

08 / FIELD TOOL

DISC QUICK GUIDE

Do not put people in boxes. Notice how they naturally work, then flex your leadership.

D / DOMINANCE

CONCEPTUAL ENGINE

Bold, decisive, risk-taking, big-picture.

LEAD THEM WELL: Be direct and brief; focus on results; hand them problems instead of prescriptions; give real ownership.

WATCH FOR: Watch for impatience with details, process, and quieter teammates.

I / INFLUENCE

ENTHUSIAST + CONNECTOR

Energetic, optimistic, social, fast ideation.

LEAD THEM WELL: Give room to talk things out; offer public credit; create chances to present; add gentle structure.

WATCH FOR: Watch for scattered follow-through, loose deadlines, and optimism that outruns reality.

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The goal is range: lead each person the way that person needs.

S / STEADINESS

THOUGHTFUL REFINER

Supportive, stable, user-focused, consistent.

LEAD THEM WELL: Give clear direction; allow time to process; recognize quiet work; create safe ways to share unfinished ideas.

WATCH FOR: Watch for resistance to sudden change and good ideas staying unspoken.

C / CONSCIENTIOUSNESS

PRECISION SPECIALIST

Careful, analytical, exacting, craft-focused.

LEAD THEM WELL: Give detailed briefs; set clear expectations; use logical feedback; allow time to research and refine; respect their standards.

WATCH FOR: Watch for getting lost in details, over-criticism, or freezing in ambiguity.

PAIRING SHORTCUTS

D + I – Breakthrough ideas + the ability to sell them.

I + S – Lively ideas + thoughtful refinement.

S + C – Usable work + precise execution.

D + C – Bold thinking + rigor that makes it real.

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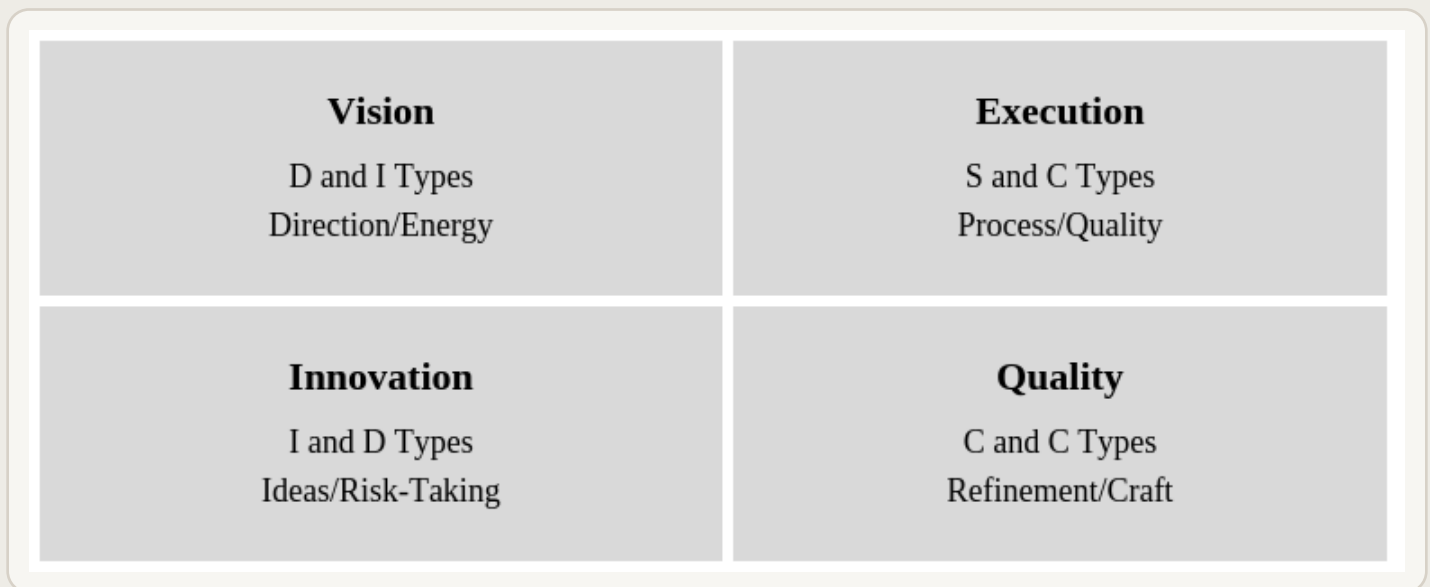
DISC FRAMEWORKS

A few quick visuals to make the patterns easier to see and easier to use.

FIGURE 1

CREATIVE TEAM BALANCE FRAMEWORK

How D, I, S, and C contributions balance across a creative team.



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FIGURE 2

MOTIVATION DRIVERS BY DISC TYPE

What tends to drive each DISC type at work.

D — Dominance

Results
Challenge
Control
Competition
Achievement

I — Influence

Recognition
Relationships
Enthusiasm
Expression
Collaboration

C — Conscientiousness

Accuracy
Expertise
Quality
Logic
Mastery

S — Steadiness

Recognition
Relationships
Enthusiasm
Expression
Collaboration

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FIGURE 3

PROJECT LIFECYCLE TEAM COMPOSITION

Which DISC types tend to lead each phase of a project.

Discovery & Strategy	Concept Development	Execution & Delivery
D Primary: Direction	D Primary: Decision	D Primary: Drive
I Primary: Insights	I Primary: Ideas	S Primary: Implement
C Primary: Analysis	C Primary: Systems	C Primary: Quality