

THE UNIVERSAL LANGUAGE™ DISC



A Reference Manual

Knowledge Is Power

The Universal Language DISC is the most complete reference manual pertaining to the DISC language on the market today! This hard-cover manual contains over 350 pages of useful information on behavioral styles. If you desire optimum effectiveness involving people interactions, this book is for you.

The manual is easy to read. It contains brief bullets, visual, fun stories, and examples. The facts are presented logically, and solid data supports the conclusions.

For easy learning and quick reference at your fingertips this reference manual will help you achieve maximum results. We highly recommend it!

Book Contents

This manual consists of an introduction, 11 chapters and 6 appendices. The chapters are recapped below.

What is DISC?

Chapter 1 defines and establishes the parameters of the DISC language, explains maximum use and prevents abuse or over-extension of the model.

Chapter Contents:

- DISC Defined
- What DISC is NOT
- What DISC IS
- DISC Language Rules

Why Should I Learn the DISC Language?

Chapter 2 provides solid, logical reasons for the necessity of learning the language, and assists in the understanding of why behavior may need to be modified.

Chapter Contents:

- What's in it for Me?
- Benefits of Learning the Language
- Elements that Impact your Endorsement
- Steps to Greater Endorsement
- Prerequisites to Learning the Language
- Motivation Principles

History of the Language

Chapter 3 provides a partial history, establishes validity and lists contributors to the development of the DISC language up to the present.

Chapter Contents:

- History of the Language
- Empodocles - 444 B.C.
- Hippocrates - 400 B.C.
- Galen - 130 A.D. - 200 A.D.
- C.G. Jung - 1921
- William Moulton Marston - 1893-1947
- Walter Clark - 1950's
- Emergence of Target Training International, Ltd. - 1980-1990

Defining and Learning the Language

Chapter 4 recognizes the observable characteristics of the four pure behavioral styles, High D, I, S, and C, providing the solid foundation for proper and effective usage of the language.

Chapter Contents:

- Introduction
- Pure Behavioral Styles
- Research Proof
- The High D
- The High I
- The High S
- The High C

Reading the Language

Chapter 5 provides you with information and instructions to become proficient in graph reading using the Style Analysis Instrument.

Chapter Contents:

- The Style Analysis Instrument
- The Blank Factor
- Understanding Graph I
- Understanding Graph II
- The Energy Line
- Graph Reading
- 5-Step Plan
- Reference Sheets
- Core Behavioral Tendencies
- Style Combinations
- Emotions of Four Factors (DISC)
- Unusual Graphs
- Examples of Graph Readings