



DISC Style CD: Unsentimental and matter-of-fact

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.

CD type description

CDs are serious people who focus on logic. They are skilled at making difficult decisions. They make extensive trade-offs and like to test, check, and rethink ideas. They may come across as distant and detached, but this should not be mistaken for coldness, as they value their relationships.

In personal relationships

CDs tend to take a business-like or formal approach to personal relationships. They are guided by logic, not emotions, and may feel confused and at a loss when partners or friends become emotional. They can accept constructive criticism and can get to the root of a problem.

At work

They are very "matter-of-fact" in their approach. They are driven by logic and prefer to use objective language. In conflicts, they will dissect issues intellectually and avoid impulsive behavior. They will give up some points in exchange for others. They will always do their best to be up to date, they use documentation to reassure others, and they are unflappable in answering rebuttals. They like to build on previous developments and enjoy constructing or inventing things—both models and products.

As leaders, CDs are inventive and help the team gain new insights. They will encourage the team to try new means and methods.

As team members, they pursue quality, even when others feel attacked by this pursuit. They encourage others to prepare things well and will do so themselves.

Their best attributes

Due to their matter-of-fact approach, CDs are often incredibly efficient and excel at problem-solving. They can be trusted to deliver the best results possible due to their competitive style and level of personal dedication.

Their main challenges

As competitive individuals who value autonomy and success, they can easily get frustrated with others. Due to their high standards, CDs can be unfairly critical of others and may come across as cold or even rude. They can take too much time when they make big decisions.

Tips for communicating and working with a CD

CDs respond best to a logical, unemotional communication approach. When communicating with them:

- Be succinct and goal-directed.
- Be prepared to back up any arguments you present with facts.
- Be logical rather than emotional, both in your delivery and in the type of argument you offer. Emotion-based arguments can lead CDs to shut down or become impatient.

To help them achieve their potential at work:

- Stay as organised and prepared as possible when presenting new tasks or projects to them.
- Provide them with autonomy in their work when possible. CDs thrive on autonomy and on experimenting with ideas.
- Allow them to work with equally independent, objective, and goal-directed individuals who do not resort to arguments or verbally express conflict.

Possible coaching points:

- CDs may come across as having a “robotic style,” and may need coaching on how to show their emotions a little more often, especially joy and optimism.
- They can sometimes withdraw a little too strongly. Encourage them to find at least one colleague with whom they can talk about their ideas and with whom they feel confident voicing frustrations.