



The AMA DISC Survey™

INDIVIDUAL DEVELOPMENT

Use personal behavioral styles to enhance both task and interpersonal effectiveness

The AMA DISC was developed for the American Management Association (AMA) and designed to meet the American Psychological Association's standards for psychometric properties.

WHAT IS THE AMA DISC SURVEY?

The *AMA DISC Survey* is a personal styles survey that focuses on the ways in which people approach their work and relate to others within their organizations. Developed by Dr. Robert A. Cooke, the survey is based on William Marston's D.I.S.C. framework and measures four basic styles of behavior:

- Directing, which characterizes people who are oriented toward changing their environments;
- Influencing, which describes people who are oriented toward persuading other people;
- Supportive, which characterizes people who are oriented toward accepting other people; and
- Contemplative, which describes people who are oriented toward accepting their environments.

Each of the styles measured by the survey has its strong points as well as possible weaknesses. Thus, none of the styles are inherently better or worse than the others. More importantly, all of the styles can contribute to (or potentially detract from) the effective functioning of groups and organizations.

HOW DOES THE AMA DISC SURVEY WORK?

Participants are asked to indicate the extent to which 80 statements are

descriptive of how they behave when they are on the job. They then plot their results on a barchart that quickly enables them to see which of the DISC styles are most descriptive of them. More detailed scoring options that enable participants to examine their combination of DISC styles and the positive and negative aspects of their styles are provided in the Debriefing Guide that accompanies the survey.

The AMA DISC Survey takes as little as 45 to 60 minutes to administer, score, and debrief. The Debriefing Guide that accompanies the survey can be used to facilitate more extensive discussion, interpretation, and application of the survey results.

APPLICATIONS

The personal styles measured by the survey are relevant to programs focusing on:

- personal development
- time management
- conflict management
- organizational change
- problem solving and decision making
- interpersonal relations
- team building

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WHO SHOULD EXPERIENCE THE AMA DISC SURVEY?

The AMA DISC Survey is equally suitable for managers, work group or team members, and individual contributors.