

COMPARING DiSC® TO MBTI®



With the release of *Everything DiSC® Workplace™* and the *Everything DiSC Comparison Report*, there are more reasons than ever for people to compare the two best known assessments for training.

People who know MBTI® and DiSC® agree that they both are valuable learning tools. But to select the best tool for the job, you need a clear understanding of the organization's goals.

So when do experienced users prefer DiSC? Here are three situations when DiSC is the clear choice:

PEOPLE PREFER DiSC WHEN:

Their goal is to get people to work more effectively together

Do you have a team, group, or even a whole organization that you need to help work more effectively together? *Everything DiSC Workplace* gives everyone a common language that helps them build more effective working relationships — one relationship at a time.

Training time is limited

Do you need something that participants understand quickly and can apply right away? DiSC has always been an intuitive and useful model that people can get their heads around — fast. *Everything DiSC Workplace* and the new circumplex model make it easier than ever to use and apply DiSC.

They want follow-up to ensure the training gets used

Follow-up makes training stick. And no one can afford training that doesn't stick. That's why *Everything DiSC Workplace* comes with unlimited access to the *Everything DiSC Comparison Reports* — the most powerful follow-up tool available.



(See back for quotes from users.)

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PEOPLE PREFER DiSC® WHEN:

THEIR GOAL IS TO GET PEOPLE TO WORK MORE EFFECTIVELY TOGETHER

"DiSC is a much simpler, universal language that has been successfully employed internationally. I believe its success is due largely to the fact that it is uncomplicated and easy to interpret, remember, and apply to individuals and teams."

— Training consultant, Minnesota
10-year facilitator of DiSC and MBTI

"Practitioners need to understand the needs before selecting any tool, but with groups I typically start with DiSC to give everyone a common starting point, and then bring in MBTI if the situation warrants."

— Healthcare trainer, Maryland
Current user of DiSC and MBTI

"I've used both tools successfully for more than 10 years and frequently use DiSC with technology teams. It's quick and easy to understand the terminology. But I will use MBTI for one-on-one situations like career counseling..."

— Law firm administrator, New Jersey
10-year user of both DiSC and MBTI

THEY WANT FOLLOW-UP TO ENSURE TRAINING GETS USED

"The new Everything DiSC Comparison Report will make it much easier to keep conversations going after the initial training. It's a real breakthrough, particularly for working with teams."

— International leadership training consultant, CPLP, Missouri
Certified in DiSC and MBTI

"The Everything DiSC Comparison Reports give you a competitive edge over MBTI. This is how you apply the learning. It's a vital component to the program."

— Former Director of Extension Programs, Pennsylvania
6+ years of experience with MBTI and DiSC,

"After the training, I did an Everything DiSC Comparison Report with one of my direct reports. It gave me a platform to say things that I couldn't have said. It made it safe for me to say things that have been on my mind."

— Training manager, engineering firm, Michigan

TRAINING TIME IS LIMITED

"We provide both DiSC and MBTI and our clients are choosing DiSC in most cases because the model is quickly understood, it is remembered, and applied. DiSC is often the quickest way to achieve the results our clients desire."

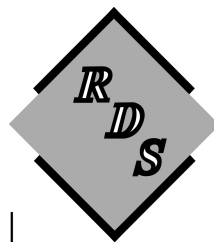
— Fortune 100 consultant, New Jersey
Certified facilitator DiSC and MBTI

"The MBTI users I've trained with Everything DiSC thought it was easy to use, descriptive and complete; which means they can learn and remember what they need in the limited time available."

— President, Global consulting and training firm, Minnesota
Certified DiSC Facilitator

"With our clients that use MBTI we've found the complexity to be a barrier for the short time frames organizations are demanding. The new circular maps in Everything DiSC help people 'get it' more quickly and remember it better than ever."

— Team development consultants, Pennsylvania
20-years experience in assessment-based training



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