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Title: Comparing the Leading Dimensions Profile (LDP) primary factors with the DiSC Assessment Profile (I)
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Summary

The DiSC is a well-known personality assessment, widely used in a variety of applications, such as team building, sales training, and professional development. The DiSC is published by Inscape Publishing (www.inscapepublishing.com) and is available through a network of distributors. The DiSC framework describes four dimensions of human behavior: *Dominance*, *Influence*, *Steadiness*, and *Conscientiousness*. These behaviors were analyzed for statistical correlation with the two primary factors of the Leading Dimensions Profile (LDP). A sample of 32 participants completed both the DiSC and the LDP in June, 2010 as part of this study.

Findings

The following table reveals the correlation between the DiSC Profile behaviors and the LDP's primary factors: *Achievement Drive* and *Relational Drive*, where *Achievement Drive* measures the focus and intensity with which an individual approaches common activities as well as long-term goals, and *Relational Drive* describes the manner in which an individual engages emotionally in common circumstances.

DiSC Behaviors	Leading Dimensions Profile (LDP)	
	<i>Achievement Drive</i>	<i>Relational Drive</i>
<i>Dominance (D)</i>	.583**	-.526**
<i>Influence (I)</i>	Ns	.312^
<i>Steadiness (S)</i>	-.606**	.599**
<i>Conscientiousness (C)</i>	Ns	ns

** = Correlation is significant at the 99% confidence level

* = Correlation is significant at the 95% confidence level

^ = Correlation is indicated at the 90% confidence level

Findings (continued)

Results indicate a strong correlation between the LDP's *Achievement Drive* factor and the DiSC's *Dominance* behavior (in a positive direction) and *Steadiness* behavior (in an inverse direction). Given that the *Dominance* behavior emphasizes a desire to overcome obstacles and accomplish objectives, it is not surprising that this would relate positively with *Achievement Drive*, with its similar focus on achieving objectives in an urgent manner. Since the DiSC's *Steadiness* behavior emphasizes a high level of cooperation with others, it is also expected that the LDP's *Achievement Drive* factor would correlate in an inverse direction, meaning that individuals with higher *Achievement Drive* may be more inclined to strive toward goals independently, without pausing to support or patiently include others.

While the DiSC's *Dominance* behavior seems to measure similar behaviors as does the LDP's *Achievement Drive* factor, the DiSC's *Steadiness* behavior seems to move in a manner similar to the LDP's *Relational Drive* factor. Specifically, the *Steadiness* behavior indicates a strong, positive correlation with *Relational Drive* and a strong, negative correlation with *Achievement Drive*. Given the definition of *Steadiness* already shared, this finding supports the focus of *Relational Drive* as a measure of cooperation, openness, and collaboration in carrying out tasks. The *Dominance* behavior shows a negative correlation with *Relational Drive*, further supporting *Relational Drive*'s emphasis on a helpful, others-focused approach in working through tasks.

Although not reaching a level of statistical significance, the findings do suggest a potential correlation between the LDP's *Relational Drive* and the DiSC's *Influence* behavior. Given that the *Influence* behavior partially incorporates elements of collaboration, warmth, trust, and relationship motivation, it is expected that this behavior would move in the same general direction as *Relational Drive*.

Conclusion

The findings suggest:

- The *Achievement Drive* factor summarizes an individual's *Dominance* behaviors. That is, *Achievement Drive* provides a measure of an individual's urgency to accomplish tasks, the ambition to take action, and a level of self-confidence that promotes independent action (and even impatience).
- The *Relational Drive* factor summarizes an individual's *Steadiness* (and potentially, *Influence*) behaviors. That is, *Relational Drive* provides a measure of

an individual's desire to help and accommodate others, to collaborate in performing work, and the preference for a stable, cooperative environment.

Application

The LDP presents its primary factors on a 2x2 grid, where *Achievement Drive* is expressed as a continuum on the x-axis and *Relational Drive* is expressed as a continuum on the y-axis. Four "styles" are presented from the interaction of *Achievement Drive* and *Relational Drive*, describing the general approach with which individuals seek to influence or lead others. These styles are derived as follows:

- The Counselor Profile (collaborative Style): Lower *Achievement Drive*, Higher *Relational Drive* (upper left)
- The Coach Profile (adaptive style): Higher *Achievement Drive*, Higher *Relational Drive* (upper right)
- The Director Profile (directive style): Higher *Achievement Drive*, Lower *Relational Drive* (lower right)
- The Advisor Profile (contemplative style): Lower *Achievement Drive*, Lower *Relational Drive* (lower left)

The DiSC Profile utilizes a similar, although not identical, grid framework, where *Dominance* appears in the upper left, *Influence* appears in the upper right, *Steadiness* appears in the lower right, and *Conscientiousness* appears in the lower left, with a number of interactive patterns. Based on this presentation, it would appear that the LDP profiles/styles may correspond to the DiSC behaviors in the following manner:

- The Counselor Profile (collaborative style): *Steadiness* and *Influence* patterns
- The Coach Profile (adaptive style): *Dominance* behavior patterns
- The Director Profile (directive style): *Dominance* behavior patterns
- The Advisor Profile (contemplative style): *Conscientiousness* behavior patterns

Given these findings, it would appear that the LDP primary factors may be utilized in a manner somewhat similar to that of the DiSC Profile, as a tool suitable for team building, sales coaching, and professional development applications.

Contact

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