

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 SIGN UP	 DiSC assessment-based learning experience SIGN UP	 CliftonStrengths assessment of your normal personality SIGN UP	 Entrepreneurial Leadership Instrument learn how you lead SIGN UP
 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