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# DISC + Motivators Summary

Integrated Insight into Behavior & Motivation

Report For: **Sample Report**

DISC Style: **Coach**

Motivators Style: **The Nonconformist**

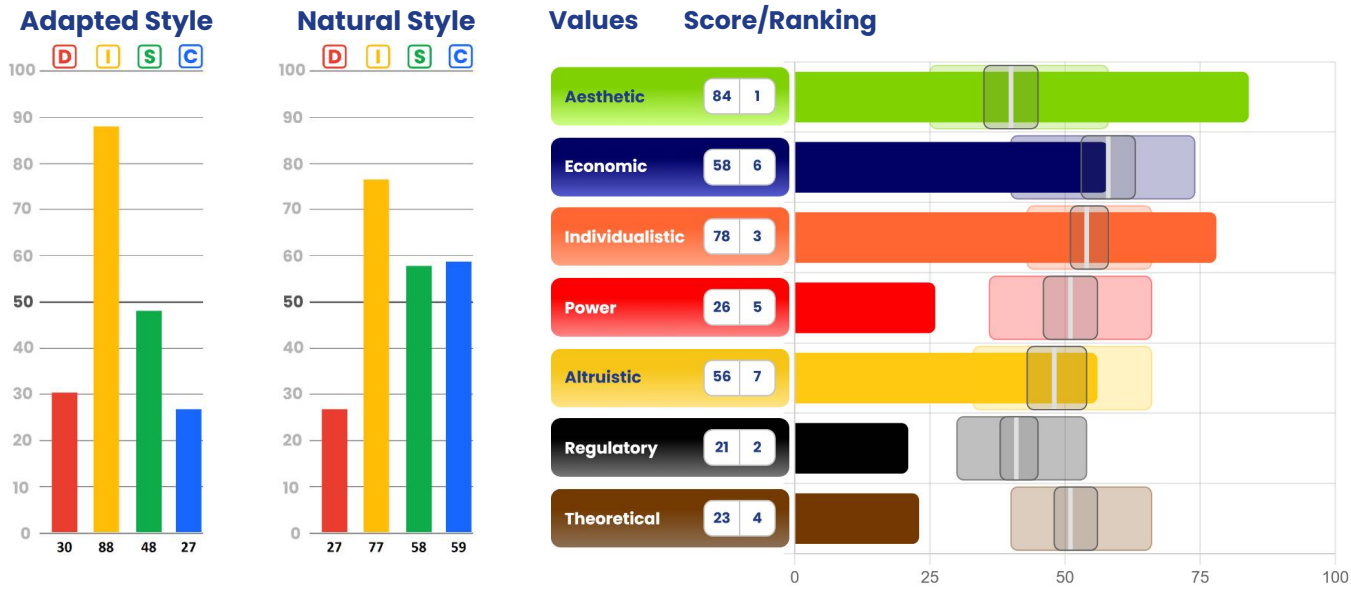
Date: **4/8/2026**

# Table of Contents

<b>Understanding DISC + Motivators .....</b>	<b>3</b>
<b>DISC Styles.....</b>	<b>4</b>
Your Behavioral Style: Coach .....	5
<b>Motivational Styles .....</b>	<b>6</b>
Your Motivators Style: The Nonconformist.....	7
Details of Sample's Motivation .....	8
<b>Combining DISC &amp; Motivators: Your Behavioral Blueprint .....</b>	<b>9</b>
Word Sketch – Adapted Style.....	10
Word Sketch – Natural Style .....	11
Sample's Motivator Word Matrix .....	12
<b>More About Your DISC &amp; Motivators Styles .....</b>	<b>13</b>
Communication Tips for Others.....	13
Your Behavioral Tendencies – Summary .....	14
Sample's Individual Motivator Dimensions Summary .....	16
How to Assure Assessment Accuracy?.....	18

# Understanding DISC + Motivators

Through this summary report, you have an opportunity to discover (observe and evaluate) your behavioral responses in various environments and examine your unique values and what drives you to behave in the ways you do. You can explore your actions and reactions (and the actions and reactions of others) in a variety of situations and contexts to determine the most effective communication strategy or course of action to be sure you are living in alignment and able to express your best self.



**DISC** describes you based on your observable behavior, which can provide insights for others regarding your communication preferences and how you will likely interact with and respond to them.

Your DISC Behavioral style: **Coach**

**Motivators** describe you based on your values, passions, drivers, and beliefs. Understanding motivation helps reveal your preferences and why you do what you do. It is vital for aligned, superior performance that our motivators are satisfied by what we do.

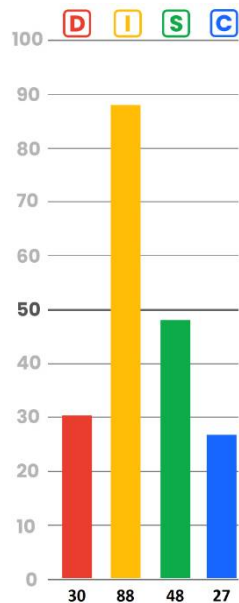
Your Motivators Pattern style: **The Nonconformist**

# DISC Styles

DISC is a simple, practical, easy to remember and universally applicable model. It focuses on individual patterns of external, observable behaviors and measures the intensity of characteristics using scales of directness and openness for each of the four styles:

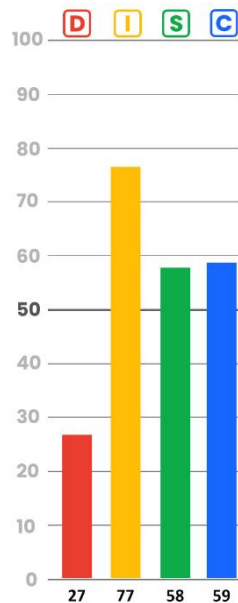
- D **Dominance**
- I **Influence**
- S **Steadiness**
- C **Conscientiousness**

**Adapted Style – Graph I**



**Pattern: I**

**Natural Style – Graph II**



**Pattern: Ics**

Others may tend to seek you out for assistance or advice. This is because they perceive you as being sensitive to their needs, and because you provide a stable and consistent point of view for them. You may be seen as a coach or counselor that they can count on to listen to ideas and input. That's good, as long as it doesn't hamper your ability to complete your own tasks.

You score like those who are socially poised without being overly controlling. You have the ability to project confidence and poise that is perceived as sincere and genuine. Others are likely to notice this, allowing you to develop trust and credibility with them easily.

Sample, the responses you gave indicate that you tend to be unselfish and sensitive to the needs of others. This is a rare type of generosity that comes with no strings attached, hidden agendas, or ulterior motives. People who score like you get a genuine "rush" when they are helping others. That's the up-side. The flipside is that you may need to monitor yourself closely to make sure you are not spreading yourself too thin in your efforts to please everybody.



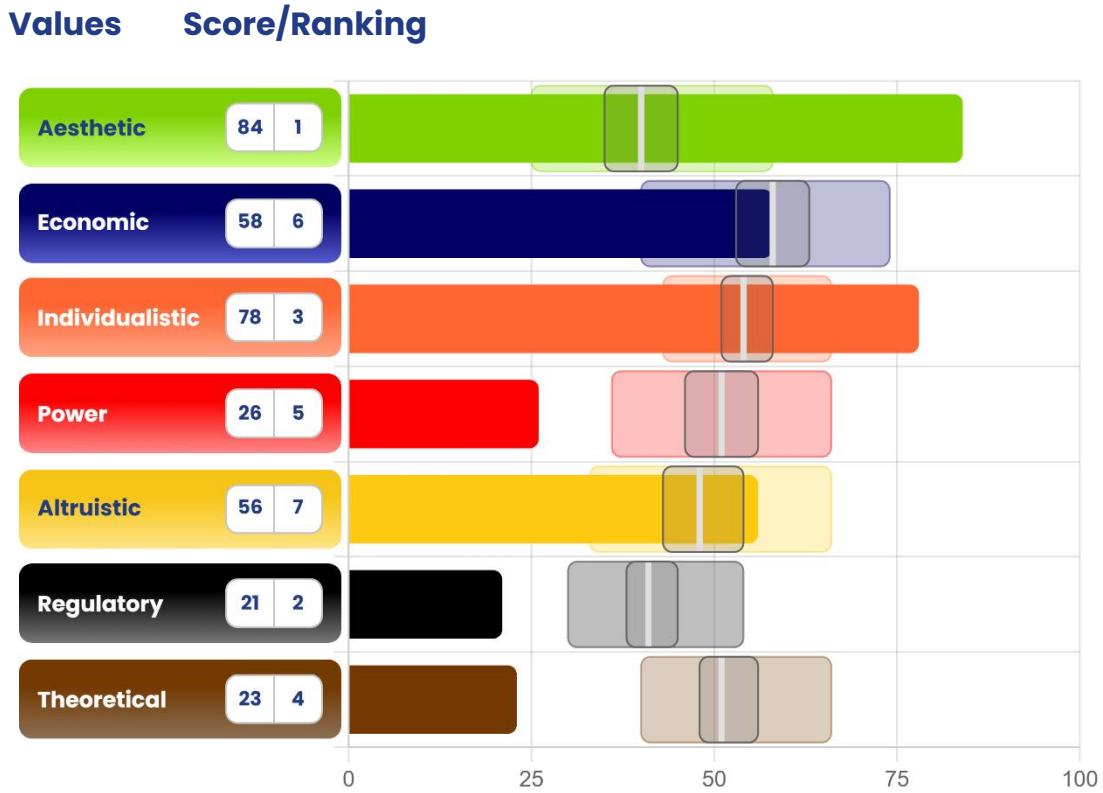
## Your Behavioral Style: Coach

Coaches bring a great trait, as they actively listen to others and provide sincere support for their efforts. They bring sensitive insight when engaging with others and can make solid contributions without demanding to be the center of attention. Coaches can diffuse tense situations with their insightful observations about the big picture and both individual and group goals. They show both stability and engagement with others. They can increase effectiveness with a bit more urgency and more specific direction to others.

Below are some key behavioral insights to keep in mind and share with others to strengthen your relationships.

- **Personal direction:** Building personal connections and encouraging with positive feelings
- **Strengths offered:** A skilled and sincere stabilizing force in both good and difficult times
- **General characteristics:** Able to engage with people and be a sincere listener
- **Contributions to others:** Builds sincere relationships with others and provides a listening ear
- **Getting along with others:** Accepting and open attitude toward others
- **When stressed:** May become non-committal and overly trusting
- **Keep in mind:** May avoid taking a firm stand on divisive issues
- **Additional notes:** A great coach for everyone, but may need to take a more decisive stand at times

# Motivational Styles



## Personal Scores

### Importance & Impact

- 1. Importance: The score number & solid bar**  
 Individual Score – shows how much passion you have for that dimension, and reveals how you'll likely express that Motivator
- 2. Impact: Ranking**  
 Distance from 50 (whether high or low) – indicates the order of influence that the motivator has on your decisions, from 1-7



## Your Motivators Style: The Nonconformist

**Objective:** Your main objective is resigning yourself to enjoying the life you have while experiencing the world around you in creative and meaningful ways. You are typically interested in environmental cause and effect strategies useful to the enhancement of the earth and its inhabitation as well as unconventional approaches to life and work.

**Basic Desire:** Your basic desire is to find creative ways to express your inner creativity and experience your surroundings. You will seek personal fulfillment through unconventional and creative expression, inspirational activities, and "out of the box" thinking.

**Learning Preference:** Your basic learning preference means you will not be interested in using your rational mind through excessive study to solve problems and you will not likely pursue knowledge for knowledge's sake. This is known as intuitive learning; where you learn more through intuition, past experience, and original instinct rather than taking the arduous path involving textbooks, tedious lessons, or lackluster classroom settings.

**Energizing Activities:** Your style usually seeks a mission or cause greater than yourself to invest your time, intuition, and talent into where returns can be both rewarding and helpful to your personal psyche, without unnecessary conflicts or confrontations.

**Focus:** You will usually focus on attractive presentations, teachings, and creative experiences that involve nature or your own tribe for the purpose of making an unconventional difference in the world. You may be active in volunteering your time, resources, and talent to worthy or environmental causes.

**Potential Blockers:** Potential blockers are created when you take a back seat and don't drive your agenda to a conclusion. Oftentimes appreciating the spotlight, you may inadvertently focus too much attention on your own issues. You can become somewhat insecure and may only project an illusion of self-confidence that may falter if someone calls your bluff.

**Potential Strengths:** Your strength lies in your ability to think "outside the box" and work tirelessly for a cause or mission larger than yourself. You're an intuitive and imaginative thinker who takes the time to "experience" the world around you as opposed to just passing through it without a sense of meaning or real impact.

**Potential Conflicts:** Inner and outer conflicts associated with your style include a predisposition to sacrificial thinking or yielding your position when things get tough. At times you may find yourself settling for what you can get instead of fighting for what you deserve.



## Details of Sample's Motivation

The Nonconformist is driven by a desire to express creativity and individuality through inventive, unconventional, and “out-of-the-box” approaches. Bold and independent, they seek personal fulfillment by challenging norms, rejecting conventional rules, and pursuing innovative solutions. Creative, rebellious, and visionary, they thrive as innovators, disruptors, or trendsetters, often inspiring others with their originality. Their challenge lies in navigating authority, structure, and teamwork, as their instinctive rule-breaking and independent mindset can sometimes clash with established systems or collaborative settings.



### **Aesthetic** – Eccentric

You tend to think “alternatively” and will likely seek personal fulfillment, creative alternatives, and peace of mind rather than the status quo.



### **Economic** – Judicious

You will balance yourself between being satisfied with what you have and a need for more.



### **Individualistic** – Unrestricted

You will seek independence, freedom, and positions of autonomy where you can freely express and display your reasoning.



### **Power** – Submissive

You don't need to be behind the wheel and won't mind yielding your position to avoid controversy.



### **Altruistic** – Obliging

You connect personally before connecting professionally and are always willing to lend a hand.



### **Regulatory** – Defiant

You may subvert or break the rules you feel don't apply and believe in multithreaded approaches to solving problems.



### **Theoretical** – Disinterested

You will tend to skip over information you consider unnecessary and will rely solely on what you already know.

# Combining DISC & Motivators: Your Behavioral Blueprint

Integrating your results of DISC and Motivators provides an overview of your combined style, and what's happening on the outside, driven by the inside.

## Your DISC Style is:

Coach

## Your Motivators Style is:

The Nonconformist

## Your Integrated Style is: The Transformational Inspirer

Creative and unconventional, this style encourages others to explore interesting solutions. Focusing on independence and action over theory, they are bold, inventive, and motivating. This style brings a unique viewpoint and unconventional flair to interactions. They learn more through intuition, past experience, and instinct rather than study or investigation.

## Your Coach Style with:

- **High Aesthetic:** Fosters trust and balance in relationships, creating harmonious and supportive environments.
- **Moderate Economic:** Considers success and efficiency without prioritizing profit over relationships.
- **High Individualistic:** Supports and inspires others through personalized guidance, authenticity, and creative self-expression.
- **Low Power:** Guides quietly and avoids visibility, leading without seeking attention or recognition.
- **High Altruistic:** Finds fulfillment in prioritizing others' well-being and achievement, excelling in supportive and caregiving roles.
- **Low Regulatory:** Adapts rules to prioritize relationships and responsiveness, valuing flexibility over consistency and structure.
- **Low Theoretical:** Prefers hands-on experience and personal connection over deep analysis or technical study.



## Word Sketch – Adapted Style

DISC is an observable, “needs-motivated” instrument based on the idea that emotions and behaviors are neither “good” nor “bad.” Rather, behaviors reveal the needs that motivate that behavior. Therefore, once we can accurately observe one’s actions, it is easier to “read” and anticipate their likely motivators and needs.

This chart shows your ADAPTED DISC Graph as a “Word Sketch.” Use it with examples to describe why you do what you do and what’s important to you when it comes **Dominance** of Problems, **Influence** of People, **Steadiness** of Pace, or **Conscientiousness** of Procedures. Share more about the specific needs that drive you in each area of FOCUS. If your DISC intensity scores at levels 1 and 2, your emotions and needs are the opposite of those at Levels 5 and 6 in that area.

Focus	<b>D</b> Problems/Challenges	<b>I</b> People/Contacts	<b>S</b> Pace/Consistency	<b>C</b> Procedures/Constraints
<b>Needs</b>	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, Teams, Stable environment	Rules to follow, Data to analyze
<b>Emotions</b>	Anger, Impatience	Optimism, Trust	Patience, Non-Expression	Fear, Concern
<b>Fears</b>	Being taken advantage of/lack of control	Being left out/loss of social approval	Sudden change/loss of stability and security	Being criticized/loss of accuracy and quality

6	argumentative daring demanding decisive domineering egocentric	emotional enthusiastic gregarious impulsive optimistic persuasive	calming loyal patient peaceful serene team person	accurate conservative exacting fact-finder precise systematic
5	adventurous risk-taker direct forceful	charming influential sociable trusting	consistent cooperative possessive relaxed	conscientious courteous focused high standards
4	assertive competitive determined self-reliant	confident friendly generous poised	composed deliberate stable steady	analytical diplomatic sensitive tactful
3	calculated risk moderate questioning unassuming	controlled discerning rational reflective	alert eager flexible mobile	own person self-assured opinionated persistent
2	mild seeks consensus unobtrusive weighs pro/con	contemplative factual logical retiring	discontented energetic fidgety impetuous	autonomous independent firm stubborn
1	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic



## Word Sketch – Natural Style

DISC is an observable, “needs-motivated” instrument based on the idea that emotions and behaviors are neither “good” nor “bad.” Rather, behaviors reveal the needs that motivate that behavior. Therefore, once we can accurately observe one’s actions, it is easier to “read” and anticipate their likely motivators and needs.

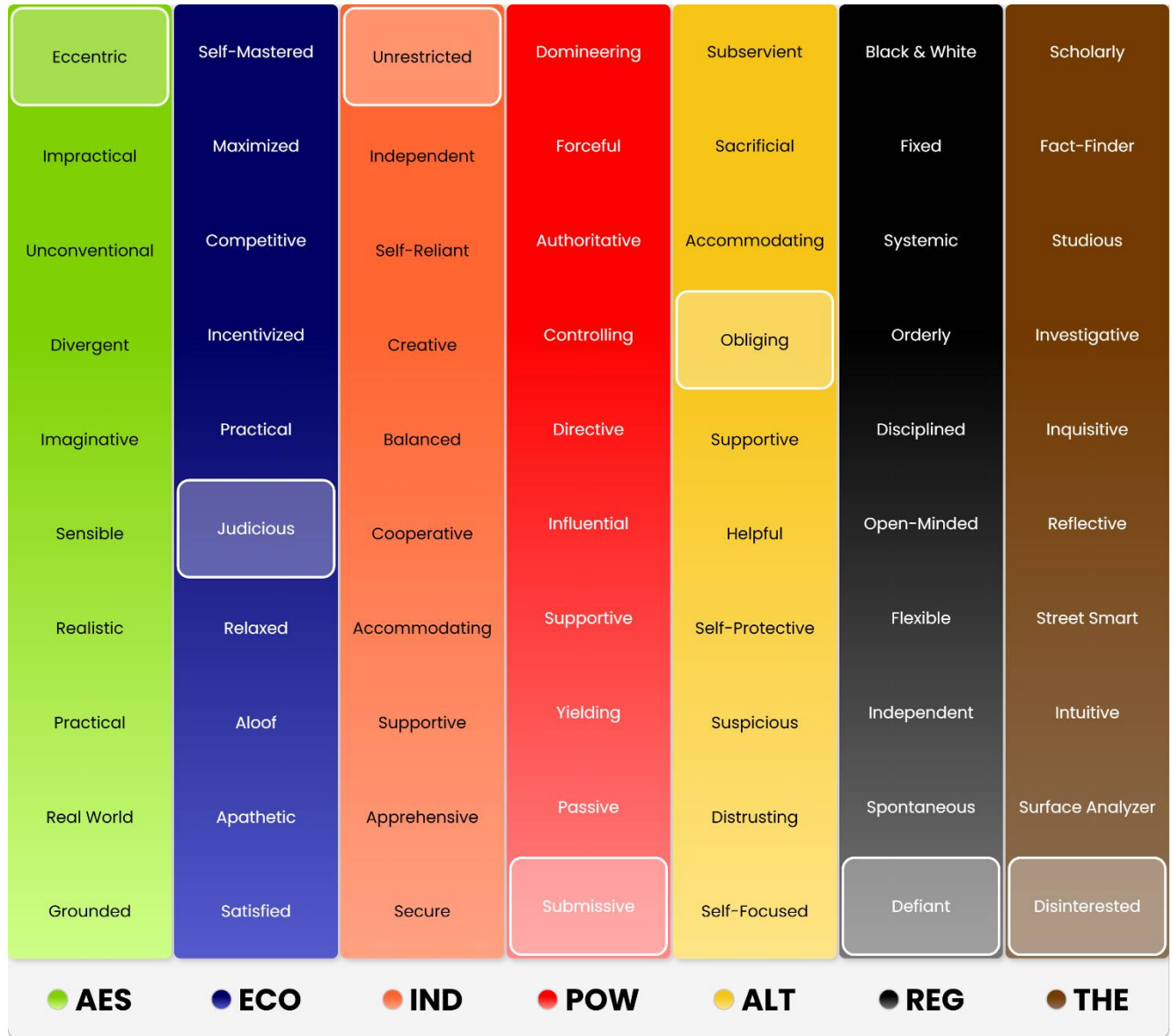
This chart shows your NATURAL DISC Graph as a “Word Sketch.” Use it with examples to describe why you do what you do and what’s important to you when it comes **Dominance** of Problems, **Influence** of People, **Steadiness** of Pace, or **Conscientiousness** of Procedures. Share more about the specific needs that drive you in each area of FOCUS. If your DISC intensity scores at levels 1 and 2, your emotions and needs are the opposite of those at Levels 5 and 6 in that area.

Focus	<b>D</b> Problems/Challenges	<b>I</b> People/Contacts	<b>S</b> Pace/Consistency	<b>C</b> Procedures/Constraints
<b>Needs</b>	Challenges to solve, Authority	Social relationships, Friendly environment	Systems, Teams, Stable environment	Rules to follow, Data to analyze
<b>Emotions</b>	Anger, Impatience	Optimism, Trust	Patience, Non-Expression	Fear, Concern
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1	agreeing cautious conservative contemplative modest restrained	introspective pessimistic quiet pensive reticent suspicious	active change-oriented fault-finding impatient restless spontaneous	arbitrary defiant fearless obstinate rebellious sarcastic

## Sample's Motivator Word Matrix

The Motivator Word Matrix translates your numeric score into a descriptor for each dimension to help you better identify, understand, and share your motivational orientation. Keep in mind, **the ranges for each of the seven Motivator scales are different**. This means the words will not likely be highlighted in the same area from dimension to dimension, even if your score number is the same.





## More About Your DISC & Motivators Styles

This information can be useful in helping you understand your own behavior and drivers, and also support you in learning about and understanding others more effectively.

### Communication Tips for Others

The following suggestions can help others who interact with you understand your communication preferences. To use this information effectively, share it with others and discuss their preferences also.

Check the two most important ideas when others communicate with you (dos & don'ts) and transfer them to the Summary of Your Style page.

#### **When Communicating with Sample, DO:**

- Be certain to conclude the communication with some modes of action and specific next steps for all involved.
- Break the ice with a brief personal comment.
- Ask for Sample's input regarding people and specific assignments.
- Plan to talk about things that support Sample's dreams and goals.
- Show sincere interest in Sample as a person.
- Provide assurances about Sample's input and decisions.
- Be candid, open, and patient.

#### **When Communicating with Sample, DON'T:**

- Talk down to Sample.
- Leave the idea or plan without backup support.
- Offer assurances and guarantees you can't fulfill.
- Be overly task-oriented.
- Manipulate or bully Sample into agreeing.
- Let the discussion with Sample get caught in dreams too much, otherwise you'll lose time.
- Be rude or abrupt in your delivery.



## Your Behavioral Tendencies – Summary

The primary styles – **D, I, S, and C** – are each influenced by the other three styles in our behavioral expression. You are not just **one** of these styles; you are the result of all four combining and affecting each other. The following behavioral tendencies are scored based on the way your DISC styles combine and influence one another.

Below, you will see the 12 Behavioral Tendencies, their definition, and the two styles that are influential in how they are expressed. Depending on your style scores, you will either lean toward one behavior or the other, or if your scores are similar, you may respond situationally, pulling from whichever style seems the most relevant at the time. Your personal descriptive statement explains your specific blend and behavioral response, in both the Natural and Adapted styles, for each of these 12 combinations.

Behavioral Tendencies	Natural	Adapted
<b>Building Rapport</b> <i>How this individual focuses when interacting with others.</i> - Results-Focused (D) - Relationships-Focused (I)	<b>Relationships-Focused (I)</b> You are somewhat social and more likely to focus on building relationship and making connections, rather than accomplishing a goal or completing a task. Don't forget that sometimes there are things to be done.	<b>Relationships-Focused (I)</b> Consistent with natural style
<b>Prioritizing</b> <i>How this individual determines the order for dealing with items or tasks.</i> - Results (D) - Rules (C)	<b>Rules (C)</b> You often focus on following established structural and procedural guidelines to ensure high-quality outcomes with great importance on accuracy, order and precision. You are likely to prioritize the rules rather than the results. While the rules and procedures are a key component to success and what should take precedence, be sure you know what the end result should be.	<b>Situational</b> You are attentive to established guidelines to ensure high-quality results now and are focused on actions that target immediate accomplishment. You likely balance both rules and results when prioritizing, recognizing that both have significance in a successful experience and outcome.
<b>Change Resistance</b> <i>How this individual engages with change.</i> - Drives Change (D) - Reluctant to Change (S)	<b>Reluctant to Change (S)</b> You are somewhat change oriented as long as you can prepare for it and understand the expectations associated as well as the reasons for the needed adjustments. You are likely to respond/interact in change by building understanding first, and then planning how to successfully navigate what may come. You won't always have time to fully prepare so flexibility and openness can be a benefit	<b>Situational</b> You can be slow to accept or embrace change or more committed to your own thoughts and ideas during times of change, depending on the level of risk and expected outcome. There may be times when you actively accept and engage in change and other times you feel like more information and planning would be beneficial. You are likely to be on board, as long as things make sense.
<b>Customer &amp; Team Interaction</b> <i>How this individual engages with customers and stakeholders, internal and external.</i> - Supporting (S) - Engaging (I)	<b>Situational</b> You can be engaging and persuasive while providing support and stability in your interactions with others. You are likely to balance the needs of others, creating a relationship and ensuring their needs are met. This can effectively create loyal and trusting relationships.	<b>Engaging (I)</b> You are somewhat engaging, charming, persuasive, and influential, often connecting with others in a way that builds trust and confidence. You are more likely to focus on engaging with the others to create a relationship, interacting with them to build a friendship to ensure they will come back to work with you directly. Sometimes business should be just business.
<b>Expressing Openness</b> <i>How this individual is most comfortable expressing themselves.</i> - Structural (C) - Social (I)	<b>Situational</b> Your comfort is balanced between your ability to interact with others and build personal connections, while still maintaining a focus on structure, detail and accuracy, and you may struggle with maintaining a consistent pace or focus. You can be confident with both social interactions and information to support your perspective.	<b>Social (I)</b> You are very comfortable when interacting with others, quick paced and focused on personal connections, and may tend to embellish to capture attention. You are likely to be most confident and comfortable when interacting with others, and are likely to trust information passed along through people you trust. Remember, sometimes having the support documentation is important too.



Behavioral Tendencies	Natural	Adapted
<p><b>Planning Orientation</b>  <i>How this individual focuses their attention when making plans.</i>                      - Predictability (S)                      - Precision (C)</p>	<p><b>Situational</b>                      Your plans are a combination of careful deliberations to ensure quality outcomes, and systems and processes that allow forward movement in a steady environment. You are likely aware of both predictability and precision when making plans. You will have more positive outcomes when using balanced planning.</p>	<p><b>Predictability (S)</b>                      Your planning often focuses on keeping processes and systems as predictable and steady as possible to support others in understanding and reaching the best outcome. You are likely to focus on risk-aversion when planning. Predictability and consistency are incredibly important when taking things from start to finish, but remember correctness is important too.</p>
<p><b>Work Process Alignment</b>  <i>How this individual focuses on process to follow through on work.</i>                      - Accuracy (C)                      - Consistency (S)</p>	<p><b>Situational</b>                      Your process and follow through is balanced between keeping things methodical and steady and upholding quality standards to be sure what you are doing is accurate and precise. There may be times when you process information and then follow through based on an equal emphasis on accuracy and consistency. These two, when balanced, will ensure great outcomes.</p>	<p><b>Consistency (S)</b>                      Your process and follow through is often driven by a desire to keep things consistent and moving forward at a methodical, steady pace. You are likely to process information and follow through with consistency and predictability as your focus. Don't forget that accuracy is an important part of reliability and stability.</p>
<p><b>Reasoning</b>  <i>How this individual thinks through and solves problems.</i>                      - Intuition-based (I)                      - Evidence-based (C)</p>	<p><b>Situational</b>                      You may rely somewhat on your feelings and interactions with others to make decisions, and choose what is likely to be considered acceptable but will seek to back up judgments with evidence and verification. When reasoning, you likely rely on a balanced approach of logic and emotion, and look at the circumstances with a logical perspective and also paying attention to what feels right.</p>	<p><b>Intuition-based (I)</b>                      You frequently rely on your intuition and interactions with others to make decisions, and value external validation and social acceptance. You are likely to think things through based on emotions over logic and trusting your gut. Be aware that balanced thinking looks at both the emotions and the logic.</p>
<p><b>Careful Decision Making</b>  <i>How this individual approaches decisions and actions.</i>                      - Impulsive (I)                      - Cautious (S)</p>	<p><b>Situational</b>                      You balance careful attention and consideration of risks, but may also act more impulsively, going with your gut and intuition. Your decisions can be based on a balanced approach of logic and emotion where you will do what feels right and also what makes sense while being attentive to risks.</p>	<p><b>Impulsive (I)</b>                      You are somewhat impulsive based on feelings rather than taking the time to consider the risks and consequences. You are likely to make decisions spontaneously and emotionally, trusting your gut and going with what feels right. Sometimes it is important to see if it makes sense too, not just feels good.</p>
<p><b>Personal Drive</b>  <i>How this individual's goals move things forward.</i>                      - Others-driven (S)                      - Self-Driven (D)</p>	<p><b>Others-driven (S)</b>                      Your determination is somewhat steady, supportive and less urgent, considering relationship consequences before acting. You will likely be driven to action based on the expectations of others which may mean you take on more than your fair share or stretch yourself too thin when you make commitments.</p>	<p><b>Situational</b>                      Your determination is balanced between a self-driven and others-driven approach, focusing on actions to achieve results with awareness of risks and consequences of actions. You are likely driven by both a desire to meet your own needs and motivations, and support and help others in the process.</p>
<p><b>Providing Instruction</b>  <i>How this individual dictates directions and expectations.</i>                      - Reserved &amp; Detailed (C)                      - Directive &amp; Compulsive (D)</p>	<p><b>Reserved &amp; Detailed (C)</b>                      You are more likely to precisely follow established structural and procedural guidelines, and are aware of the need for accuracy and compliance to certain guidelines and protocol. Sometimes, bending the rules slightly is important to getting the best results.</p>	<p><b>Situational</b>                      You are able to balance the desire to set the expectations or uphold the protocol based on the situation and what is most relevant. You may follow the established structural and procedural guideline if they support the objectives. Keep in mind that sometimes this may come through as difficult for styles that are less focused on tasks and more focused on relationship.</p>
<p><b>Self-Reliance</b>  <i>How this individual works within a team.</i>                      - Collaborative (I)                      - Directive (D)</p>	<p><b>Collaborative (I)</b>                      You are quite attentive to involving others, preferring to reach results together, which may impact efficiency. You will likely do your best work in collaboration with others. Be aware that too much interaction may cause some delays in productivity or efficiency.</p>	<p><b>Collaborative (I)</b>                      Consistent with natural style</p>



## Sample's Individual Motivator Dimensions Summary

### Sample's Aesthetic Motivator – Eccentric

Strong desire and need to achieve equilibrium between the world around us and ourselves (within) while creating a sustainable work/life balance between the two. Creative, imaginative, arty, mystical and expressive, this style may redefine or resist real world approaches to current challenges.



#### Universal Assets:

- You may think in unconventional ways which could lead to inefficient processes to real world problems.
- You may care less about money and things, but will gravitate towards just being happy and fulfilled.
- You will likely struggle with deciding what to do with your life. Making choices like career, college, or your direction may feel daunting.
- You may feel as though you were born at the wrong time and might feel misunderstood by most.

### Sample's Economic Motivator – Judicious

The motivation for security from self-interest, economic gains, and achieving real-world returns on personal ventures, personal resources, and focused energy. The preferred approach of this motivator is both a personal and a professional one with a focus on ultimate outcomes.



#### Universal Assets:

- Your score indicates a balance between being satisfied with what you have and the need for more.
- Your score indicates that there would be no excessive need to win when engaging with others.
- You may have already achieved substantial economic goals of your own.
- You are realistic and down-to-earth in regards to getting what you believe you deserve.

### Sample's Individualistic Motivator – Unrestricted

Need to be seen as autonomous, unique, independent, and to stand apart from the crowd. This is the drive to be socially independent and have opportunity for freedom of personal expression apart from being told what to do.



#### Universal Assets:

- You'll likely take the necessary risks depending upon your appetite for jumping off the cliff and building your wings on the way down.
- You really enjoy doing your own thing your own way.
- You will seek your own personal niche where you can be seen as unbelievable.
- You may be very different, but not always valuable when it comes to creative ideas.

### Sample's Power Motivator – Submissive

Being seen as a leader, while having influence and control over one's environment and success. Competitiveness and control are often associated with those scoring higher in this motivational dimension.



#### Universal Assets:

- You may be more of a maintainer than you are an obtainer.
- You won't want all the responsibility that comes with being in charge.
- You may be less deliberate and more responsive when facing challenging opportunities.
- You'll likely want to watch others lead more than you'll want to lead things yourself.



## Sample's Altruistic Motivator – Obliging

An expression of the need or energy to benefit others at the expense of self. At times, there's genuine sincerity in this dimension to help others, but not always. Oftentimes an intense level within this dimension is more associated with low self-worth.



### Universal Assets:

- Your high service ethic allows you to put others first and yourself last while feeling good about it.
- You are likely very benevolent and sincere.
- Selfish people probably turn you off.
- You are likely looking for purpose in everything you do.

## Sample's Regulatory Motivator – Defiant

A need to establish order, routine and structure. This motivation is to promote a black and white mindset and a traditional approach to problems and challenges through standards, rules, and protocols to color within the lines.



### Universal Assets:

- You'll likely do things "by the book," but it's your book.
- You believe there's always another way to do it.
- You're looking for the freedom and autonomy to think your own thoughts.
- You probably don't appreciate being told what to do or handholding.

## Sample's Theoretical Motivator – Disinterested

The desire to uncover, discover, and recover the "truth." This need to gain knowledge for the sake of knowledge is the result of an "itchy" brain. Rational thinking (frontal lobe), reasoning and problem solving are important to this dimension. This is all about the "need" to know why.



### Universal Assets:

- You are likely a "trial & error" learner and may find things out the hard way.
- You may want to skip learning "everything" in order to get to the most important information.
- You will not likely spend inordinate amounts of time looking into things more closely.
- You may have limited patience when it comes to reading books to completion.



## How to Assure Assessment Accuracy?

### Independent & Qualified Testing at Standards Set by the APA and EEOC

***“...this DISC assessment has one of the highest Cronbach scores in the DISC marketplace.”***

***“...we applaud your efforts at making Motivators reliable and valid...”***

*– Assessment Standards Institute*

### The Assessment Industry’s Past and Present

Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments – sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument – or even what the developers and sellers claim.

### The Solution? Independent & Verifiable Testing by a Qualified Institution

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the **American Psychological Association (APA)** and the **Equal Employment Opportunity Commission (EEOC)**. This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment’s professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

#### **Construct Validity (APA Standards)** [DISC & Motivators]

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

#### **Reliability – Cronbach’s alpha (APA Standards)** [DISC]

This technique is regarded as one of the most robust measures of reliability and presents the highest ‘bar’ from which to compare. The readers should note that Cronbach’s alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach’s alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach’s alpha is one way of measuring the strength of that consistency.

#### **External Data Reliability (APA Standards)** [Motivators]

The term reliability in psychological research refers to the consistency of a testing or assessment method. In this case we are measuring the reliability or consistency of assessment measures over time. External Reliability measures the extent to which assessment measure varies from one use to another. In this analysis we are measuring reliability from the use of a test at one time as compared to another time. The comparison is using a mean variance measure referred to as the mean value ratio. The mean value ratio measures the external or time consistency of an assessment.

#### **Disparate Impact (EEOC Guidelines)** [DISC & Motivators]

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully.