



Sample DISC-Like Profile Tool

By:

Richard S. George, NOI Coach

Rich George is the owner and managing director of NOI Coach, a business coaching, consulting and training firm based in Michigan. A successful business person and author with over 20 years of business experience, Rich brings a no-nonsense approach to strategic planning and a passion for employee development and culture building.

Rich's background includes the management of over two billion dollars of real-estate assets, and over 50 million dollars of capital re-investment strategies. Rich has been involved with successful acquisitions, dispositions, merger facilitation, and repositions. Key to his portfolio is the management of highly distressed properties, including those in court receivership.

Rich attended Wayne State University, and is a Licensed Real Estate Broker. He has been recognized by his peers as a leader in the industry serving as a Faculty Member of the National Apartment Association Education Institute. He was recognized as one of the first graduates of the Leadership Lyceum and has received the honor of the CAPS and ARM designations.

As an in-demand national speaker, Rich is known for his team building, culture changing, and change management skills, and leads the market in promotion and preservation.

Your Behavioral Style

In order to determine your behavioral style, please complete the following:

For each of the 10 word groups below, select the word that is MOST like you, LEAST like you and, IN BETWEEN. You are to assign 4 points to the word that is most like you, 3 points to the word that is like you, 2 points to the word that is somewhat like you, and 1 point to the word that is least like you. (There should be a 4, a 3, a 2, and a 1 on each line. See the Example.) Once you have completed this section, follow the next set of instructions.

EXAMPLE:

Determined
 Convincing
 Predictable
 Cautious

- | | | | |
|---------------------------------------|-----------------------------------|----------------------------------|---------------------------------|
| 1. <input type="text"/> Determined | <input type="text"/> Convincing | <input type="text"/> Predictable | <input type="text"/> Cautious |
| 2. <input type="text"/> Strong Willed | <input type="text"/> Persuasive | <input type="text"/> Easy-Going | <input type="text"/> Orderly |
| 3. <input type="text"/> Direct | <input type="text"/> Expressive | <input type="text"/> Kind | <input type="text"/> Analytical |
| 4. <input type="text"/> Bold | <input type="text"/> Sociable | <input type="text"/> Cooperative | <input type="text"/> Precise |
| 5. <input type="text"/> Outspoken | <input type="text"/> Animated | <input type="text"/> Patient | <input type="text"/> Logical |
| 6. <input type="text"/> Decisive | <input type="text"/> Talkative | <input type="text"/> Loyal | <input type="text"/> Controlled |
| 7. <input type="text"/> Daring | <input type="text"/> Outgoing | <input type="text"/> Agreeable | <input type="text"/> Careful |
| 8. <input type="text"/> Restless | <input type="text"/> Enthusiastic | <input type="text"/> Considerate | <input type="text"/> Thorough |
| 9. <input type="text"/> Competitive | <input type="text"/> Inspiring | <input type="text"/> Consistent | <input type="text"/> Detailed |
| 10. <input type="text"/> Aggressive | <input type="text"/> Playful | <input type="text"/> Satisfied | <input type="text"/> Accurate |

Once you have assigned numbers to all 10 word groups, total the points for each column and write the totals in the spaces provided below.

Totals:

Styles: **D** **I** **S** **C**

Reading People Differently

Dominance

Direct

Competitive

Confident

Primary Orientation:

Results

Influencing

Friendly

Outgoing

Emotional

Primary Orientation:

People

Competency

Cautious

Analytical

By-The-Book

Primary Orientation:

Quality

Steadiness

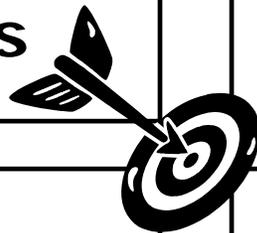
Sincere

Loyal

Good Listener

Primary Orientation:

Cooperation



Strengths, Weaknesses, and Needs

*Each style has its own strengths.
A Weakness is an "overextension" of a strength.*

Style	Strengths	Weaknesses	Needs
D	Problem-Solving Decision Making Goal Achieving	Finds Fault Lacks Caution Runs Over People	Control Authority Prestige
I	Communicating Participating Good-Finding	Time Control Follow-Through Lack of Objectivity	Recognition Acceptance To Talk
S	Loyalty Listening Patience	Overly Possessive Avoids Risk Taking Avoids Conflict	Appreciation Security Time
C	Analyzing Accuracy High Standards	Rigid Procrastinates Overly Critical	Precision Work Time Facts

***For more information about this or any of our other programs
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