

A combination of different styles and points of view is good for teams and organizations. The AMA DISC Survey helps individuals understand their personal styles and adapt to and complement the styles of others.



## The AMA DISC Survey™

A personal styles survey that strengthens and simplifies the development process.

Our differences make us who we are. But how can we learn to recognize, understand, and appreciate the different *styles*—or ways of being—that set us apart? And how can we use our styles to greatest advantage in a variety of situations?

### A New Survey Based on an Established Framework

Based on William Marston's D.I.S.C. framework, *The AMA DISC Survey* measures four basic styles of behavior: **D**irecting, **I**nfluencing, **S**upportive, and **C**ontemplative. Because each style has both strengths and possible weaknesses, *none is inherently better or worse than the others*. More importantly, all of the styles can contribute to (or potentially detract from) the effective functioning of groups and organizations.

*Developed by Robert A. Cooke, Ph.D.,  
Human Synergistics/Center for Applied Research, Inc.,  
for the American Management Association.*

### Web Processing Available

Ideal for large-scale applications and/or geographically dispersed groups, The AMA DISC Survey can be administered via the Web with online or feedback. Paper & pencil forms are also available. For more information, please contact an HSI sales consultant.

### PRODUCT APPLICATION

#### Use The AMA DISC Survey to:

- Provide unique insights into people's orientations, priorities, and motives in carrying out their work and relating to others
- Create an awareness of the differences between people, and emphasize the need to modify or adapt personal styles to improve outcomes related to effective work performance
- Enhance organizational development programs addressing such issues as problem solving and decision making, time management, interpersonal relations, conflict management, team building, and organizational change
- Set the stage for more in-depth development programs featuring the *Life Styles Inventory™*, *Leadership/Impact®*, and *Organizational Culture Inventory®*

individual development

Please refer to the back of the catalog for the Pricing Guide.

## The AMA DISC Survey

### The AMA DISC Survey Kit

DI 88100  
Self-Description Inventory and  
Debriefing Guide

### The AMA DISC Survey Facilitator's Manual

DI 88110



## What Makes The AMA DISC Survey™ Different?

The following features set *The AMA DISC Survey* apart from other DISC Surveys:

**Oriented toward work-related behaviors.** To eliminate confusion, the instructions and items clarify that respondents should focus on their on-the-job behavior.

**Designed to enhance reliability and validity.** The survey presents items one at a time, so respondents can evaluate each item separately. This minimizes potential contamination in survey responses.

**Printed on NCR (no carbon required) paper.** This paper automatically transfers responses to a sheet for scoring and profiling results. This also minimizes possible contamination of responses, while making the survey easier for participants to score.

**Greater statistical reliability.** *The AMA Disc Survey* utilizes Likert scales for measurement, differentiating itself from older versions that use Ipsitive scales. Likert scales allow for statistical testing of a survey's reliability and validity.

### How The AMA DISC Survey Works

**Efficient.** Use *The AMA DISC Survey* as a 40-minute introduction to personal styles, or as the basis for a half-day session on personal, interpersonal, team, or organizational development.

**Versatile.** The survey comes with a seven-module **Debriefing Guide** that provides a variety of options for understanding and applying survey results. Depending on the time frame and objectives, participants can complete all of the modules or a selected subset. Each module is designed for self-directed learning. The guide can also serve as the basis for various group activities.

**Focused.** To assist participants in understanding their results, the **Debriefing Guide** contains interpretations for single styles and combinations of styles. Further, it enables participants to examine the productive and counterproductive aspects of their styles.

**Supported.** The **Facilitator's Manual** provides all the information needed to plan and facilitate programs that include *The AMA DISC Survey*. The manual describes the basic activities involved in administering, scoring, and debriefing the survey, along with approximate time frames and program design suggestions.

## The AMA DISC Survey Styles

| Directing                        | Influencing                       | Supportive                            | Contemplative                        |
|----------------------------------|-----------------------------------|---------------------------------------|--------------------------------------|
| Oriented toward tasks and change | Oriented toward people and change | Oriented toward people and acceptance | Oriented toward tasks and acceptance |
| Assertive                        | Enthusiastic                      | Cooperative                           | Analytical                           |
| Efficient                        | Outgoing                          | Empathetic                            | Reserved                             |
| Focused on results               | Focused on getting things started | Focused on making teams work          | Focused on getting things right      |