



Insights Discovery and DiSC® technical comparison

Insights Discovery and DiSC® are both aids to self-awareness in the workplace. In this document we compare the functional technical elements of the two models as reported commercially.

	Insights Discovery	DiSC®
Provider	Insights Learning and Development Ltd.	There are many providers of DiSC® as it is a generic behavioural model and its creator didn't develop a product to patent. The Wiley Brand 'Everything DiSC®' is one of the most widely-used products globally. (It has trademarked DiSC® with a lower case "i").
Product suite name	Insights Discovery	'Everything DiSC®'
Influenced by	Work of Carl Jung and Jolande Jacobi	Work of Marston and Hendrickson
Core product portfolio	Insights Discovery - IDPE Further assessment: Insights Deeper Discovery - IDDE	First touchpoint: Everything DiSC® Workplace Profile Further assessment: Dependent on need
Psychometric name/ items	IDPE - 100 Semi-ipsative items IDDE- 72 Likert items	Everything DiSC® - 79 items
Reports	Narrative and graphical	Professional development
Used for	Personal and professional development	Work of Marston and Hendrickson



Business application	Understand your unique personality, develop your interpersonal skills, improve communication and create better personal and professional relationships in five key business areas: <ul style="list-style-type: none"> • Teamwork • Leadership • Change • Sales and Service • Culture and Engagement 	Help people 'build more effective working relationships based on an understanding of different behavioural styles. Main solutions include: <ul style="list-style-type: none"> • Workplace • Management • Work of leaders • Sales • 363 for leaders • DiSC® Classic <p style="text-align: right;">(Source Everything DiSC® website *1)</p>
Similarities	There are many distributors and iterations of DISC®, making comparison difficult. Some models use colour, some do not. The Everything DiSC® model© uses colour to support the methodology and both models focus on developing an individual's self-awareness via a self-report instrument.	
Differences in theoretical/commercial interpretation	The two models differ in their application of theory. The test authors operationalise Jung's Psychological Types as Eight Attitudinal Functions, which in turn underpin the Insights four Colour Energies.	The two models differ in their application of theory. The test authors operationalise William Moulton Marston's theories of personality, which centre around four different behavioural 'traits' as the language of DiSC® 'styles'.
Commercial language	'Colour Energies', 'Preferences', 'Type' and 'Archetype'	'Traits' and 'Styles'
Reported reliability (NB acceptable score for CA is 0.7)	Cronbach's Alpha Coefficient (UK Version 2016): IDPE - Range 0.91-0.93 on Colour Energies (Semi-Ipsative Scales) IDDE - Range 0.81-0.89 on Attitudinal Functions Likert Scales	Cronbach's Alpha Coefficient Everything DiSC® Workplace Profile - These results are publicly accessible but not authorised for reprint. To access please see product publisher http://www.everythingdisc.com/
Training required to administer	Four-day accreditation course	One to two-day accreditation course
Other products available from test publisher (not exhaustive)	Insights Discovery Full Circle, Insights Transformational Leadership, Insights Navigating Team Effectiveness	Everything DiSC® Workplace Profile, Everything DiSC® Work of Leaders (DiSC® Leadership Profile), Everything DiSC® for Management, Everything DiSC® for Sales, Everything DiSC® Facilitation Report, Everything DiSC® Group Culture Report

*1 Business Application of Everything DiSC®, Sourced from: <http://www.everythingdisc.com/Solutions.aspx>