



DISC INDEX

In contemporary organizations, understanding individual natural and behavior styles is paramount to how well teams operate, insomuch as how well managers and leaders tend to a variety of issues surrounding human capital. The DISC Index offers zero waste – meaning that it’s results generate ten times what other profiles in today’s market offers. This index considers how every dimension plays in concert with success rates. To obtain and sustain optimal performance, it is critical to know how our leaders, managers, and employees behave.

Organizations in every industry recognize the value in human capital. As a major catalyst to maximizing profits, how we manage and lead our people is key to how well our organizations operate. To maximize profits, we must always have a finger on the pulse. Since human beings are unique, it is paramount that attention be given to capitalizing on patterns of behavior.

To reach optimal performance, we must understand what natural talents our people possess. We must also know why our people are motivated to use those talents. We must also understand and how our people prefer to use them. The DISC Index addresses the natural and adaptive behavioral patterns of each individual in the workplace to ensure that our organizations culture is meeting our customer’s needs. In an effort to maximize profits, it is imperative to know the behavioral patterns of those who are operating our businesses.

The **DISC Index™** is a diagnostic tool developed by years of research conducted by Dr William Marston and his team. Used in start-ups to Fortune 100’s, the DISC Index one of the leading assessment tools for a reason – because of the data that is critical to the success of your organization.

How We Succeed To achieve maximum performance, we must understand what natural talents we possess, why we are motivated to use them, and how we prefer to use them. The **DISC Index™** reflects on the how portion of the triology. By understanding why our leaders, managers, and staff behave the way they do, we are better prepared to align them most appropriately with their environment to capitalize on their natural tendencies. In turn, this directly impacts our company’s success rate.



Application & Validation The DISC Index has been validated and applied to numerous organizations worldwide and examiners have cross-tested for validity. This index has proven to meet the rigorous standards for employment referenced by the US Federal Government Equal Employment Opportunity Commission (EEOC).

Dr Jennifer Beaman is the Founder and Chief Executive Officer for the Association for Leadership Practitioners in Tulsa, Oklahoma, a subsidiary of Practitioners for Transformational Leadership, based out of southern California. Dr Beaman has been a strategic and management consultant for more than 25 years and has spent the past 13 years providing executive and leadership coaching into her practice. As a thought leader and published author, she volunteers her time to early entrepreneurs, start- ups, and doctoral students working on their dissertations. The Association for Leadership Practitioners is a WOSB and EDWOSB; and certified by SAM and D&B. To learn more about the Attributes Index and how it will help you maximize profits and improve your organizations teams or strategic presence, contacts us at: <http://www.forleadership.org>.

