



Everything DiSC® Adaptive Testing Information and FAQ's

Everything DiSC assessments began using adaptive testing (AT) and a new more sophisticated scoring algorithm to give participants the most precise DiSC® style assignment possible on July 21, 2012.

Remember that DiSC is still DiSC—classroom beta testing was done with the 79-item Everything DiSC profile AND the AT Everything DiSC profile. The mix of the two profiles was a non-issue for both the Distributor and the participants.

To make the transitions easier for you and your clients, when an Everything DiSC product is given the AT treatment, the updated facilitation kit will be released in advance of the updated profile—you'll have time to prepare your facilitation materials and learn about the changes to the profile before it goes live.

Work is ongoing to update all of the Everything DiSC products, and we will keep you posted on their availability.

<i>Everything DiSC® Supplement for Facilitators</i>	Updated July 21, 2012
<i>Everything DiSC Workplace® Facilitation Kit</i>	Updated September 18, 2012 Free update available through 1/31/13
<i>Everything DiSC Workplace Profile</i>	Updated October 18, 2012
<i>Everything DiSC Comparison Report</i>	Updated October 18, 2012
<i>Everything DiSC Work of Leaders® Facilitation Kit</i>	Update coming early December, 2012*
<i>Everything DiSC Work of Leaders Profile</i>	Update coming early January, 2013*
<i>Everything DiSC® Management, Sales, and 363 for Leaders</i>	Updates anticipated in 2013*

*Dates are subject to change without notice.

Why make this change? How is the AT assessment better than the 79-item assessment?

We initiated this change to better align with the standards established by the psychological assessment community. AT produces more precise results, which in turn provides a better experience for the user.

The AT assessment data is currently being used in all Everything DiSC profiles to provide even more precise dot placement on a participant's Everything DiSC map.

The biggest benefit of AT is a more precise measurement—increased personalization based on this greater precision and accuracy leads to a more accurate profile and more satisfied customers. Today, this benefit can be most easily seen in the *Everything DiSC Workplace® Profile, Supplement for Facilitators, and Comparison Reports*. Respondents will see all of their priorities reflected in their DiSC feedback, even if they prioritize things that aren't usual for their styles. For example, someone whose assessment results indicate a high-i style will be able to see that they also prioritize Accuracy (typically a C priority.) Using AT, respondents can have three, four, or even five priorities. This is a level of precision we simply couldn't capture before. And it's this precision in measurement and increased personalization in reporting that equals a better participant experience. Or, as one high-i who prioritizes Accuracy said during beta testing, "I feel validated."

Soon, all Everything DiSC profiles will be given the more visible "AT treatment."

Here's more detail on the benefits of AT:

- **It's more precise:** We improved the measurement technology. The AT measurement is more aligned with the standards of the psychological community, it has been thoroughly beta tested, and the precision of the measurement has increased while assessment-taking time has decreased.
- **It's been thoroughly proven:** We conducted the most extensive validation research in Inscape history. We hired two independent agencies to perform multiple rounds of analysis focused on construct validity. Two of the most well-respected academic assessments in the psychological community were used to establish construct validity of the Everything DiSC AT assessment: NEO PI-R™ and 16PF®. The agencies also compared the construct validity of the Everything DiSC AT assessment to the Everything DiSC 79-item assessment and the *DiSC Classic* 28-item assessment.

Here's what we learned:

- The AT measurement is 12% more accurate than the 79-item assessment
- The AT measurement is 32% more accurate than *DiSC Classic*
- **It provides a superior user experience:** Increased personalization results in a more satisfying participant experience. Beta testing feedback from Distributors and end-users was overwhelmingly positive.
 - We asked beta testers to compare their *Everything DiSC Workplace* AT profiles with other DiSC profiles they have taken, including the Everything DiSC 79-item and *DiSC Classic* 28-item profiles. Beta testers overwhelmingly felt that the AT profile feedback was superior, with 90% saying it was a better overall profile.
 - In addition, we asked beta testers to rate the fit of their dot placement, shading, and personalized narrative feedback in their *Everything DiSC Workplace* AT profiles. Again, over 90% of respondents rated the fit as "good" to "excellent".

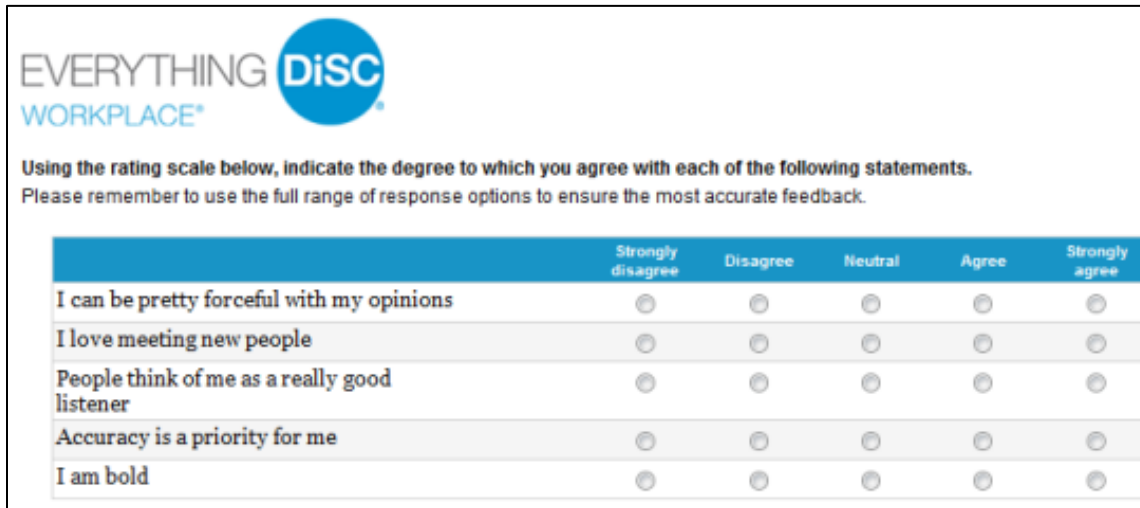
What's the bottom line?

- **It's more precise:** we improved the measurement technology
- **It's been thoroughly proven:** we conducted the most extensive validation research in Inscape history
- **It provides a superior user experience:** increased personalization results in a more satisfying participant experience

FAQs for all Everything DiSC® assessments beginning July 21, 2012

What does the AT user assessment experience look like?

- 1) **Phrases instead of adjectives** will be used to gather responses, eliminating the need to define the adjectives.

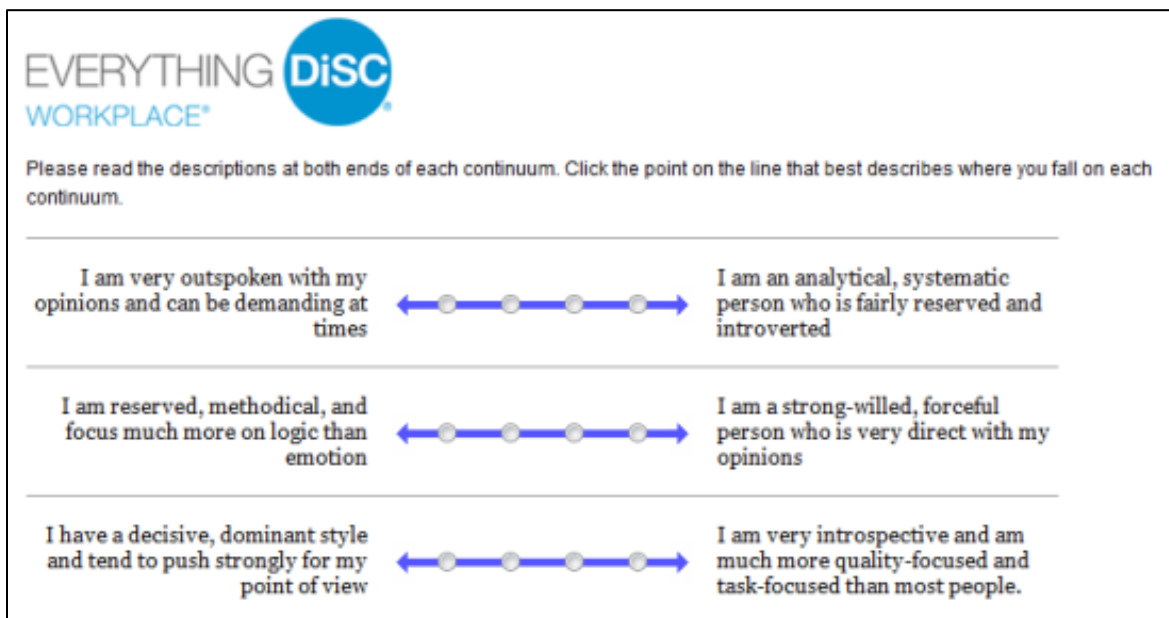


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Using the rating scale below, indicate the degree to which you agree with each of the following statements.
Please remember to use the full range of response options to ensure the most accurate feedback.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I can be pretty forceful with my opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love meeting new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People think of me as a really good listener	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy is a priority for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am bold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 2) If a person's **responses are inconsistent on a specific scale**, (e.g., rating some C items high and some C items low) they'll receive additional questions to reveal their true score. Or, if their **responses indicate they have two equally strong styles**, more questions will be given to determine if one of the styles is stronger.



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Please read the descriptions at both ends of each continuum. Click the point on the line that best describes where you fall on each continuum.

I am very outspoken with my opinions and can be demanding at times I am an analytical, systematic person who is fairly reserved and introverted

I am reserved, methodical, and focus much more on logic than emotion I am a strong-willed, forceful person who is very direct with my opinions

I have a decisive, dominant style and tend to push strongly for my point of view I am very introspective and am much more quality-focused and task-focused than most people.

How many questions are there?

It depends! AT starts with a pool of questions. As a person responds, EPIC will adapt the questions given to the respondent based on his or her answers to previous questions. So the number of questions will be different for each person based on how they respond.

How long does it take to complete?

15 to 20 minutes—about the same amount of time it took to complete the 79-item DiSC assessment.

Can I use the data from an AT Everything DiSC profile to create another AT Everything DiSC profile?

The **base** Everything DiSC AT assessment data can be pulled into another *Everything DiSC Profile*, so the participant **will not need to go through the whole assessment** again. However, participants **will always** be sent an access code to complete **product-specific questions**. These additional questions allow for greater personalization. It will only take participants about five minutes to respond to these additional questions.

Can I still use the data from a 79-item Everything DiSC® profile to create another Everything DiSC profile?

No. The participant has to respond to the AT assessment.

Will this affect my ability to generate group reports?

You'll be able to create *Comparison, Group, Facilitator, and Team View Reports* using data from both 79-item *Everything DiSC®* assessments AND AT *Everything DiSC* assessments. At this point, group reports will not show additional priorities, but know that we are researching ways to incorporate additional priorities into group reports.

What about pending access codes?

Pending access codes sent prior to July 21, 2012 have automatically been changed to the AT assessment. You don't need to reissue these access codes.

Which Everything DiSC® profiles are changing?

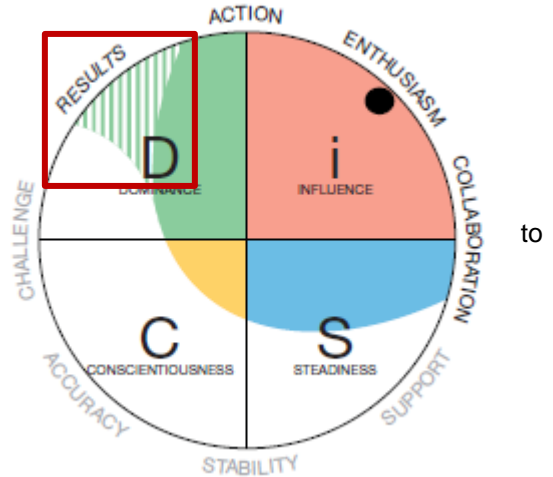
Overview

It's important to note the difference between **assessment** and **profile**. The **assessment** is the access code and questions that a participant responds to. The **profile** is the actual tangible report a participant receives after taking the assessment.

The **assessment** has changed **for all** Everything DiSC products. The **profiles** will change **gradually over time** to incorporate additional data and feedback. The new data will be incorporated into not just dot placement, but also into assigning additional shading and priorities on the Everything DiSC map when necessary—respondents will be able to see all of their priorities reflected in their feedback, even if they prioritize things that aren't usual for their styles! (You can see an example of this in the Everything DiSC map below.) The new data will also be integrated into the personalized feedback in all *Everything DiSC Profiles*.

We are committed to making the transition from the 79-item Everything DiSC products to the updated AT version of the products seamless for both you and your clients. We'll email instructions for updating facilitation materials to all registered *Everything DiSC Facilitation Kit* users about month before the profile changes. [Make sure that your kits are registered](#) now save you time later!

When the updated profile for each product is launched, you'll be able to do two things for FREE. Assessments completed after July 21 (AT assessment) can simply be **regenerated** to produce the updated profile. Assessments taken before July 21 (79-item assessments) will be **eligible for a free upgraded profile**. If you really want everyone to have the same profile, they'll just need to respond to a new access code with the AT assessment questions, which won't cost you anything. **Please note:** This function will NOT be available until the Everything DiSC profile has been given the AT treatment.



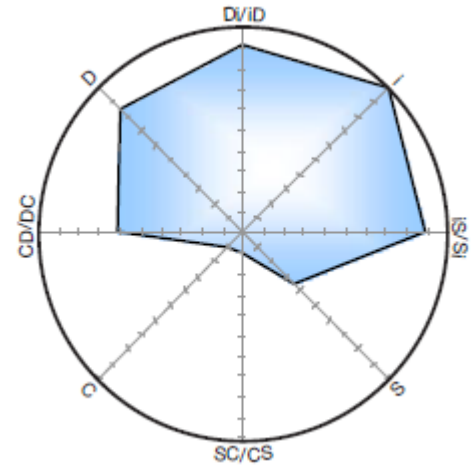
Which Everything DiSC® profiles are changing? (con't)

Here's a timeline of what's happened so far and where we're headed next:

Everything DiSC® Supplement for Facilitators: Updated 7/21/12

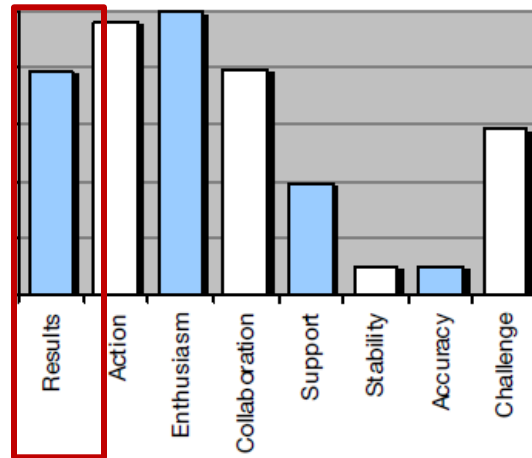
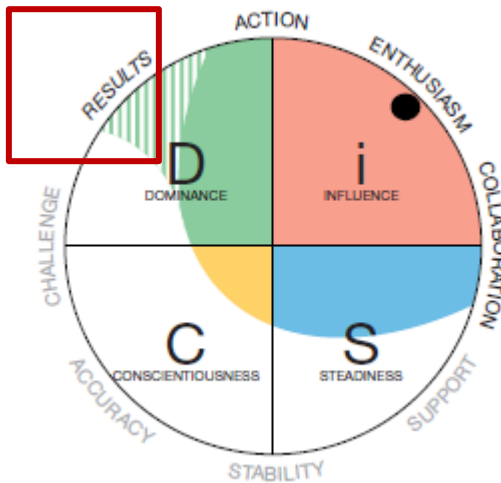
The adaptive testing data allows us to include additional information to help the facilitator better understand when participants have atypical profile results.

The *Everything DiSC Supplement for Facilitators* will now include an "umbrella graph" (right) that is used to calculate DiSC style and dot placement.



Two other new graphs (below) show scores on the Priority Subscales for the eight priorities (subscales) specific to the *Everything DiSC* product taken.

These subscales indicate whether the respondent has any **additional priorities**. While the majority of respondents will still have only three priorities, our improved measurement allows us to show up to two additional priorities. The additional priorities will be shown using **advanced shading**. In the examples below, there are four priorities: the three typically associated with the i style (Action, Enthusiasm, and Collaboration) as well as one additional priority (Results) shown by the striped shading on the circular map.



Also, since participants will be responding to product-specific questions, a unique *Supplement for Facilitators* will be generated for each Everything DiSC product using data and priorities specific to the product. So, it's possible to have a high priority subscale in one product but not another, depending on the responses to the product-specific questions.

Which Everything DiSC[®] profiles are changing? (con't)

Everything DiSC Workplace Facilitation Kit: Updated 9/18/12, free update through 1/31/13.

Replacement USB drive with a new intro video, new PowerPoint slides with updated profile screenshots, new, simplified menu structure, added option to view video with English subtitles.

Everything DiSC Workplace[®] Profile: Updated 10/18/12

Updates include incorporation of additional priorities in participant report feedback and on DiSC map (if applicable). Fresh new layout, images, and color treatment.

Everything DiSC Comparison Report: Updated 10/18/12

New layout, images, and color treatment. Instructions page removed.

Everything DiSC Work of Leaders[®] Facilitation Kit: Update coming 12/7/12, free update through 4/30/13.

Replacement USB drive has new PowerPoint slides with updated profile screenshots, new, simplified menu structure, added option to view video with English subtitles.

Everything DiSC Work of Leaders Profile: Update coming 1/3/13

Updated and reordered pages 2-6—consistent with the AT *Everything DiSC Workplace[®] Profile* format; incorporation of additional priorities and advanced shading; fresh new layout, images, and color treatment.

Everything DiSC[®] Management, Sales, and 363 for Leaders: Updates anticipated in 2013