

NEW COMPETITIVE EDGE DATA

Low Side Completes Feedback

Recently we extracted a random sample to see the population breakdown on behavior styles. Looking at a group of 275,713 people, the primary behavior (plot point furthest from the midline) is as follows:

2006			
High D	High I	High S	High C
12%	20%	31%	5%
Low D	Low I	Low S	Low C
11%	8%	1%	12%

With low side information included, you can see that 32% of the population's primary behavior is best described by a low side style. This occurs when the primary style, or the point furthest away from the midline, is on the low side. This factor is important because, for example, a Low D deals with confrontation much differently than a High I, High S or High C, making it important to consider that Low D information. Competitors who only generate reports from the high side are rigging 32% into high side feedback, creating results with low validity.

TTI has always generated the computer reports using primary and secondary information from both the high and low side of the graph. We continuously find that real people do validate the low side. This is easily seen when you discuss the "Do's and Don'ts of Communication" and a person picks the statement, "stay at least three feet away". They have picked a Low I statement, suggesting they strongly agree the statement describes them. If we did not consider the low side, that statement would never be seen in their report.

For competitive reasons, we suggest you always point out that people need to consider and understand the low side in order to give proper feedback. Feedback that has far more accuracy.

In 1993 the high and low percentages were:

1993			
High D	High I	High S	High C
12%	24%	27%	8%
Low D	Low I	Low S	Low C
14%	8%	3%	3%

Comparing the results from 1993 with 2006, we see an increase in Low C – 12% in 2006 as compared to only 3% in 1993. It seems to me that encouraging people to be independent and do their own thing apparently has worked!

A high side only view of DISC is as follows:

2006			
High D	High I	High S	High C
18%	29%	45%	8%
1993			
High D	High I	High S	High C
18%	28%	40%	14%