

Guide: Behavioural profiling

Behavioural profiling is used to identify behavioural style by measuring the attributes or qualities of a person. It can be used in the workplace and elsewhere. Behavioural profiling can be valuable to employers during the recruitment process as an indicator of workplace behaviour and how an applicant might fit into the role.

There are several systems for behavioural profiling helpful to employers, including DiSC.

DiSC profiling — what does it measure?

DiSC is about achieving a behavioural fit for the role you wish to fill.

The model is based on research conducted by William Moulton Marston.

DiSC is an acronym for the four primary dimensions of behaviour:

- D** — Dominance: direct, results-oriented, strong-willed, and forceful
- i** — Influence: outgoing, enthusiastic, optimistic, and lively
- S** — Steadiness: even-tempered, accommodating, patient and humble
- C** — Conscientiousness: analytical, reserved, precise and systematic

What it does not measure

DiSC does not measure:

- Personality type
- Surface behaviour
- Values and beliefs
- Thinking and feeling

Why use DiSC?

DiSC assessments help Human Resources professionals and managers eliminate much of the needless misunderstanding and conflict that stop teams working together effectively.

If you want your employees to work well together (and with you) be aware of behaviour and its impact on working relationships.

Overview of tendencies

All people have all four behavioural tendencies but in differing proportions. These create a profile of potential behavioural responses.

The following is an overview of behavioural tendencies you will see come out from DiSC profiling.

People with high ...	Tend to ...
D (dominance) profiles	seek to shape their environment by overcoming opposition to accomplish results.
i (influence) profiles	shape their environment by influencing or persuading others.
S (steadiness) profiles	seek to co-operate with others to carry out their tasks.
C (conscientiousness) profiles	seek to work within existing circumstances to ensure quality and accuracy.

How to arrange DiSC reporting

A 16 page DiSC report for shortlisted candidates will cover:

- A behavioural overview
- Motivating factors
- The candidate's preferred environment
- De-motivating factors
- Likely behaviours in conflict situations
- Strategies for increased effectiveness

For more information refer to the [website](#).

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