

# Introduction Script for DiSC Profiles

**DiSC is a simple but elegant model used to describe human behavior.**

1. Behavior is defined as “what do you say and what do you do.”
2. Behavior is observable . . . you can see behavior and you can hear it.
3. Behavior is Situational . . . We behave differently in different situations.  
Home, Work or Social Situations.
4. Behavior is our response to the environment.
5. Behavior is different from personality – which is relatively unchanging. (Myers Briggs)
6. Behavior can be coached . . . we can learn to adapt our behavior to be more effective.  
When we are behaving in a way that is in-effective, we can learn to stretch, redirect or modify behaviors. We can learn to make more mature behavioral choices. We can unlearn and relearn.  
We can learn to “Speak DiSC.” We can learn to write in DiSC language . . .  
We can learn to flex our DiSC style.

Because behavior can be coached is what makes DiSC such a wonderful learning tool for organizations.

- DiSC can be the basis for many organizational interventions.
- DiSC helps to understand self and others.

## **History of Behavioral Studies:**

There is nothing new about the study of behavior. The ancient Greeks were the first to study behavior. They realized that behavior was observable and predictable. They knew that people were likely to respond to their environment from one of four patterns. You may recognize the names they gave the styles. They called the styles Choleric, Sanguine, Phlegmatic and Melancholy. They thought that people’s moods and behavior fluctuated with their body fluids. i.e. Blood, Bile (black and yellow) and Phlegm.

The current DiSC Classic Model is taken from the work of William Moulton Marston, a contemporary of Carl Jung. Marston was the first to study “The Emotions of NORMAL Behavior.” He wrote a book by that title which gives us the theory behind the DiSC model. He wanted to study how people behaved when things were going right. All of his contemporaries of his time studied abnormal behavior.