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EVALUATION CENTER
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RENDERED TO

Personality Insights, Inc.
Griffin, GA

PRODUCT EVALUATED: DISC Assessment
EVALUATION PROPERTY: Norms and Group Comparisons

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2. Introduction

This document is provided as a tool for end-users of DISC Assessments to allow comparisons between the submitted DISC Assessment data and other four-dimensional model (DISC) data in the marketplace.

ASI norm-referenced measures compare an assessment attribute mean score to that of similar assessment type scores (the norm group). The composition of the norm group depends on the assessment. In this comparison, the submitted DISC data was compared to a composite of DISC scores from similar DISC assessments available in the market.

As a reminder, DISC instruments, and most similar self-evaluation instruments, are *ipsative* in design. That is, they are self-report inventories that measure *qualities* (traits) as individuals perceive those traits within themselves, and they ask the respondent to choose one trait at the exclusion of the others. This is done via either/or, most/least, or rank-order responses to the instrument. The result is *not* an absolute set of scores that would easily fit in a normative field, but rather a *relative* set of scores that applies to an individual's self-perception. Given the high degree of individuality and resulting in acceptable profiles, variances in the data can be large when compared to a composite of average attribute scores.

Evaluation Dates

- Data evaluation began December 27, 2021.
- Data evaluation was completed on January 3, 2022.

3. Test Data Preparation

3.1 SAMPLE SELECTION

Sample data was submitted to ASI directly from the client and were not independently selected for testing. Samples are requested to:

- Be a sufficient number to represent the general population.
- Be randomly selected.

The sample panels were received at the ASI Evaluation Center by email on August 7, 2019.

SAMPLE SIZE: N = 12,084

3.2 REFERENCE DATA

Reference data used for comparison was taken from the ASI data base. The ASI database contains aggregated DISC score data from multiple DISC assessment providers.

3.3 SCORE DISTRIBUTION

Data scores from each of the DISC attribute types were plotted in a histogram to ensure that anomalies related to uneven distribution of response scores were not evident.

3.4 DATA CLEANING

Upon receipt of the samples at ASI, the data was downloaded and cleaned as follows:

1. **Missing Values** – There were no missing values.
2. **Duplicates** – Duplicate entries were removed.
3. **Categorization** – Data was categorized and labeled by attribute type for the appropriate comparison.

4. Testing and Evaluation Methods

TEST STANDARDS

Analysis of the data was conducted using standard statistical methods. The statistical method employed was:

- Variance Analysis

Variance Analysis

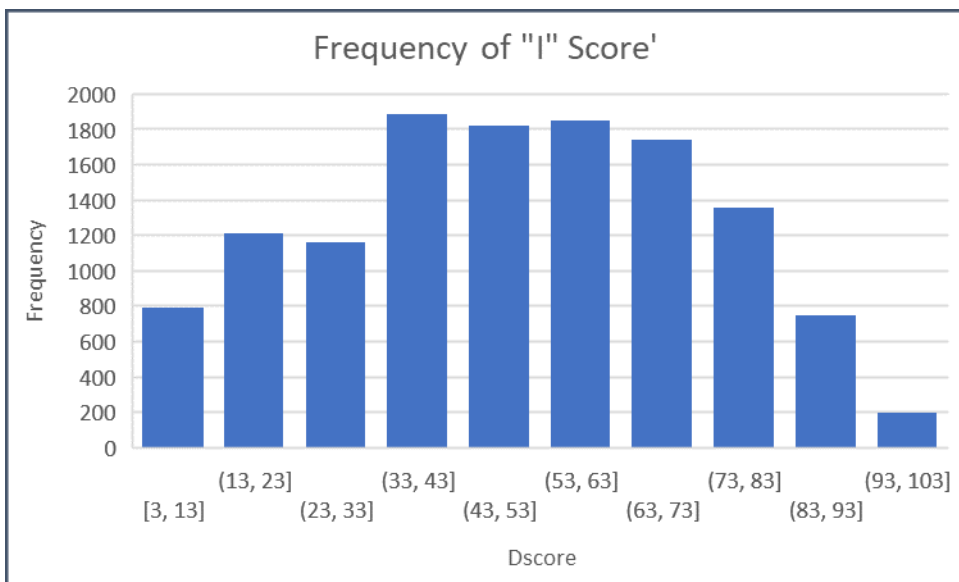
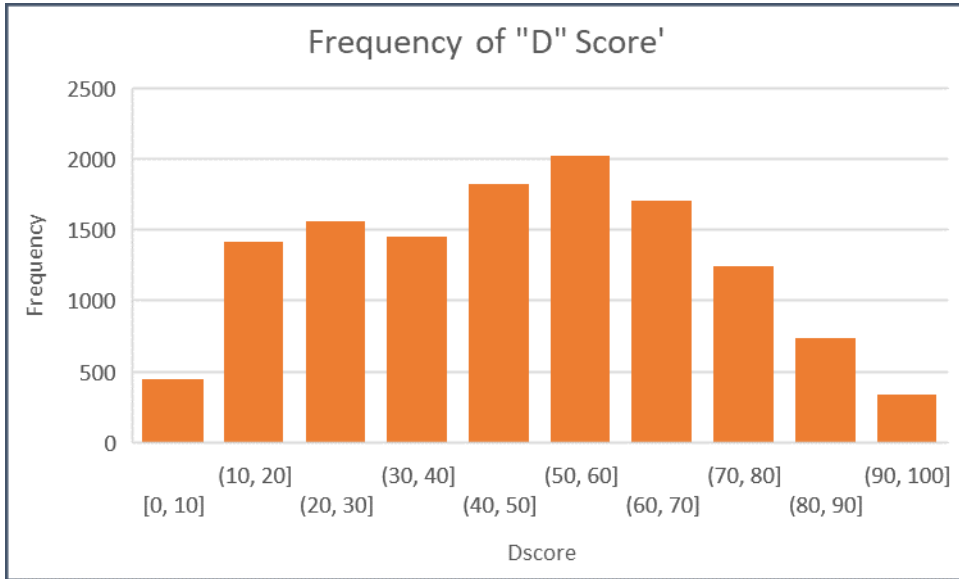
Variance analysis is the deviation of the submitted data from that of the ASI data base. Differences are measured as a ratio of test data means (by attribute) to that of data base means (by attribute). A ratio with a deviation (plus or minus) of less than 20% indicates that the test measurements are consistent with other industry assessments of the same type.

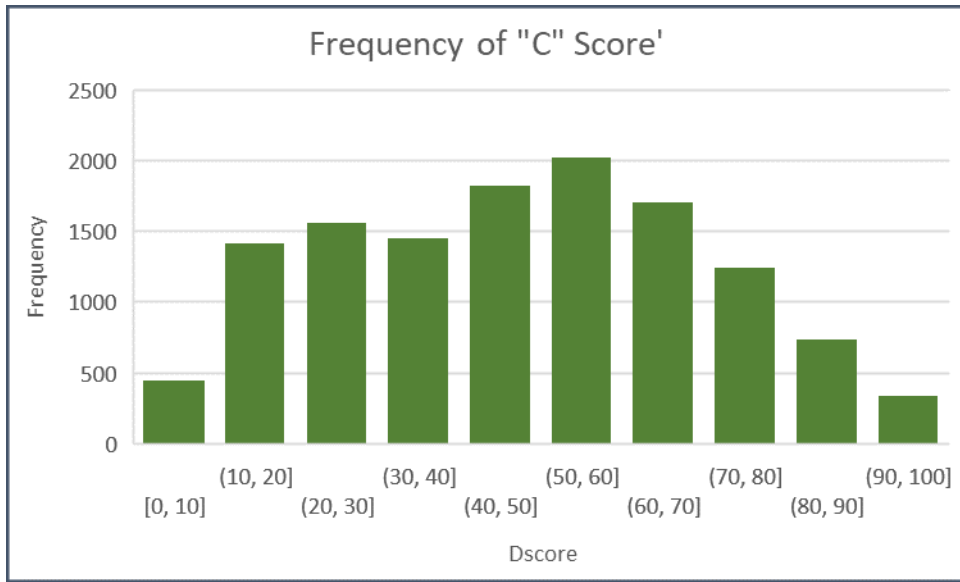
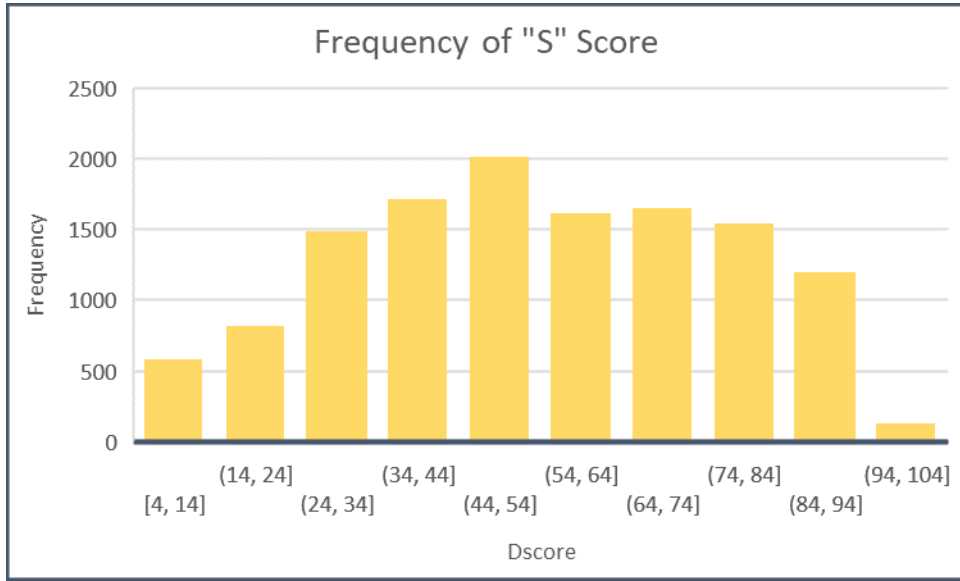
5. Testing and Evaluation Results

Mean Value Ratio: Table 1

Source	Mean Attribute Scores			
	D	I	S	C
Personality Insights	47.9	50.2	53.7	56.4
ASI Data Base	43.5	54.1	56.2	55.3
Mean Ratio	91%	108%	105%	98%

Summary of Score Distributions





6. Conclusions

The data submitted for evaluation passed all acceptable standards as compared to norms and is therefore awarded ASI Certification.

Certified
January 3, 2022



7. Document Review

ASI TESTING SERVICES

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