

Beyond DISC and MBTI

Case Studies

To demonstrate why the added insight provided by the ADVANCED ANALYSIS™ (C) is so valuable, let's look at some real-life case studies of individuals profiled using DISC and the (C).

- Don Garvie is a strong generalist according to DISC (D=73, S=51, R=24, C=20). He has the profile of a natural executive. He is generally weak as a manager, however, and does not even particularly want responsibility for the work of others. The (C) accounted for both sides of this coin, evaluating him as a strong generalist who has below average management orientation and ability. On the other hand, he is good at selling tangibles and could be good as a sales and marketing executive in a small company.
- Natalie Hahn is a specialist according to DISC (D=30, S=36, R=55, C=47). She has the profile of a great accountant or administrative support person. At the same time, not true-to-form as a specialist, she is a creative individual who does not work well in a structured environment. The (C) appraises her as a specialist (of a kind) who is independent-minded in the sense of being self-directed, having well above average disposition and ability to run her own small business. She is also, of course, co-operative and well-liked by others. She now runs a small art supply business successfully out of her home.
- Barbara Davy has a balanced profile according to DISC (D=40, S=38, R=45, C=45). She could be good in a variety of staff or support roles. At the same time as the (C) finds her fairly balanced and versatile, it suggests she is strongly disposed to the role of a counselor, which she acknowledges is something she has been curious about exploring for years. All too often people seem naturally drawn to her for "counseling", she says.
- Bob Everett has a small specialist profile with respect to DISC (D=36, S=30, R=53, C=49). He is good as a specialist and several years ago was a human resources specialist in the area of contracts and compensation. At the same time, the (C) describes him, as a "no-nonsense" supervisor and front-line manager. While not a natural, motivational-type leader, he is unmistakably strong as a quiet, authoritative leader. And this rests not on his expertise as a specialist as DISC suggests, but on his organizational and management ability. "He is on top of everything in this department (of 8) and sets the tone for the high productivity we've had year after year," offered one subordinate.
- Susanne Ritchie is a very strong generalist with respect to D,S,R,C (D=81, S=56, R=19, C=12). She has the profile of a top, direct salesperson, manager or

executive. She has proven very good as a marketing manager. The (C) recognizes her strong generalist traits, her above average management ability, and her orientation to marketing, but indicates she is not oriented to direct sales. While achievement-focused and highly goal-directed in the long-range strategic sense, she is not tenacious or particularly competitive, nor good at standing up to resistance from others (as a salesperson). She tried sales in the past and did not do well, and feels she has now found her niche in marketing. Her (C) indicates she is good with numbers and in written as well as verbal communication.