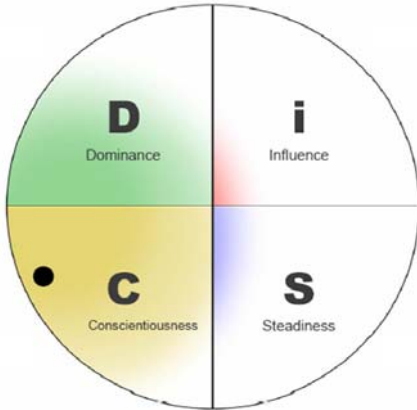




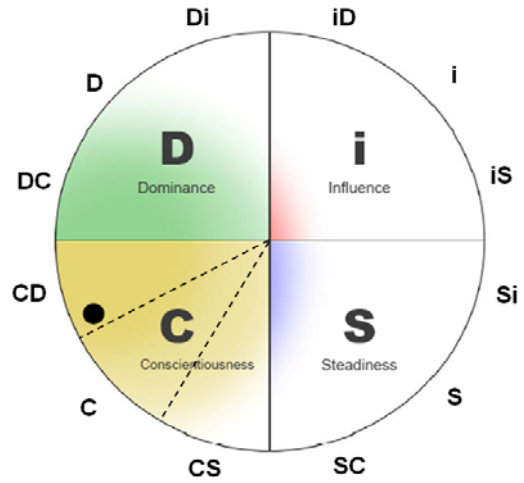
***How my Graph Became a Dot***  
**Teleclass Handout**  
by  
**Dr. Mark Scullard**

# Working with the circumplex representation of DiSC®: The Basics

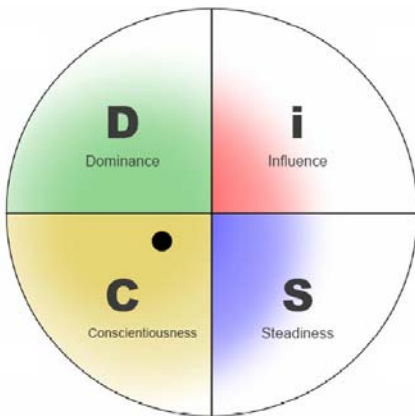
1a: Sample of a person with the CD style (strong commitment to his/her style)



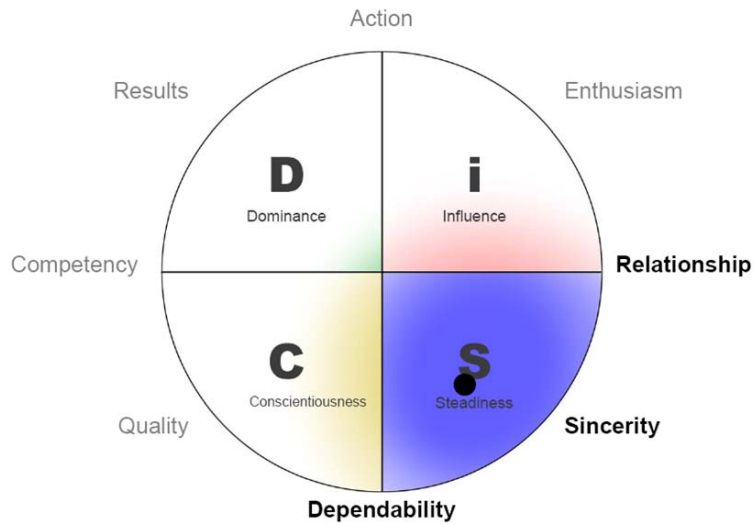
1b: DiSC circle broken up into the 12 styles.



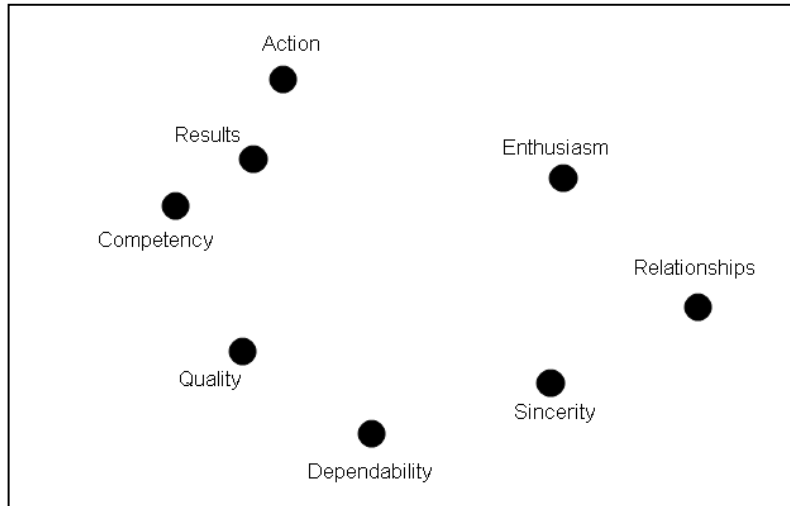
2. Sample of a person with the CD style (slight commitment to his/her style)



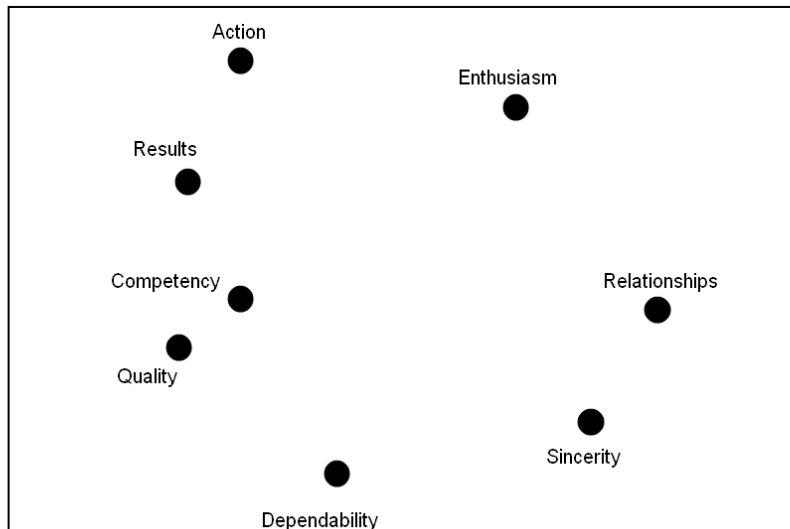
# Research on the application layers



**Study 1:** We asked salespeople to identify which aspects of sales were most important to them



**Study 2:** We asked people to identify what was most important to them when working with a salesperson



# Response Format

- Respond to 79 adjectives
- 5 point scale

How often does this adjective describe you?

	Never or almost never	Occasionally	Applies to me about as often as not	Usually	Always or almost always
<a href="#">cautious</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<a href="#">stern</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<a href="#">playful</a>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">patient</a>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<a href="#">firm</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

## Calculating your placement on the circle

### 1. People are measured on eight scales

- D, Di, i, iS, S, SC, C, CD
- Example of SC scale items:
  - Careful
  - Self-controlled
  - Quiet
  - Soft-spoken
  - Modest

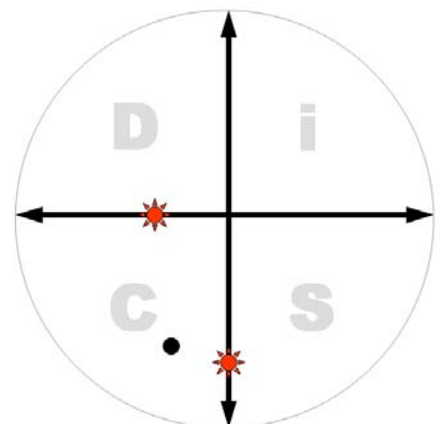
### 2. Those scales are “ipsatized” and standardized

- This addresses social desirability

### 3. Scores on the two dimensions are calculated

(the vertical and horizontal)

- Scale scores are weighted on the two dimensions according to their location around the circle



### 4. The dot location is plotted from the two dimension scores