

INTRODUCTION TO THE MAXWELL METHOD OF DISC

Man's main task in life is to give birth to himself, to become what he potentially is. The most important product of his effort is his own personality. (FROMM, 1947)

The Maxwell Method of DISC Report aims to help individuals identify their personal strengths and capitalize on their talents to make them more effective individuals. In identifying one's own and others' innate abilities, attributes, weaknesses and fears, the report helps people communicate better and work together more effectively. The report is a result of a strategic alliance between The John Maxwell Team and the Institute of Motivational Living (IML), the publisher of the DISC Personality System. The Maxwell Method DISC Report and other Maxwell Method DISC reports use the components of the DISC Personality System and the DISC methodology. The concept of the DISC is based on William Marston's theories, which postulate that people basically possess one or more of four different personality styles:

- **Dominance** – this describes someone who is direct, decisive, a problem-solver, a risk taker and a self-starter
- **Influence** – this describes someone who is enthusiastic, trusting, optimistic, persuasive, talkative, impulsive and emotional
- **Steadiness** – this describes someone who is a good listener, team player, possessive, steady, predictable, understanding and friendly
- **Compliance** – this describes someone who is accurate, analytical, conscientious, careful, precise, meticulous and systematic.

Research has shown that behavioral characteristics can be grouped together in these four major divisions called personality styles. People with similar styles tend to exhibit behaviors in ways common to that style. Most individuals have a primary and secondary style but share these four styles in varying degrees of intensity. To date, IML has assessed more than a million persons using the DISC and has trained more than 450,000 using this instrument.

