persolog® 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 profiles to the persolog® Personality Factor Profile (known as *Das persolog Persönlichkeits-Profil* in Germany and previously named the DISC Personality Factor 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 profiles and the persolog Personality Factor Profile.

About persolog®

Publisher:	**persolog®**, is a publisher of learning instruments for trainers and managers. The company headquarters is based in Germany.
	persolog is represented worldwide through international partners in several countries, including USA, Brazil, Australia, Japan, Netherlands, Belgium, UK, Italy, Norway, Denmark, Poland, Romania, Austria, Slovenia, Croatia and Serbia. International representation is estimated to represent only 5% of their total business. Their market presence is greatest within the German speaking region (Germany, Switzerland, Austria, listed in order of strength of market presence).
	The company was founded in 1990 by Friedbert Gay, who is currently the Managing Director and was an Inscape Business Partner until 2003. He is also the author of numerous books in German on the DISC model.
Website:	www.persolog.com

About the persolog Personality Factor Profile

Questionnaire:	The persolog Personality Factor Profile questionnaire consists of two separate questionnaires each with 24 forced choice boxes. The first questionnaire consists of 24 boxes with 4 statements each, from which respondents must pick the statement that is "most" like them. The second questionnaire consists of 24 boxes with 4 adjectives, not statements, from which respondents must pick the adjective that is "least" like them.
	When responding to the "most" items, respondents are instructed to focus on behavior. When responding to the "least" items, respondents are instructed to focus on their feelings and emotions.

Questionnaire:	According to a Research Report distributed by persolog in 2008, their goal was to develop the questionnaire into a 28 item questionnaire in 2000, however for reasons that are unclear; this development has not yet taken place.
Graph Representation:	The profile generates 3 different graphs: • Graph I represents the respondent's "most" choices and shows the "Public Self-Concept." • Graph II represents the respondent's "least" choices and shows the "Private Self-Concept." • Graph III represents the sum of Graphs I and II and shows the "Composite Self-Concept." persolog describes Graph I as showing "the Public Self," while Graph II shows "the Private Self." While the use of these types of labels as descriptions of Graph I and Graph II are not uncommon among the various DISC tools in the marketplace, there is no known evidence that the graphs can show the Public Self or the Private Self. Therefore, this interpretation of the graphs is not supported in the field of psychology.
Certification:	Requires certification training with the length of the training, and depth of understanding varying. Here are two examples found online in January 2011: - Denmark: 3-day certification in 2010 (USD3,000) - Germany: 3-day certification in 2011 (USD2,800) - UK: 1-day intensive training with prep-work, or 2-day training (USD2,200)
Trainer Materials:	- Card games and checklists are available in some languages - Visuals in the form of cartoons and facial expressions of the styles are present in some of their materials. - Discussions available on www.youtube.com/persolog
Primary Use:	Organizational development, leadership development, team development, sales/team/management training, personal development, recruitment/internal transfers.
Languages:	The persolog Personality Factor Model is available in the following languages: Czech, Danish, Dutch, English, French, German, Italian, Norwegian, Polish, Romanian and Japanese. (Source: www.persolog-shop.com/) According to websites from China, Brazil and Costa Rica, it is suggested that Chinese, Portuguese, Spanish are also available (Source: www.persolog.com) It is believed that the vast majority of persolog's products are only available in German.

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The Interpretation Process

The persolog® Personality Factor Profile consists of three parts (Analysis/Scoring, Interpretation and Reflection). The interpretation is based on seven "Discovery Steps," using the DISC model:

1. Similar to DiSC® Classic, the first step is focused on developing an understanding of the model through a general introduction to the four personality dimensions, D, I, S and C.

2. In the second step, *Graph I*, or the ***Public Self-Concept***, is used when interpreting how an individual deals with change. This step involves interpreting the raw scores from the "most" responses to address intentions behind the behavior.

3. In the third step, *Graph II*, or ***Private Self-Concept***, is used as a basis to explore a person's inner rationale system. This step involves interpreting the raw scores from the "least" responses. The goal is to find answers to which personal convictions determine versus which convictions hinder successful behavior.

4. In the fourth step, *Graph III* or ***Composite Self-Concept***, is used to show how the individual sees him/herself in the chosen environment. This graph is the composite of Graph's 1 and II. This interpretation step also includes information about 20 behavioral patterns, which have similar conceptual interpretation as the DiSC® Classic's 15 Classical Patterns. Each behavioral pattern includes the following topics: Behavioral Tendencies, Primary Focus, Motivated By, and Strategies for Increased Effectiveness.

5. The fifth step deals with intra-individual stress, which looks at the individual's main stressor.

6. The sixth step deals with the personality-job fit, addressing the job role and the personality dimension(s) of the respondent.

7. The seventh step deals with team work, and how the individual works in a team.

> **persolog® Personality Factor Model:**
>
> **D**ominant behavioral style (D)
>
> **I**nfluencing behavioral style (I)
>
> **S**teady behavioral style (S)
>
> **C**autious behavioral style (C*)
>
> *marketed as G in Germany, as there is no German word for the C factor starting with a C

Comparing DiSC® Classic and the persolog® Personality Factor Profile

We consider the DiSC Classic and the persolog Personality Factor Profile to be competitive tools, derived from the same core model and with similar areas of application. Therefore, the two tools should not be used 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.

persolog attributes the development of the persolog Personality Factor Profile to Professor John Geier, who derived the DISC system from Marston's original work.

General observation shows that many of persolog's products, both DISC based and non-DISC based, appear to be very similar to our DiSC products. This is in part due to the fact that persolog built their business on the later work of Professor John Geier, who in 1973 founded Performax, which then became Inscape. persolog was also a member of the Inscape Business Partner network and a former distributor of

Inscape tools. In 2010, after years of legal dispute between Inscape Publishing and persolog, the German Federal Court of Justice in Karlsruhe ruled in favor of Inscape Publishing as the owner of the "DiSG/DISG" trademarks in Germany.

As a result, when looking at the visual representation of the DISC model and Graphs I, II and III, they are very similar to the visual representation shown in DiSC® Classic: the model reads from top left going clockwise, D, I, S and C. Nevertheless, the labels for the 4 scales are different, with persolog's labels reading Dominant, Influencing, Steady, Cautious.

There are a high number of N-words in the persolog Personality Factor Profile. N-words are items in the questionnaire that are found to not adequately measure the scale they are intended to measure. It may be that the N word works well as either a "Most" word or a "Least" word for a particular scale, but it may not work well as both a "Most" word and as a "Least" word. Therefore when a respondent is completing the questionnaire and selects an N word, that response may not be taken into consideration when producing the report.

The original German version (Gay, 2009) of the persolog Personality Factor Profile includes the following number of N words for each of the four styles (the first number refers to N items for most items and the second number refers to N items for least items). D = 3 and 4; I = 7 and 5; S = 5 and 5 and C = 9 and 5, for a total of 43 N designated items.

persolog states that it finds value in including N-words in its measurement, because it uses them as an indicator of the potential strength of the style. Inscape, on the other hand, is committed to continued develop and research of its 28 box questionnaire to include as few N words as possible, so that as many items as possible contribute to calculating the result of a respondent.

persolog stresses the use of two questionnaires as an advantage, suggesting that this leaves room for independent interpretation of the three graphs. Inscape's research on its questionnaire (28 boxes, each containing four items) suggests that Graph I and Graph II reflect two different methods of measuring DiSC. The same research also suggests that Graph III consistently shows the most reliable and valid measure of the four styles. Inscape therefore recommends that current research findings are applied when giving feedback to an individual, by focusing on Graph III as the most accurate measurement of an individual's DiSC style.

When interpreting the graphs, persolog suggests that "most" responses correspond to measuring an individual's Public Self-Concept (what we think others expect from us). According to persolog these "most" responses are "in response to the expectations of others." While the "least" responses correspond to measuring an individual's Private Self-Concept (what we expect of ourselves). According to persolog these "least" responses measure "our character – [and] were incorporated into our feelings and emotions early in life." While it is clear that Graph I measures "most" responses and Graph II measures "least" responses, the further interpretation of Public and Private are strong claims that are not mentioned anywhere outside the area of DISC nor have they been supported scientifically. Interestingly, labels for Graphs I and II, such as the unconscious and conscious methodology, was included in Inscape Publishing's **early assessments**. However, Inscape Publishing discontinued teaching this methodology because there currently exists no substantive research to support this theory.

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Available Resources:	Persolog Personality Factor Profile sample report: http://persolog-na.com/fileadmin/international/us/download/Tools/US-IN100_Personality_Factor_Profile.pdf Gay, Friedbert, (2009). *Das persolog® Persönlichkeits-Profil Persönliche Stärke ist kein Zufall.* Geier Learning Inc. Remchingen Persolog Research Report: http://persolog.de/fileadmin/imagesBUH/Experten-Login_englisch/US-IO157_Study_2008_g4.pdf