

# Insights® Comparison Overview

## Introduction

The following document is based on written information sourced from the internet and collected from January – June 2011. This document has been created to support trainers when comparing the DiSC® Classic profile to the Insights® Discovery Personal Profile. Although it has been the overall goal to include all relevant information about the two models, we cannot guarantee that this has been accomplished. This document is to be treated confidentially.

You may share this document with your DiSC Certified Trainers and Associate Partners, but this document may not be distributed to others. You may use the information contained within this document as part of a discussion when asked about the differences between the DiSC Classic profile and the Insights Discovery Personal Profile.

## About Insights®

**Publisher:** **Insights Learning & Development** (hereafter referred to as Insights), was founded in 1993 by Andi Lothian and his son, the current Chief Executive Andy Lothian. The company is headquartered in Dundee, Scotland.

**Insights** is represented by both its own offices and by local learning consultancy companies who promote the Insights products within their consultancy work. Insights operates with a variable distribution model, working both through distributors, as well as selling directly to end-users.

Insights' regional offices, offering full solutions are located in more than 34 countries in North and South America, Europe, Asia, and Africa.

**Website:** [www.insights.com](http://www.insights.com)

## About the Insights Discovery Personal Profile

Questionnaire:	<p>The Insights Discovery Preference Evaluator, is the questionnaire that is used to generate the results of an Insights Discovery Profile. It is a multiple choice, mixed scale alternative (ipsative) questionnaire, which means that there are 25 frames each containing four word pairs. Each of the word pairs in each frame describes one of the four primary Colour Energies - Fiery Red, Sunshine Yellow, Earth Green and Cool Blue.</p> <p>Respondents are asked to select the word pair that is “most” like themselves, and a word pair that is “least” like themselves. They are then asked to rank the remaining two pairs on a scale from 1 to 5 (1 being “least like me” and 5 being “most like me”). Respondents may not pick the same number on the scale from 1 to 5 for the remaining two word pairs.</p> <p>There is some debate within the field of psychology as to the appropriateness of a questionnaire that contains both forced choice and numerical scaling, as this could potentially be confusing for the respondent and may have lower face validity.</p>
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## Graph Representation:

The report output shows the Insights® Colour Dynamics:

- Graph I – Conscious Persona
- Graph II – Less Conscious Persona
- Preference Flow Graph – Highlights the difference between the two graphs and shows the energy change from the Less Conscious to Conscious Graph.

This information is displayed on the Insights Colour Wheel, a circular representation of the model. The horizontal axis from left to right is the Introversion/Extroversion scale. The vertical axis from top to bottom is the Thinking/ Feeling scale.

Four Colour Energies model

- Fiery Red: Extroverted/Thinking
- Sunshine Yellow: Extraverted/Feeling
- Cool Blue: Introverted/Thinking
- Earth Green: Introverted/Feeling

The model also accounts for the Sensing/Intuition scale when the 4 Colour Energies are further broken down into 8 types.

The 8 types are presented on the 8-Type Wheel. From the top going clockwise they are: Reformer, Director, Motivator, Inspirer, Helper, Supporter, Coordinator and Observer.

Each of these 8-Types is divided into 16 boxes, or more finely divided types, giving the Insights Wheel 72 different types.

In order to make the 72 refined boxes, there are three rings around the Insights Wheel. The outer most ring is called “Focused,” the middle ring is called “Classic” and the ring closest to the center is called “Accommodating,” indicating the degree of an individual’s flexibility in their style.

The respondent can view two positions on the Insights Wheel, both based on Jungian psychology. One is called “The Conscious Wheel Position,” based on Graph I and the other is called “The Personal (Less Conscious) Wheel Position,” based on Graph II from the Insights Colour Dynamics page.

The respondent can also view their place on the three Jungian-inspired scales (Introvert-Extrovert, Thinking-Feeling and Sensing-Intuition).

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<p>Certification:</p>	<p>Users are required to attend a 4-day accreditation program. In 2009, the cost of this program in the UK was USD 4,800.</p> <p>Separate accreditation is available for:</p> <ul style="list-style-type: none"> <li>• Discovery (4-days)</li> <li>• Sales Effectiveness</li> <li>• Team Effectiveness (2-days)</li> </ul> <p>Renewal is required once a year. Trainers are required to attend a one day training session. Price example from Switzerland in 2011 is USD 970.</p> <p>2-day certification in 2011 in Australia: USD 4,012 (USD 3,530 for early registration).</p>
<p>Trainer Material:</p>	<p>E-learning tool: Insights® Discovery Explorer, consists of eight 20-60 minute modules:</p> <ol style="list-style-type: none"> <li>1. Insights Discovery – The Key to Personal Effectiveness</li> <li>2. The Psychology of Self-Understanding</li> <li>3. Recognizing Type and Connecting with Others</li> <li>4. Shaping Team Dynamics – How the Eight Types Interact</li> <li>5. Insightful Goals</li> <li>6. Insights into Influencing</li> <li>7. Understanding Your Blind Spots</li> <li>8. Opposites Attract – You and Your Difficult Person</li> </ol> <p>The Insights Discovery Compass Learning Library includes 40 titles of different resource materials. They are available online and/or in hardcopy, including three main guides (a Learning Guide, Facilitator &amp; Coach Guide, and a Practitioner Guide).</p>
<p>Primary Use:</p>	<p>At the CIPD in 2008, Insights described itself as a “Global organization offering transformational learning solutions.”</p> <p>In the BPS review, it is stated that the Insights Discovery Personal Profile is suited for work and occupational use; including counseling, advice, guidance, and career choice.</p>
<p>Languages:</p>	<p>The Insights Discovery Personal Profile is said to be available in at least 30 languages.</p> <p>It is important to note that Insights Discovery profiles are being translated on a chapter-by-chapter basis. Therefore, when a chapter is not available in the selected language, English text is substituted. The user must revisit the Insight’s webpage every so often to see whether new translations are available.</p>

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## The Interpretation Process

The responses made by an individual to the Insights Discovery Preference Evaluator are used to generate the data that is central to the Insights Discovery Profile.

Insights Discovery uses a four factor model based on color, which Insights call Colour Energies, to explain different behavioral preferences. This is visualized using the Insights Discovery 4-Type Wheel, a circle displaying (from top left, going clockwise) Cool Blue, Fiery Red, Sunshine Yellow and Earth Green.

Insights Discovery breaks down the visual presentation of four factors to eight types, each with a different descriptive word:

- Reformer (purple, a combination of red and blue)
- Director (red)
- Motivator (orange, a combination of red and yellow)
- Inspirer (yellow)
- Helper (light green, a combination of green and yellow),
- Supporter (green),
- Coordinator (turquoise, a combination of green and blue)
- Observer (blue).

These 8 types are then further subdivided into 72 different types.

The output is also shown in a graphical representation on the Insights Colour Dynamics page. This shows three graphics, two of which are referred to as Personas. One Persona is the Conscious self, while the other is the Less Conscious self. The third graphic shows the movement from the Less Conscious to the Conscious self, and this is referred to as the Preference Flow.

These graphics show the strength of the 4 Colour Energies. This same information from the two Persona graphs is displayed on a circle situated below in a different visual representation.

The respondent then can view his/her placement of the two personas (the conscious, and less conscious) on the Insights Wheel. From the respondent's placement on the wheel, the Insights Discovery profile provides feedback about the respondent. This is always included as the last pages of the profile.

The Insights Discovery profile offers a framework for self-understanding and development. In the introduction there is an emphasis on using the report to reflect on oneself, and verify or challenge the statements contained within the report.

The profile is intended to show a respondent's work style and looks at several areas including: personal style, interaction with others and decision making. The profile includes information about the respondent's key strengths and weaknesses, value to the team and possible blind spots. To aid the interpersonal development, the report also includes two pages of information about the respondent's opposite type on the Insights Wheel. The report includes a page with a list of bullet points as suggestions for development. This is the last page of the generic report. Additional supplemental information can be included in the report, placed right before the Insights Wheel. This information includes topics such as: Management, sales, personal achievement, time and life management, personal creativity, learning, plus a page for the facilitator with suggested interview questions.

Insights Discovery
Cool Blue Showing no bias, objective, detached
Fiery Red Positive, affirmative, bold, assertive
Sunshine Yellow Cheerful, uplifting, spirited, buoyant
Earth Green Still, tranquil, calming, soothing

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## Comparing DiSC<sup>®</sup> Classic and Insights<sup>®</sup> Discovery Personal Profile

We consider the DiSC Classic and the Insights Discovery Personal Profile to be competitive tools not appropriate for an individual or work group to work with simultaneously. This is especially important because the two tools are different, although they may **appear** similar to the casual user and could cause confusion if used together.

The DiSC Classic and Insights Discovery Personal Profile are both four factor models. The latter is based on the work of Carl G. Jung while the former is based on the work of William Moulton Marston.

DiSC Classic is presented using the four DiSC dimensions, placed on a quadrant, from top left going clockwise: Dominance (D), influence (i), Steadiness (S) and Conscientiousness (C). Insights Discovery is presented in a circular representation in a color spectrum from top left going clockwise: Cool Blue, Fiery Red, Sunshine Yellow and Earth Green.

The two profiles use color differently: Both with respect to colors as symbols, as well as the extent to which colors are considered in the interpretation process. While DiSC Classic stresses the importance of not including the field of color psychology into the interpretation of the four styles, this is an integral part of the Insights Discovery Personal Profile, and at the core of its interpretation. The primary reason behind Inscape's strategy to "down play" the use of colors is the notion that interpretation of the meaning of colors is highly culturally dependent. Therefore, providing the market with an international and culturally adapted tool is more challenging when colors play a significant role in the interpretation process.

Insights Discovery presents its model with the x-axis labeled as Introvert-Extrovert, from left to right, and the y-axis labeled as Thinking-Feeling, from top to bottom. DiSC<sup>®</sup> Classic's axes are defined in several ways, one with descriptive adjectives. The x-axis is labeled, Questioning – Accepting from left to right, and the y-axis is labeled, Active – Thoughtful, from top to bottom. However it is interesting to consider where the Jungian axes labels for the Insights Discovery would appear on the DiSC Classic model. When we look at the DiSC Classic Research Report, there is a comparison between DiSC and The Myers-Briggs Type Indicator<sup>®</sup> (MBTI<sup>®</sup>). The research suggests that when analyzing the *Thinking* and *Feeling* scale for MBTI<sup>®</sup> and comparing these to DiSC, individuals high on the D or C dimensions are more likely to be high in *Thinking*, and people who are high on the i or S dimensions are more likely to be high in *Feeling*. The MBTI Introvert-Extrovert scale shows a correlation with the C to i spectrum in DiSC Classic. This distinction is interesting because it supports that the models are in fact very different. While some practitioners may make correlations between the models, interpretation from one to the other is not appropriate.

There may appear to be similarities between the theory behind the Insights Discovery Personal Profile and the MBTI, as they are both based on Jungian typological framework. While the MBTI uses four primary scales (Introversion/Extraversion, Sensing/Intuition, Thinking/Feeling, and Judging/Perceiving) and proposes to measure an individual's stable, personal preferences on these four primary scales, Insights Discovery only uses the first three and has a primary application similar to DiSC Classic. This distinction between Insights Discovery and MBTI is notable because the two tools do not measure the three scales in the same way, leaving comparisons to be on a strictly theoretical level.

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## Resources

### Available Resources:

Insights Discovery<sup>®</sup> sample report: <http://www.mrdynamics.com/Insights/Insights-Discovery-R/Insights-Discovery-Personal-Profiles>

British Psychological Society: Test review for Insights Discovery Preference Evaluator (2009). The report is available for purchase at <http://www.psychtesting.org.uk/>