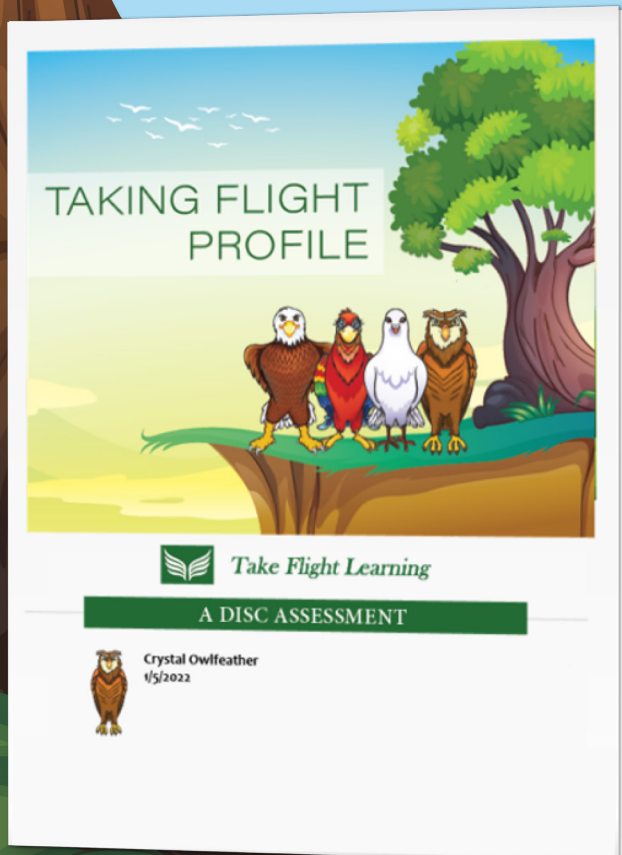


Every graph tells a story.

The Taking Flight Profile

tells your story like never before



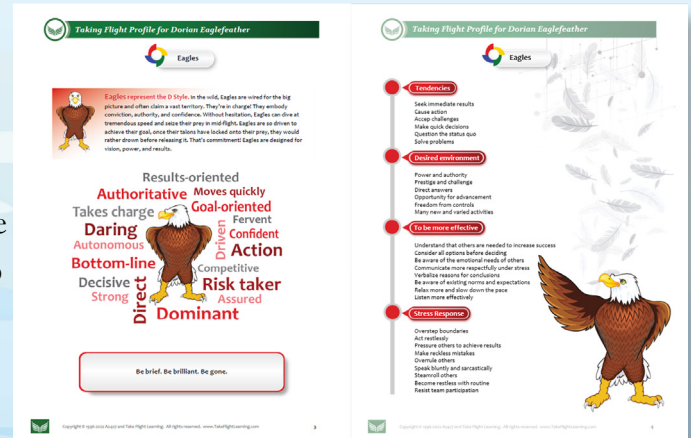
Take Flight Learning

Assessment Overview

The *Taking Flight Profile* is the first step in breathing new life into the age-old DISC model.

No more stuffy reports filled with psychological jargon and stock photographic images of people in the workplace. Our statistically valid and reliable report beautifully captures an individual's behavioral style in a format that is attractive, user-friendly, and applicable.

Given that 65% of people are visual learners, the *Taking Flight Profile* is designed to provide visual cues to help people remember their style. It is far more intuitive and easier to remember that an Eagle is results-driven and confident, as compared to "The D Style." With birds being pictured throughout the report, individuals can relate themselves to concrete behaviors and actions that will help them be more effective. The validation study included an impressive 28,200 people and more than **15 million** have taken the assessment based on the algorithm in the *Taking Flight Profile*.



Reports include:

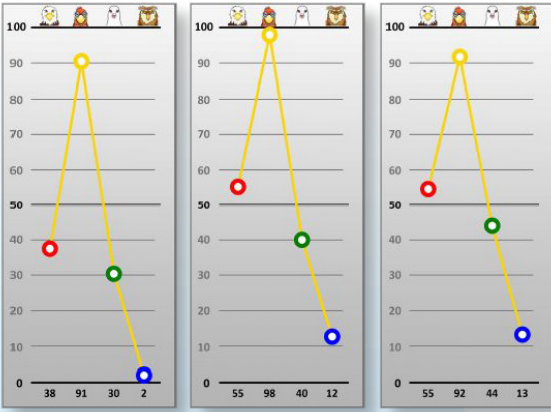
- Style characteristics
- Communication style
- Strengths
- Leadership style
- Work tendencies
- Desired environment
- Motivators
- Needs
- Stress response
- Approach to handling conflict
- Communication tips
- Potential development areas
- Improvement strategies

The profile offers behavioral insights to help increase self-awareness and improve how individuals relate to others. Instead of using letters to symbolize the styles, the report utilizes birds that embody the energy of each style.

In addition to specific information about the individual, the report provides deep insight into the characteristics of each of the styles. Regardless of the individual's personal assessment results, the profile will educate the reader about Eagles, Parrots, Doves, and Owls.

The report also contains valuable information about how to flex to the needs of others, how to communicate to each of the styles and how each of the styles responds in a variety of situations. At the end of the report, individuals are provided with personalized Dynamic Action Planning questions, which are specifically selected based on their style. This will help them turn their insights into results.

Assessment Format



The DISC assessment contains 24 questions. Each survey item presents four behavioral adjectives from which the respondent must select the adjective that MOST describes him or herself, as well as the adjective that is LEAST accurate.

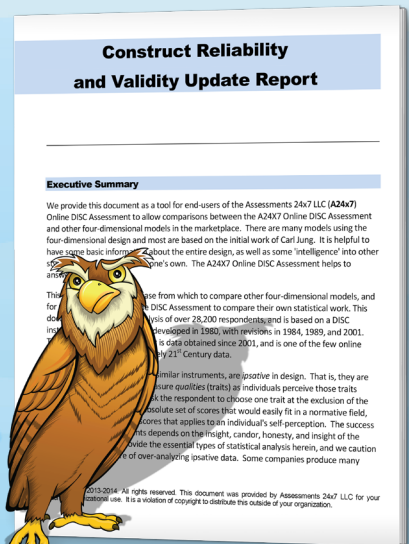
Like all DISC instruments, this assessment has an ipsative, forced-choice design. Ipsative means that the profile contains a self-report inventory that measures traits as individuals perceive those qualities within themselves. The respondent

must choose one trait at the exclusion of the others. The success of all self-report instruments depends on the candor, honesty, and insight of the respondent.

Your Certified Facilitator

Access to administering the *Taking Flight Profile* is reserved only for those who have completed the rigorous *Taking Flight with DISC* Certification. This process, accredited by SHRM and HRCI, ensures that survey administrators know how to introduce the assessment, run the assessments to high levels of completion, and interpret results for all participants at the highest levels.

Your survey administrator is also a certified facilitator, trained to run the coresponding *Taking Flight with DISC* Training Program, which brings the birds - and your results! - to life in a half-day or full-day training session. Get the most out of your report by learning how to use the knowledge of the four styles to communicate with others in the way that their brain is wired to receive information. This session improves communication, reduces conflict, and creates a positive work environment.



A copy of our *Construct Reliability & Validity Update Report* is available upon request.



Profile Completion

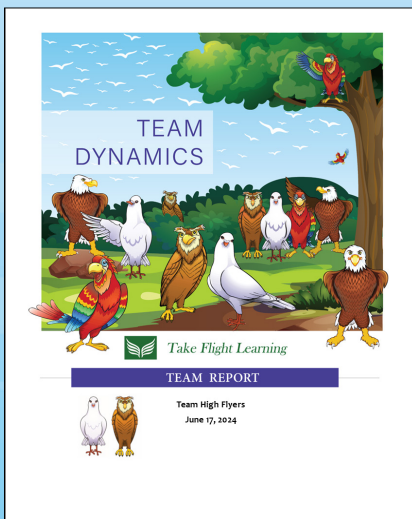
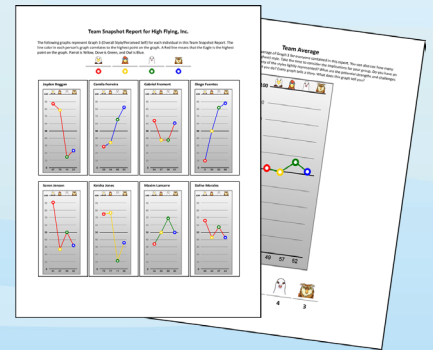
The front-end user experience for survey respondents is simple and intuitive. Individuals receive a link to complete their profile directly from their certified facilitator. They can take the assessment on any internet-based device, such as mobile phones, tablets, laptops, and desktop computers.

The *Taking Flight Profile* takes approximately 12-15 minutes to complete. Because our assessments are relied upon professionally by the US Government, Fortune 500 companies, and professional coaches, the completion rate is near 98.9%.

Improve Team Dynamics

Your certified facilitator can also produce two group reports to enhance your experience.

The *Team Snapshot Report* gives you an overview of everyone's main graph, a team average graph, and the number of people who represent each style on your team.



The *Team Dynamics Report* gives you an in-depth look at each member of your team as well as how the make-up of styles on a team can influence team dynamics. This report contains a page for each member of your team, including their style, graph, motivations, needs, preferred work environment, and communication Dos and Don'ts.



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