



DISC Style I: Highly sociable and lively

Introduction to DISC

The DISC test is one of the most popular personality tests used in the workplace. This test shows how someone is likely to behave in their work environment and is therefore valuable in understanding candidates more deeply in preparation for interviews. The model uses the basic styles of **Dominance (D)**, **Influence (I)**, **Steadiness (S)**, and **Conscientiousness (C)**, which may appear alone or in combination with another style. The letters of the personality types correspond with these four styles.

I type description

The I is easy and open, enjoying social interactions. Is are usually considered to be great motivators and thrive when they are around others and when working in groups. Their focus is on socialising and interacting with all sorts of people, and they like to be the center of attention.

In personal relationships

Is are easy to be around, and therefore, communication flows easily. They value people and personal relationships, so it is no surprise that a close relationship is often at the top of their priorities list. The I is conflict-averse and finds it difficult to hold others accountable, so tend to avoid sharing criticism. These individuals try to put others at ease, use their charm and jokes, make promises, and may dismiss objections as unimportant.

At work

The I uses whatever means are available and believes that new circumstances require new methods. These people are attracted to tasks that require interpersonal skills and a positive attitude. They value a good atmosphere over efficiency. They enjoy creativity and social contact in their work.

As team leaders, Is are best characterised as tension-relieving. Team needs for enjoyment, activeness, and social creativity will be central. They are also willing to share leadership.

As team members, Is are bridge-builders; they will reduce tension within the group and be supportive of colleagues. The I relies on a strong leader and thrives under their direction.

Their best attributes

The I is good at encouraging and giving inspirational speeches. These individuals are willing to give advice and support to others. Is are intuitive and well able to explore a particular hunch and make decisions based on interpretation. They will help others articulate their unspoken fears, allowing any emotions on a team to be given space and used functionally rather than causing misunderstood frustration or stress. Overall, they are trustworthy people who are fun to be around.

Their main challenges

Although their blend of natural intuitiveness and positivity seems ideal, this way of thinking can also backfire. They may have an overly rosy view of the skills of others and the time required to do something, especially because they tend to underestimate how complicated a problem is. Is may not be as skilled in detailed work and can find it difficult to work under control. They often get distracted and fail to focus.

Tips for communicating and working with an I

Is respond best to a casual, non-judgmental communication approach. When you communicate with them:

- Use humor and metaphors, whether in meetings, emails, or direct conversations.
- Keep communication laid back and friendly.
- Limit confrontation when there is a conflict and focus the conversation on motivation and belongingness instead of arguing.

To help them achieve their potential at work:

- When delivering feedback, focus on the positive and on encouragement, particularly at the beginning of a feedback session.
- Involve these individuals in the group; they like to have a sense of belonging and do not like to work alone.
- Have them work directly with colleagues who have the complementary qualities of organising and structuring.

Possible coaching points:

- If they are required to work within a rigid environment, Is may need help developing strategies to ensure their success.
- They may need coaching on learning to better focus and to keep time commitments.
- You may need to encourage them to be assertive and direct, even if they find that doing so feels uncomfortable, as it will help create more clarity for themselves and others.

- While intuition is important, they may need coaching to avoid being too subjective and to keep an eye on the facts and careful considerations.