

Comparison of MBTI (Myers-Briggs), DiSC (A methodology which has inspired thousands of distinctly different assessments), and Insights Discovery

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Executive Overview

MBTI, or Myers-Briggs, numerous DISC based assessments, and Insights Discovery together represent the majority of personality typing systems used globally in the workplace today. It is important to have a basic understanding of each, as many of you will experience one or more of them in your career development, and many HR, training and talent professionals will gain accreditation in one or more of these systems, and deliver them into your existing workplace.

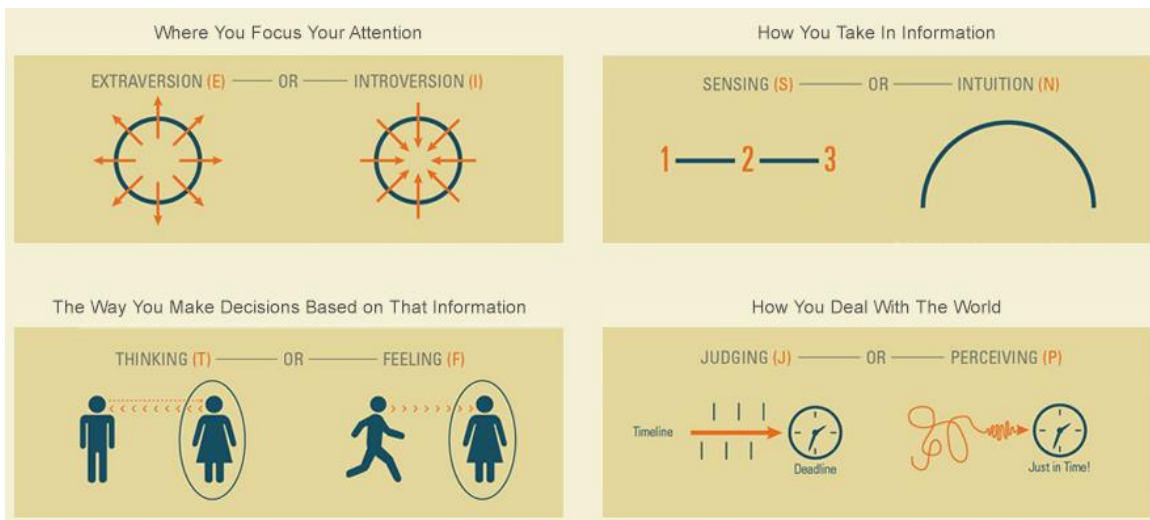
MBTI, and Insights Discovery are both Jungian based. They are interpretations of Jung's *Psychological Types* from 1921. There are therefore many similarities between the two systems, and of course, some differences also. DISC based assessments are based upon Marston's work, and are too numerous to mention, as no single individual or entity own the copyright, or the methodology often claimed as DISC. In fact, while there are many excellent DISC assessments on the market today, there are hundreds which make no claim to validity and reliability, and in many instances are neither.

MBTI assessments came into favor in the late 60s as a way to help define career choices, and then in the 70s as workplaces were seeking to help their leaders and teams better understand themselves and others. While MBTI is an excellent way to understand self, many feel it is a challenge to use it actively. To do so requires a person to know their own four letter designation, discern the four letter designation of others, and then modify their behavior accordingly. As a result, many organizations began to rely on DISC assessments, which used a simple four quadrant design, and just a single letter to define each quadrant. People found this simple variation easier to use, and its use, especially in sales and client facing organization soared throughout the late 70s and 80s.

Enter Insights Discovery, Jungian based, but starting with a simple and memorable four color, four quadrant model. Rather than letters, each quadrant is defined by what "energy" it represents, based upon its underlying Jungian descriptors, or as Jung called them attitudinal functions. Extraverted Thinking is "Fiery Red", Extraverted Feeling is "Sunshine Yellow" Introverted Feeling is "Earth Green" and Introverted Thinking is "Cool Blue". We have found that when the names, rather than just a single, or multiple letters are used, the human mind can more easily remember them, and their associated meanings. Hence, the simple, memorable and Jungian based four quadrant model, the basic side of Insights Discovery, which by itself, creates a memorable language of communication. Now add a unique and memorable personal profile unique one in one hundred billion, and you have the most powerful communications system combining self-awareness, and simple colorful communications tools, for lasting behavior change.

Following are graphical examples of the three systems:

MBTI, or Myers-Briggs Type Model – Graphic Representation



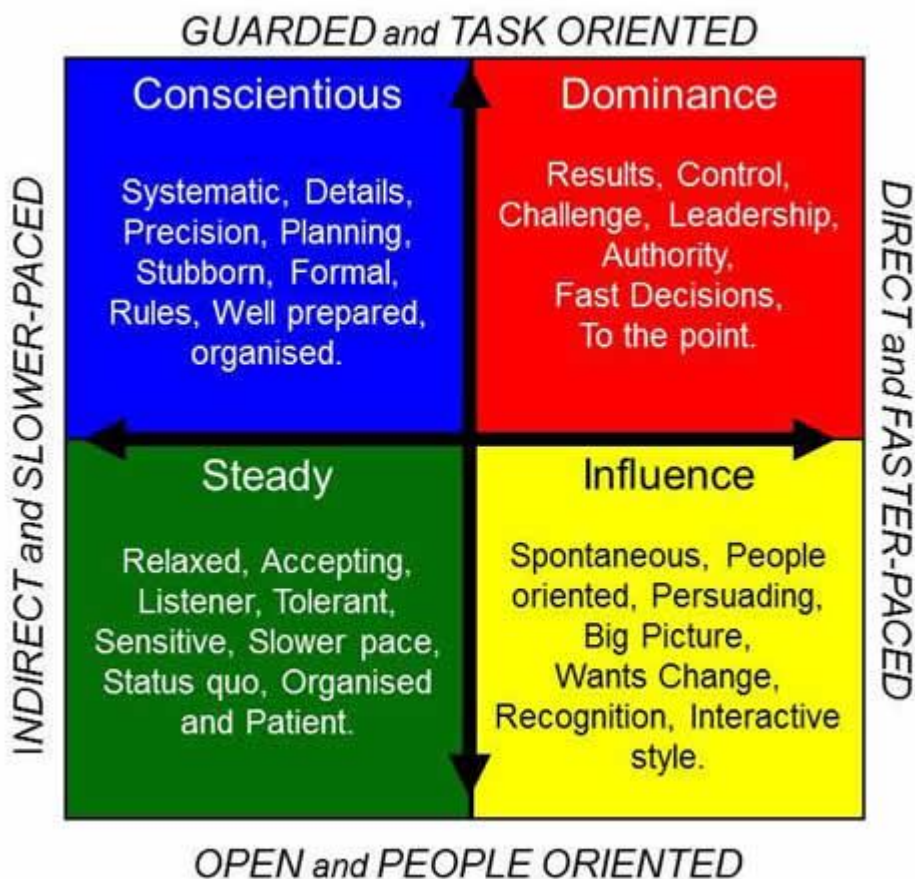
MBTI 16 Types, with underlying expressions

ISTJ Responsible Executors	ISFJ Dedicated Stewards	INFJ Insightful Motivators	INTJ Visionary Strategists
ISTP Nimble Pragmatics	ISFP Practical Custodians	INFP Inspired Crusaders	INTP Expansive Analysers
ESTP Dynamic Mavericks	ESFP Enthusiastic Improvisors	ENFP Impassioned Catalysts	ENTP Innovative Explorers
ESTJ Efficient Drivers	ESFJ Committed Builders	ENFJ Engaging Mobilizers	ENTJ Strategic Directors

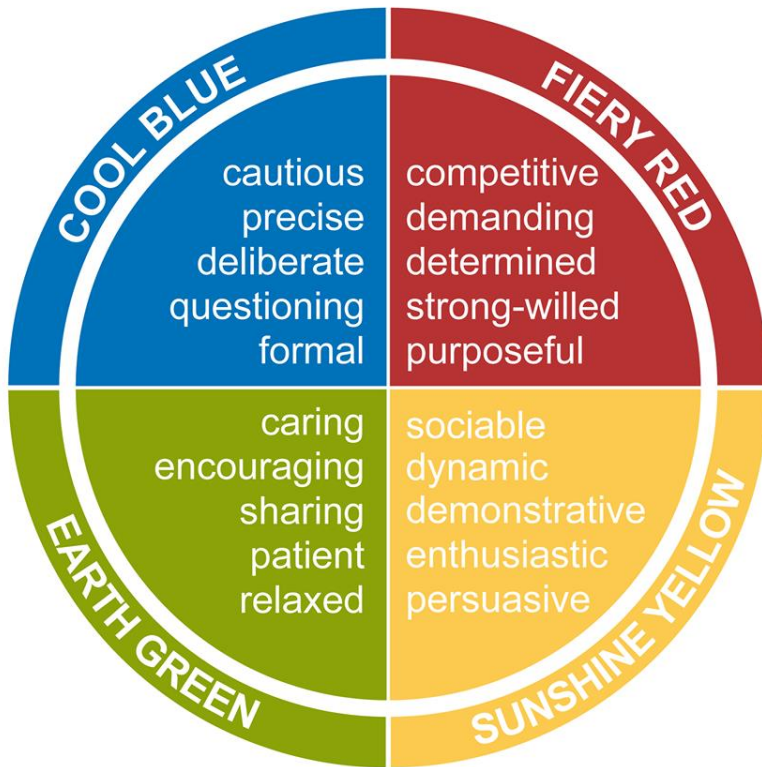
Typical DiSC Model (Understanding there are literally thousands of variations)

	Task-Focused	Social-Focused
Assertive	Dominance <ul style="list-style-type: none"> • Confident • Goal-Driven • Determined • Decisive • Direct • Adventurousome • Self-Assured • Forceful 	Influence <ul style="list-style-type: none"> • Cheerful • Optimistic • Talkative • Inspiring • Interactive • Recognition-Oriented • Enthusiastic • Gregarious
Passive	Conscientiousness <ul style="list-style-type: none"> • Orderly • Introverted • Perfectionist • Competent • Concerned • Careful • Critical • Analytical 	Steadiness <ul style="list-style-type: none"> • Quiet • Easy-Going • Dependable • Neat • Efficient • Supportive • Shy • Loyal
	Guarded	Open

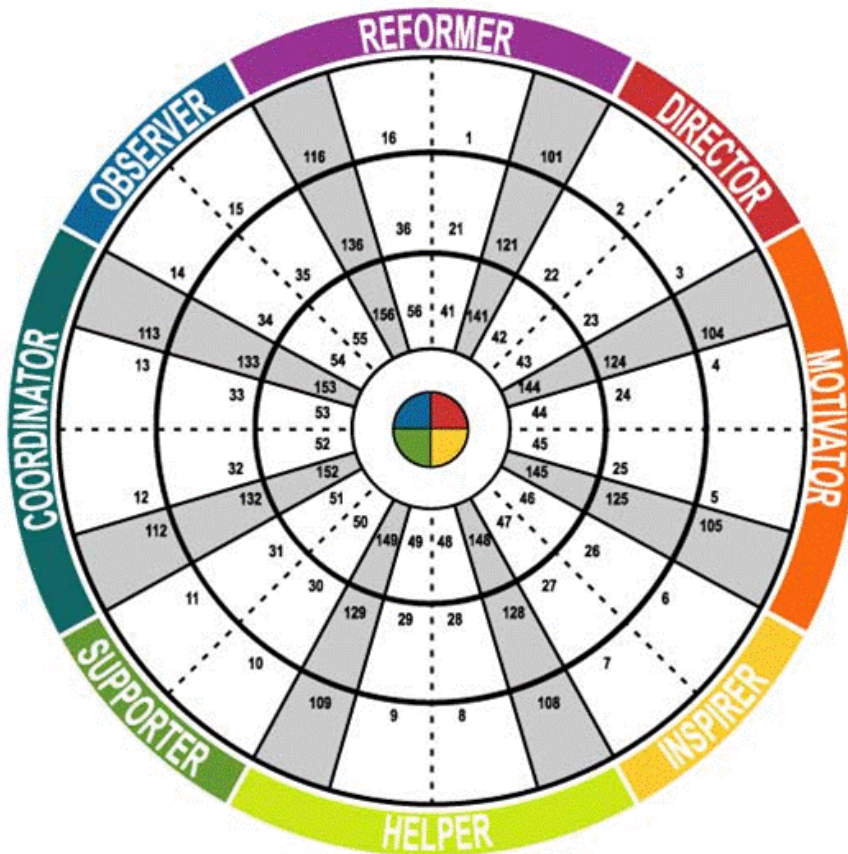
And another DISC Model Interpretation



Insights Discovery Basic Four Color, Four Quadrant Model



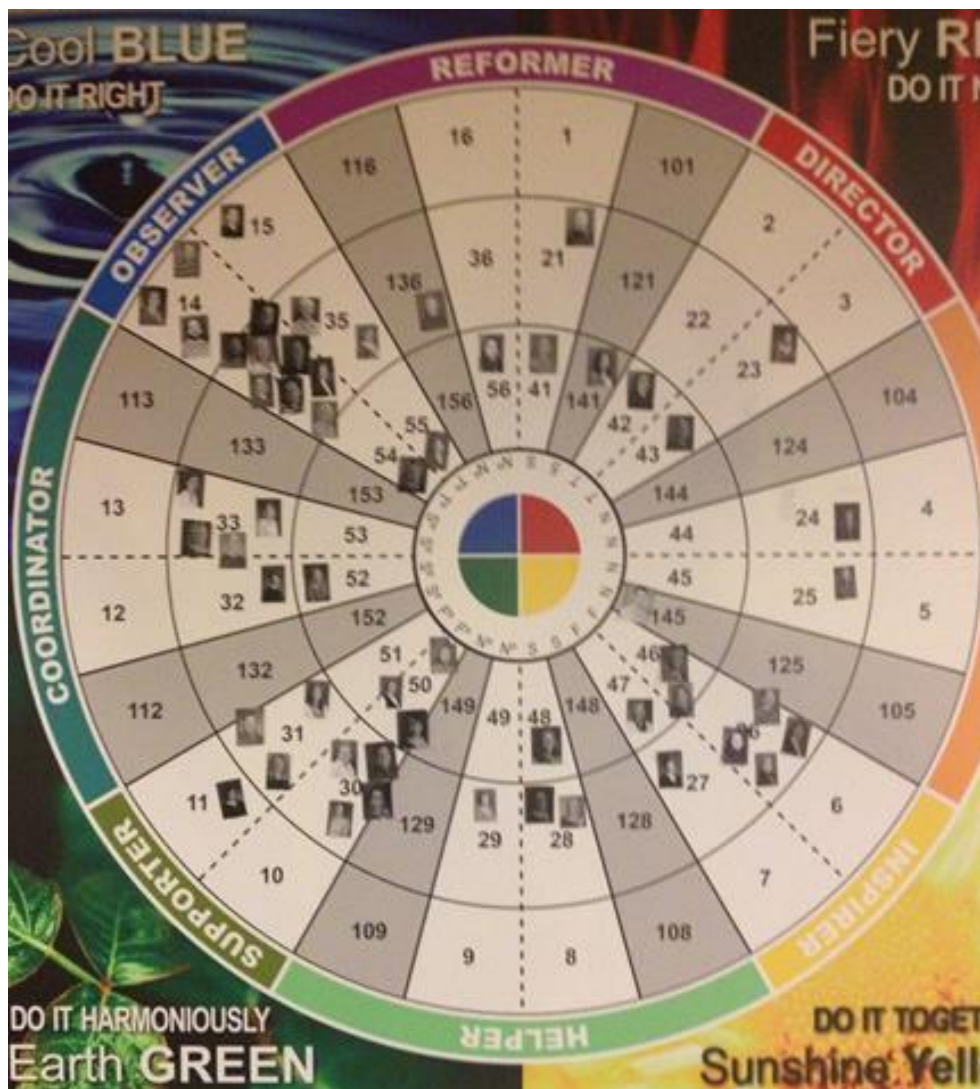
Insights Discovery Complete 72 Type Wheel



As seen in the graphics, many DiSC assessments do show relationships between colleague's actual positions, based upon where the individuals are in the model, but typically all that can be discerned from most DiSC models is the nature of similar types, and opposite types, and when the individuals occupy the same quadrant.

MBTI also offers a limited graphical view of the relationship among team members, from the standpoint of not being able to show the spatial relationships between individuals. In the Discovery model, both the printed team wheels in the Discovery profiles, and also using the wheel as an actual life size model of communication, dramatically emphasizes where all team members are in the model, and exactly how each individual might best relate to others based upon their "wheel position" This is the space which they occupy in the 72 type model, in relation to every other wheel position.

Some organizations actually post the Insights Discovery wheel in the workplace, to emphasize the relationships that exist between team members. Here is an actual example taken from an existing Insights client.



In the workshops delivered using the Insights Discovery Profile, participants actually take up their respective positions on the wheel, illustrating their psychological relationship to every other team member. Again, an aspect unique to Insights Discovery. The power of being able to literally “step into” the model has profound impact on participants.



Summary

Each of the three models, (or methodologies, in the case of DiSC) has something to offer. All three help an individual know themselves better, and understand the unique ways they might be inclined to behave in certain situations. While all three tend to have immediate impact on individuals, most DiSC assessments, and MBTI quickly become less memorable, and therefore less likely to drive behavior change, based upon their chosen letter defined designations, and because they do not quickly convey spatial relationships as readily as Insights Discovery. Nor is their basic model easily scaled into the more complex model, without losing the simplicity from where it started. Only Insights Discovery offers a simple model to aid self-awareness, which drives immediate behavior change, and also offers a profile as unique as every individual on the planet.

Executive summary by Scott Schwefel, August 2014

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Please contact us to see the full Insights Discovery technical manual.