THE LILITH PROJECT INVITES JUDY SUITER
The DISC behavioural model and values

AMERICAN JUDY SUITER, President of Competitive Edge Inc., boldly announced to her seminar audience that she was going to teach us, *"a universal language, applicable in every country."* What gives Suiter the confidence to make such a claim? Why does she travel the world trying to educate people about themselves and others? Partly, it is because of her DISC rating. Partly, it is because of her values.

Suiter was invited to speak by the Lilith Project, HR specialists in MDI-Profiles (TTI in the US). She is an expert on the subject of total personal analysis. Even after only a short session, it's easy to see the value of these tools, and not just vis-à-vis careers, but for personal development and all social intercourse.

Total personal analysis helps you to understand your behaviour (how you do things), your values (why you do things), added to your skills, education, and intelligence (the what you can do on your resume). These are the same things recruiters should understand when hiring, or a company should evaluate in its workforce.

Suiter explained that 50% of behavioural style is encoded at conception. People develop an adapted style. This is what you are like most of the time. Secondly, people have a natural style - a gut reaction - which dominates during times of stress.

The DISC behavioural model is a method of analysis that breaks behaviour into 4 groups and assesses how high or low a rating you have of the various elements. D is dominant (red), and analyses how you handle problems or challenges. I is interaction (yellow) and analyses how people interact with other people. S is speed (green) and analyses how a person paces himself. C is compliance (blue) and analyses how much a person follows rules. The object is not to place people in one box. Each human has a rating for each section. The result is a very clear picture of your behaviour.

Suiter presented a model of analysis, the Success Insight Wheel which takes your DISC factors and rates the bias of your natural style versus your adapted style. These are quite in-depth tools, which can be used for many applications. For example a good work team, like a good sports team, has all 4 elements. The challenge is for the 4 different styles to work together. An entire team could be rated to see under which situations the results will be most successful. Companies can use these tools so that people working together can understand motivations and behavioural patterns. As Suiter says, *"you cannot motivate people. You can only create environments where people are motivated."*

Value assessment is done with software that averages 250,000 assessments a month in 23 languages. It analyses to what extent people are theoretical (intellectually in pursuit of truth and knowledge), utilitarian (practical, material), aesthetic, individualistic or traditional.

Human nature is a fascinating topic. These analyses are very thorough and could prove helpful towards understanding yourself, others, companies, recruitment, classrooms, etc. ∎

M. C.

Judy Suiter, teaching a universal language.