



DISC Style DI: Convincing and daring

Introduction to DISC

The DISC test is one of the most popular personality tests used in the workplace. This test shows how someone is likely to behave in their work environment and is therefore valuable in understanding candidates more deeply in preparation for interviews. The model uses the basic styles of **Dominance (D)**, **Influence (I)**, **Steadiness (S)**, and **Conscientiousness (C)**, which may appear alone or in combination with another style. The letters of the personality types correspond with these four styles.

DI type description

The DI is a dominant type. Convincing and daring, these individuals are not afraid to take charge. They are the influencers of the group and will resist influence or control from others. These persuasive and bold individuals are highly compelling. They are ambitious and eager and often achieve their goals.

In personal relationships

DIs are good company to others who like straightforward communication and who, like them, know how to speed things up. They are less compatible with people who have difficulty with authority, as well as with those who prefer to handle things with patience and calm. For these individuals, DIs can feel too dominant.

At work

Competitive at heart, DIs take charge of situations and are natural leaders. They can also function well as the right hand of the boss. They are ambitious and pursue large goals through a “think big” mentality. Consequently, they expect an equally high level of excellence from co-workers. If not in a leadership position, DIs need sufficient autonomy—they won’t be happy in jobs with routine tasks.

These individuals are conductive leaders, ensuring the team's need to be a unit, assigning tasks without hesitation, and bringing people together to work toward a goal.

As team members, DI individuals support the leader and try to influence decisions. They alternate between people-oriented and task-oriented behavior.

Their best attributes

As highly responsible, successful, and ambitious workers and individuals, DIs can certainly ensure that deadlines are met; you do not have to be afraid that they will give up. DIs will readily share their perspective and potential solutions with others.

Their main challenges

DIs are ambitious individuals who lead with intensity—they may come across as “control freaks,” causing unnecessary stress and pressure on others. At their worst, they may respond aggressively to friends and colleagues who do not meet their expectations. Patience can be difficult for them.

Tips for communicating and working with a DI

DIs appreciate a logically driven, formal, and goal-directed style of communication. When you communicate with them:

- Skip irrelevant details when giving information.
- Be straightforward and direct in your communication.
- Keep meetings, e-mails, and other communication short and goal-directed.
- Keep in mind that they tend to only remember the important points of conversations.

To help them achieve their potential at work:

- Vary the routine and allow them the freedom to explore and take their own path.
- Trust them when they take the lead.
- Assign them tasks through which prestige and authority can be obtained, which helps them flourish.
- Place them in teams with people who are effective at investigating facts and creating a predictable work environment.

Possible coaching points:

- DIs may need coaching to avoid outbursts when under pressure, especially around deadlines. Though they will meet deadlines, they may become upset when colleagues do not give deadlines the same weight that they do.
- It can be important for DIs to learn to give in to others who are technically right, and to try not to manipulate others.