A Study on the Effects of Personality Style Analysis (Extended DISC) in Business

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ABSTRACT

In this information-economy era, labor force has become the most important resource in a business organization. Once the precise demand for personnel has been determined, the business will need to actively engage in the recruiting effort. The central task of organizing human resources lies upon hiring the most appropriate candidates for specific work assignments to achieve the highest efficiency. Especially in the contemporary business environment where competition is high, the recruiting and selecting procedures appear to be even more important. In many overseas companies, the Extended DISC System, a personality style analysis scheme, has often been employed during the process of hiring. Information provided by customized reports of this personality assessment can assist the employers in decision making. The Personality Style Analysis System (the Extended DISC System) defines the four behavioral characteristics of human beings: dominance, inducement, submission, and compliance. Each of these four behavioral characteristics represents a corner of a behavioral map, which is named the Extended DISC Diamond. Through this map, people are able to obtain a better understanding of the merits as well as shortcomings of their personality. Accepting such strengths and weaknesses associated with one's personality trait, and utilizing them as a guidance for career planning, everyone will be capable of becoming a better qualified candidate for his or her desired position. Besides introducing the Extended DISC System, this report focused on its effect on the industry, to which several business consultant companies have recommended such assessment system. Subjects of this study were thirty executives in a high-tech electronic company. First of all, personal analysis reports were obtained according to the questionnaire and response guidelines of the Extended DISC System. Subsequently, the results were plotted onto the Extended DISC Diamond in order to undergo valuable team and organizational analysis. Followed by the team analysis, the end results were then compared to that gathered through the traditional leadership-style questionnaires. The outcome was then applied to business practice. At the end of this report, six companies domestic as well as overseas were used as evidences supporting that after its implementation, the Extended DISC System significantly improved the companies' sales as well as the efficiency of teamwork. Therefore, the researcher concluded that the personality style analysis system should be recommended and extensively applied to the industry.

Keywords: DISC ; DOMINANCE ; INDUCEMENT ; SUBMISSION ; COMPLIANCE

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