance* suggests that individuals scoring high in *Perception* are more likely to make decisions based on gut instinct and pursue a bottom-line response, rather than focusing on details and analysis in approaching problems. This finding seems to be supported by the negative correlation between *Perception* and *Conscientiousness*, whereby individuals scoring lower in *Perception* are seen as being more analytical, fact-finding, and accurate in approaching tasks.
- The *Status Motivation* dimension revealed a positive correlation with *Dominance* and a negative correlation with *Steadiness*. *Status Motivation* is defined as the drive to be personally recognized for efforts and accomplishments. As such, the positive correlation with *Dominance* is expected given its facets of ego strength and competitiveness. The negative correlation between *Status Motivation* and *Steadiness* is also expected given the facets of *Steadiness* relating to sharing recognition, cooperation, and accommodation.
- The *Consideration* dimension (which is defined as the awareness and propensity to contemplate others' feelings and needs) appears to correlate strongly with *Dominance*, *Steadiness*, and *Conscientiousness*. *Consideration* shows a negative correlation with *Dominance* behaviors due to the lack of concern for others and impatience often associated with the *Dominance* style. *Consideration* shows a positive correlation with *Steadiness* behaviors due to the cooperative, helpful nature of the *Steadiness* style. Finally, *Consideration* shows a positive correlation to *Conscientiousness*, which is likely due to its emphasis on being careful, thorough, and even-tempered (so as to not let others down).

- The *Openness* dimension (which is defined as the desire to learn and share personal information with coworkers or others) reveals a positive correlation with the *Steadiness* dimension. *Steadiness* tends to promote supportive, cooperative behaviors which would be consistent with high *Openness*.

Application

The DiSC framework focuses on providing four generalized styles (Dominance, Influence, Steadiness, and Conscientiousness). In a similar manner, the LDP provides four styles (Collaborative/Counselor, Adaptive/Coach, Directive/Director, and Contemplative/Advisor), although these are derived from a plotting of Achievement Drive (along the x-axis) and Relational Drive (along the y-axis) rather than by emphasizing the one style where the individual scores highest. As such, the LDP leverages a two-factor model in deriving the four styles. While the DiSC and LDP are similar in the use of generalized styles, the LDP offers additional dimensions that provide supporting behavioral definitions. Like the LDP's primary factors (see Research Brief ID: 20100615), its supporting dimensions show insightful correlation with the DiSC's behavioral styles.

Given these findings, it would appear that the LDP primary factors and associated dimensions may be utilized in support of team building, sales coaching, and professional development efforts.

Contact

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