

Independent Competitive Analysis Social Styles, DiSC[®], and Myers-Briggs Type Indicator[®]...

Which Adds the Most Value?

What is the difference between the Social Styles, DiSC[®] and MBTI[®] models. There are many differences based on independent research looking at one Social Style training model from the Tracom group compared to the DiSC[®] and MBTI[®] training models.

Social Styles can be a vital ingredient in maximizing the successful application of other programs such as SPIN Selling, Blanchard Situational Leadership, Crucial Conversations and Emotional Capability.

Below is a comparison between SOCIAL STYLES, DiSC[®] and MBTI[®] training.

SOCIAL STYLE learners were better able to identify and appropriately interact with different styles or types than DiSC[®] or MBTI[®] learners.

Colorado State University conducted a research study in conjunction with Regis Learning Solutions that compares the effectiveness of interpersonal skills training programs from three popular providers: the Myers-Briggs Type Indicator[®] model from CCP, Inc., the DiSC[®] model from Inscape Publishing, and the SOCIAL STYLE MODEL[™] from the Tracom[™] Group. This 2007 study evaluated the training programs on three measures:

Reactions, Learning, and Behavior.

Outcome of the Study

Participants of all three programs perceived their training positively.

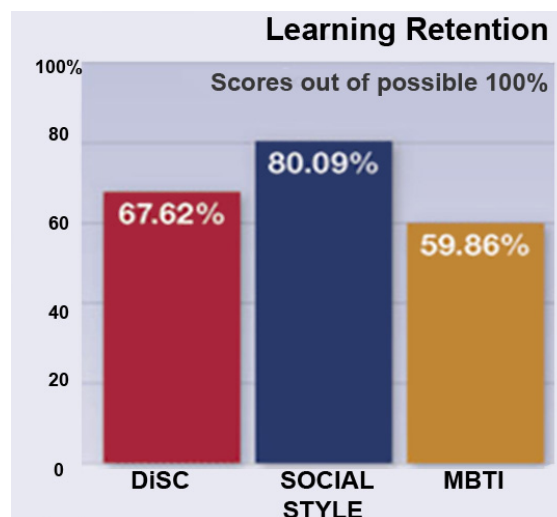
LEARNING

SOCIAL STYLE program participants retained 34% more information than MBTI[®] participants and 18% more than DiSC[®] participants. The results demonstrate that the SOCIAL STYLE Model and program materials are easier to grasp and make more intuitive sense to the learners than MBTI[®] or DiSC[®].

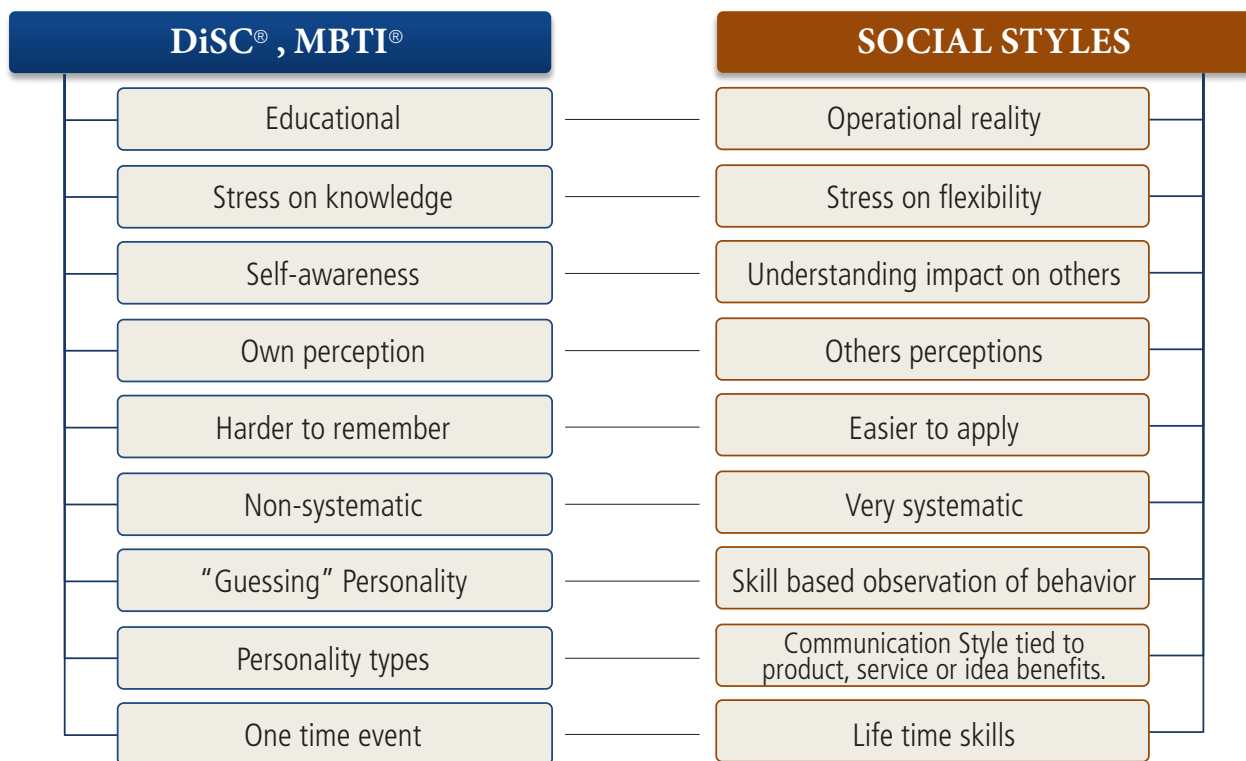
BEHAVIOR

SOCIAL STYLE program participants were able to correctly identify style or type of others almost 4 times better than MBTI[®] participants and almost 1.5 times better than DiSC[®] participants. SOCIAL STYLE participants scored considerably higher in their ability to appropriately work with other types or styles.

The results indicate that employees who participated in SOCIAL STYLE training were far better able to put what they learned into practice than those who took either DiSC[®] or MBTI[®] training.



DiSC® , MBTI® vs. Social Styles



The **Persona** version of Social styles focus on observable behavior and business communication.

Jon Gornstein is the founder and president of **Persona** GLOBAL, an international industry pioneer in the practice of change leadership. Based in Sausalito, California, the company has just released Game Plan Mobile, an expert system soft ware application, available for Apple iPads and Android phones that enables the user to further sharpen sales fluency and personal communication skills.

