

WHAT'S YOUR TYPE?

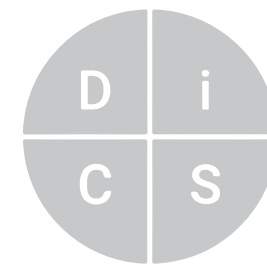
DiSC is only one of many assessment tools available. Here is a brief comparison of four popular types. To find out more, go to [HardwareRetailing.com/personality](https://www.hardwareretailing.com/personality).



Myers-Briggs

introspective self-report questionnaire

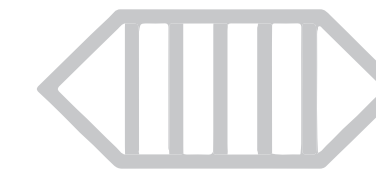
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DiSC

assessment-based learning experience

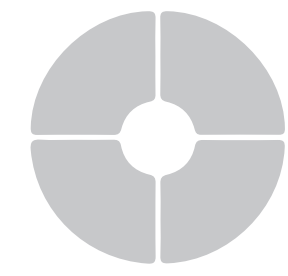
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CliftonStrengths

assessment of your normal personality

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Entrepreneurial Leadership Instrument

learn how you lead

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Length	15 Minutes	20 Minutes	30 Minutes	15 Minutes
Variables	16	4	34	4
Measures	personality	communication	talents	leadership
Improves	understanding of your personality traits as well as personality traits of others	work communication, productivity and teamwork	your ability to maximize strengths and manage potential weaknesses	leadership within the team and deepens understanding of your work style
When to Use It	team building and deep personal analysis using four measurements of personality	facilitate team building and learning how people communicate with each other	gives highly individualized traits to describe how individuals naturally think and behave.	best used by leadership teams to identify the way individuals approach new opportunities and innovation
Benefit	widely used and trusted	simple to use	Individualized, offering specific action items and a personal development tool	simple to use, one of the few leadership style assessments
Drawback	complex and easy to forget the details	without guidance can cause competition amongst the team	can be difficult to differentiate between psychological talents and tasks or skills	may be confused to be narrowly focused because of its name
Additional Resources	home account, testimonials and tools for action	training activities, Pinterest boards, compare your coworkers	strong online resources, such as an e-book, personalized reports and interactive tools	personalized report