

Contents

List of Tables	vi
List of Figures	xiii
Preface	xv
Chapter 1 DiSC Overview and Theory	1
The Purpose of Everything DiSC	1
The DiSC Model	1
The Two Dimensions Behind DiSC	2
The DiSC Quadrants	4
The Twelve Everything DiSC Styles	5
Connection to Other Models and Psychometric Theory	8
<i>Interpersonal Circumplex</i>	8
<i>The California Psychological Inventory</i>	11
<i>The Five-Factor Model of Personality</i>	11
<i>The Myers-Briggs Type Indicator</i>	14
Chapter 2 Methodology of Development	17
Previous Assessments Measuring the DiSC Model	17
Everything DiSC Technical Development	18
<i>Rationale of Scale Construction</i>	18
<i>Generation of the Initial Item Pool</i>	19
<i>Pilot Test</i>	20
<i>Item Evaluation</i>	20
<i>Final Selection</i>	21
<i>Standardization and Norming</i>	22
<i>Item Translation</i>	23
Chapter 3 Administration and Scoring of the Assessment	25
Appropriate Populations	25
Accessing the Everything DiSC Assessment	26
Responding to the Assessment	26

The Scales Within Everything DiSC	27
<i>The DiSC Scales</i>	27
<i>The Priority Scales</i>	28
Adaptive Testing Procedures	29
Scoring	32
Chapter 4 The DiSC Scales and Styles: Reliability and Validity	37
Reliability of the DiSC Scales and Styles	37
<i>Internal Reliability of the Scales</i>	37
<i>Test-Retest Reliability of the Scales</i>	37
<i>Test-Retest Reliability of the Styles</i>	38
Evidence for the Validity of the DiSC Scales	40
<i>Construct Validity of the Scales</i>	40
<i>Criterion Validity of the Scales</i>	55
Evidence for the Validity of the DiSC Styles	70
<i>Construct Validity of the Styles</i>	70
<i>Criterion Validity of the Styles</i>	78
Chapter 5 Demographic Considerations	85
Internal Reliability by Gender, Heritage, and Education	85
Correlation Matrices by Gender, Heritage, and Education	85
<i>Correlation Matrices by Gender</i>	87
<i>Correlation Matrices by Education</i>	88
<i>Correlation Matrices by Heritage</i>	90
Variance Accounted for by Gender, Heritage, and Education	92
<i>Variance Accounted for by Gender</i>	92
<i>Variance Accounted for by Heritage</i>	92
<i>Variance Accounted for by Education</i>	92
Distribution of Style by Gender, Heritage, and Education	94
Distribution of Inclination by Gender and Heritage	97
Chapter 6 The Everything DiSC Applications	99
Everything DiSC Workplace	101
<i>Development of the Workplace Priorities</i>	101
<i>Validation of the Workplace Priorities</i>	103
Everything DiSC Sales	106
<i>Development of the Sales Priorities</i>	106
<i>Validation of the Sales Priorities</i>	110
Everything DiSC Management	112
<i>Development of the Management Priorities</i>	112
<i>Validation of the Management Priorities</i>	117
Everything DiSC Work of Leaders	119
<i>Validation of the Work of Leaders Scales</i>	122
<i>Work of Leaders Priorities</i>	132
Everything DiSC 363 for Leaders	133
<i>Development of the Practice Scales for 363 for Leaders</i>	134
<i>Comparing Self and Other Ratings</i>	145
<i>Differences Based on Demographic Categories</i>	154

Chapter 7 The Everything DiSC Comparison Report	165
Selection of the Continua Within Each Report	165
Scoring of the Comparison Report Scales	168
Reliability of the Comparison Report Scales	168
<i>Internal Reliability</i>	168
<i>Test-Retest Reliability</i>	169
Validity of the Comparison Report Scales	169
<i>Intercorrelations Among the Continua Scales</i>	169
<i>Correlations with the Other Measures of Personality</i>	171
Chapter 8 Interpretation of Results	175
Interpretation of Style	176
Interpretation of Inclination	177
Interpretation of Shading	178
Case Studies	179
<i>Andrea: D Style</i>	179
<i>Rafael: CS Style</i>	181
<i>Amira: i Style</i>	182
<i>James: S Style</i>	183
Appendices	
Appendix A: DiSC History	185
Appendix B: Everything DiSC Sample Demographics	189
Appendix C: Correlations Among the Everything DiSC Assessment and Other Assessments	197
Appendix D: Style Distribution	201
Appendix E: Leadership Correlations	203
Appendix F: ANOVA Results	209
Appendix G: Correlations Among the Work of Leaders and Other Assessments	225
References	235
Index	239