

# KIDS DISC PROFILE

*With resources for  
Kids, Parents, Teachers, and Coaches*



**WHICH BIRD(S) ARE YOU?**

Report For: **Sample Report**

Date: **4/20/2021**

**Sample's style**



**DISC TALENT**

*Knowing your TALENTs  
change everything*

## About this report

### Welcome Sample!

Sample, this is a chance to learn about yourself! That's right. This report was created just for you. Inside its pages, you will discover how special and unique you are. Your bird style is your superpower and we are going to help you be the best that you can be.

For Sample's parents, you will gain a deeper understanding into what makes Sample tick. Take the time to reflect on who you are and consider whether you are honoring who Sample is or are trying to turn Sample into a copy of you. Do you recognize and celebrate Sample's strengths instead of harping on fixing what you perceive to be weaknesses? Here's your chance to help Sample soar!

For Sample's teachers and coaches, do you teach all of your students in the same way or do you consider each student's unique needs? In this report, you will discover exactly what Sample needs from you to thrive.

For adults who are familiar with the DISC styles, you may already know that they parallel the elements in China, the humors by Hippocrates, the elements by Aristotle, and the directions and animals in the medicine wheel by the Native Americans. In this report, the styles are represented by four birds. Of course, they all have strengths and challenges. But one thing is certain, they help to make up who we are, and they enable each of us to lead happy and productive lives.

So Sample, it's time to take flight and discover who you are!

### Table of Contents

	Page
Introduction	3
Your Results	9
Information for You	12
Information for Your Parents	18
Information for Your Teachers & Coaches	25



## Hey! Who are you?

Sample, this is a chance to learn about yourself.

That's right. This report was created just for **YOU!**

A **big** part of who you are is what we call your **bird style**. Knowing your bird style is a **superpower** that can help you live your best life, be your best self, and build the best relationships.

Here are some very important things to remember:

- ✓ You are **perfect just as you are**.
- ✓ There's no such thing as a **good or bad style**. Everyone, including you, has something **unique and precious** to offer the world.
- ✓ All birds have **strengths and challenges**.
- ✓ We can be a **combination of different birds** at different times.

Now, you might be wondering, how do I know my bird style? And, how can I figure out someone else's bird style?

We're glad you asked. Let's meet the birds.



## Which bird are you?

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There is a simple way to understand the different types of styles. All you need to remember are four birds: **Eagle, Parrot, Dove, and Owl.**

When you picture an **Eagle**, what do you see? Eagles are powerful birds who fly high in the sky above the forests, lakes, and rivers. They are at the top of the food chain! If they see something they want... WHOOSH! They dive down and get it.



Kids with the Eagle style are confident, determined, and competitive. They say what they think and do what they want. They take charge and take action. They make quick decisions and aren't afraid of risks. They love to win and hate to lose.

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Next, imagine a **Parrot** in the trees of the jungle with all their bird friends. Can you hear the noisy Parrot cawing out loud? Do you see the bright, colorful feathers that attract everyone's attention? Can you picture all the fun that Parrot has flapping around with other birds?



Kids with the Parrot style are enthusiastic, smiley, and social. They love to talk, laugh, and joke around with friends. They try new things and come up with wild ideas. To be a Parrot is to be the life of the party—and a bit of a mischief maker!

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Now it's time to picture a white **Dove** on a shady, quiet tree branch. The Dove coos softly and kindly with a few other birds. The Dove would never hurt anyone. The Dove is there to support other birds and keep them out of trouble.

Kids with the Dove style are thoughtful, helpful, and caring. They love to do nice things for others. They think about how others feel and always try to help them. Doves have big hearts and can be counted on to be warm and friendly.



Last, picture an **Owl** perched in a nest with wide-open eyes. The Owl notices every little detail of the forest—every color, every animal, every gust of wind. The forest is fascinating and fills the Owl with curiosity and questions. The Owl wants to know everything!

Kids with the Owl style are precise, analytical, and careful. They have a reason for everything they do and say. They are organized and consistent. They like to plan ahead and learn everything they can before making decisions.



# Introduction

Report for Sample Report

**Motto:**  
I got this!



## EAGLE



**Focuses on:** Getting things done

**Listens for:** What's the point?

**Looks for:** Action

**Takes Risks:** You bet!

**Likes:** Adventure

**Best reward:** Trophies

**Talking Style:** Speaks up

**Helps others to:** Get moving



**Dislikes**



Losing

Too many rules

Lack of power

**Motto:**  
We can do it!



## PARROT



**Focuses on:** Being positive

**Listens for:** Something to share

**Looks for:** Fun

**Takes Risks:** You bet!

**Likes:** Lots of friends

**Best reward:** Cheers and confetti

**Talking Style:** Tells stories

**Helps others to:** Get motivated



**Dislikes**



Negativity

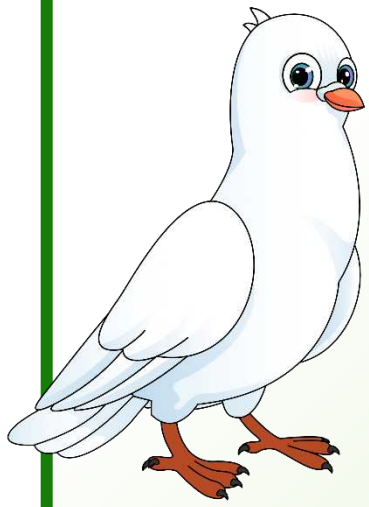
Details

Boring routines

# Introduction

Report for Sample Report

**Motto:**  
Let's help each other!




**DOVE**

- Supportive** (Icon: hands holding each other)
- Patient** (Icon: person meditating)
- Friendly** (Icon: three smiling faces)
- Good listener** (Icon: two people talking)
- Caring** (Icon: hands holding a heart)
- Team player** (Icon: people around a table)

**Focuses on:** Bringing harmony  
**Listens for:** How you feel  
**Looks for:** Kindness  
**Takes Risks:** I'll help you do this  
**Likes:** Helping people  
**Best reward:** Sincere thanks  
**Talking Style:** Polite  
**Helps others to:** Cooperate

**Dislikes** (Icon: sad face with rain cloud)  
Conflict  
Insensitivity  
Sudden change

**Motto:**  
Be smart about it!



**OWL**

- Detailed** (Icon: lightbulb and notepad)
- Logical** (Icon: flowchart)
- Polite** (Icon: hands shaking)
- Deep thinker** (Icon: brain with gears)
- Organized** (Icon: puzzle pieces)
- Questioning** (Icon: question mark)

**Focuses on:** The fine details  
**Listens for:** Does it make sense?  
**Looks for:** Accuracy  
**Takes Risks:** Calculated ones  
**Likes:** Feeling smart  
**Best reward:** Success  
**Talking Style:** Thoughtful  
**Helps others to:** Do better

**Dislikes** (Icon: sad face with rain cloud)  
Disorganization  
Inaccuracy  
Being rushed

## EAGLES



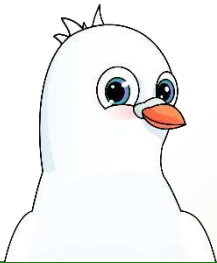
In the wild, Eagles are wired for the big pictures and often claim a territory that spans 60 square miles. They're in charge! They're all about certainty, authority, and confidence. Without hesitation, Eagles can dive at 150 miles per hour and seize their prey in mid-flight. Eagles are so driven to achieve their goal, once their talons have locked onto their prey, they will not let go. That's commitment! Eagles are designed for vision, power, and results.

## PARROTS



Enter a forest filled with Parrots and you will immediately feel their energy. They are colorful, exciting, and talkative. They're social creatures that love to be where the action is ... so they can comment on it. Parrots are always moving and looking for fun and excitement. They are the ultimate multi-taskers who jump from one object to another, then back again to what originally caught their attention. Parrots are truly the life of the forest.

## DOVES



Unlike Eagles who demand their space, Doves will nest with hundreds of other Doves nearby, sharing resources and creating a peaceful environment. Throughout history, Doves have been a well-known symbol of peace and love. Doves focus on the needs of those in their flock and when they find food, they are quite willing to call to their friends to share in the feast. As creatures of habit, Doves have been known to travel in groups of up to 4000 birds to return to their former nesting sites.

## OWLS



With large, powerful eyes and a turn of the head, Owls can see 270 degrees around them and are equipped to take in every detail of their world. Owls can spot a mouse in near darkness at 100 yards away and their directional hearing is so precise, they can adjust their path in mid-flight. The incredible accuracy of the Owl is clear in everything they do. Owls don't seek the spotlight. In fact, they work mostly at night and there are more than you might expect.

## Strengths and Challenges

Every bird style has strengths and challenges. What strengths and challenges, from the chart below, do you see in yourself? Also ask your parents or teachers which of these they see in you.

### Strength

### Challenge



Confident  
Takes charge  
Independent  
Competitive

Arrogant  
Bossy  
Rejects direction  
Ruthless



Outgoing  
Talkative  
Creative  
Fast-paced

Attention seeking  
Poor listener  
Impractical  
Careless



Patient  
Friendly  
Good listener  
Team player

Open-minded  
Clingy  
Doesn't speak up  
Follower



Detailed  
Questioning  
Deep thinker  
Organized

Picky  
Suspicious  
Critical  
Inflexible



## You ready for the lowdown?

### You are a combination of EVERY bird!

We each have some Eagle, Parrot, Dove, and Owl in us—but we don't have equal parts of each style. You can be any combination of birds. You can have more of a bird style and less of another, but they will still be a part of you!

One way you can know which of your bird styles you show the most is by how tall they are. If a bird is taller than any other, that bird is the biggest part of you. If you have a bird that is shorter than any other, that bird is a part of you too, but it might not show up as much or as often.



EAGLE

- ONE BIRD = MOSTLY one style

**Example:** mostly Eagle

- You do a lot of Eagle-ish things
- Sometimes might do things like a Parrot, Dove or Owl



EAGLE/Parrot

- TWO BIRDS = A LOT of one style, and some of another style too

**Example:** A lot of Eagle and some Parrot

- Many Eagle behaviors, but also a lot of Parrot too
- Sometimes might do things like a Dove or Owl



EAGLE/Parrot/Owl

- THREE BIRDS = A LOT of one style, but some of two other styles too

**Example:** A lot of Eagle and some Parrot and Owl

- Many Eagle behaviors, but also a lot of Parrot and Owl too
- Sometimes might do things like a Dove

The time has come to reveal which birds you are. Ready?



## Sample's bird style

### Sample's style

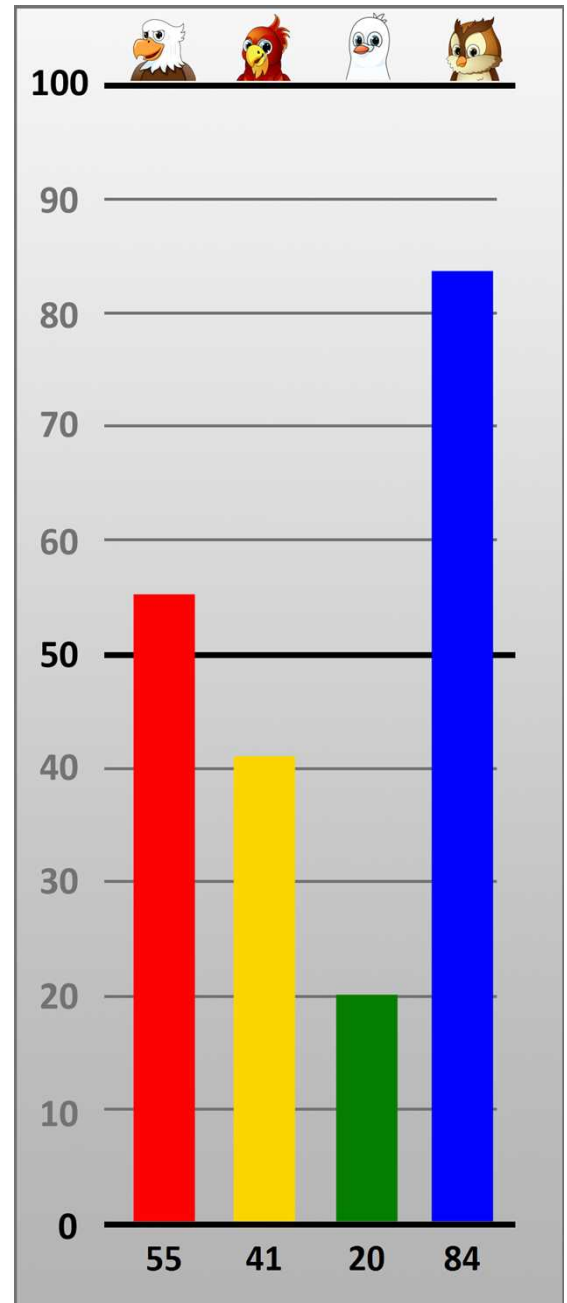


Notice how the graph to right shows that you have some bird styles that are stronger than others. That's true for everyone. The higher the point on the graph, the more you show that bird style. The lower the point, the less often you show that style. Of course, you can be any bird at any time, but this graph shows the birds you are likely to be most of the time.

### Sample's style description

The Eagle style is confident, determined, and competitive. You say what you think, prefer to do what you want, and are not afraid to try new things, take charge, or take action. Eagles love to win and hate to lose.

The Owl style is precise, analytical, and careful. You have a thoughtful reason for everything you do and say. You are probably pretty organized and like to plan ahead. Owls want to learn everything they can before making decisions.



## Sample's bird style

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Sample, you have high expectations for yourself and everyone else too. With strong Eagle and Owl sides, you like to do things on your own, in your way, at your speed. You know exactly what you like, how you like it, and when you want things done. Whether it's a project for school or cleaning up your room, you know you'll do it the right way, and others probably won't. Your superpower is self-reliance—the ability to trust yourself and act independently.

At home, you like to have your own space. Sharing a room or toys can be frustrating. You want to decide where to put things, what to watch on the TV, what to eat, and what games to play. If your parents or siblings want something different, you might disagree and then explain why their idea isn't as good as yours. That can cause siblings to feel hurt, but you're not sure why they feel so sensitive. In your mind, people should say exactly what they think.

At school, you want teachers to be accurate. It's important that they teach you the right information so you can do well on tests and projects. If something isn't clear, you ask questions. If you find a topic boring or a lesson unhelpful, you probably will say so. In group work, you may feel impatient if other kids don't listen to the teacher and make mistakes. You don't want a low grade just because they aren't doing what they're supposed to! If you criticize them, they may tattle or get upset, even if what you said is true.

In your extracurricular activities—things like sports, arts, theater, school clubs, and volunteering—you want to be on the best teams. You work hard to learn everything there is to know about your favorite sports and activities. You believe coaches should tell kids what they are doing wrong and make them correct mistakes, and kids should also be able to point out each other's errors because coaches can't see everything. You may feel that kids who are bad at the game or project should either work harder to get better or try a different activity.

Like all superpowers, self-reliance comes with some challenges. The biggest one is empathy—imagining how other people feel. You want to tell the truth and say exactly what you think. You wouldn't care if people criticized you! Just because you want to be treated that way doesn't mean everyone else does too. Some people need to hear encouragement before they are ready to hear criticism. If you only point out what they do wrong, they won't enjoy working with you. While you might be ok to work alone, the biggest accomplishments in life require teamwork.

Another challenge is admitting when you are wrong. You trust yourself to always be right—at home, at school, and all the time. When someone says you're wrong, you want to fight back and explain exactly why you are right. But if you get defensive and don't listen, you could miss important lessons that offer you opportunities to become smarter and more effective. You simply can't know it all! No one does.

A third challenge is being too judgmental. Everyone makes mistakes, including you! Your parents, siblings, teachers, coaches, and friends will eventually do something wrong. Does that mean they cannot be trusted or that you shouldn't ever listen to them again? No. Mistakes are part of life and learning. Trying things, experimenting, and sometimes failing is how we all grow. Judging someone based on one experience isn't fair. You deserve forgiveness and second chances, and they do too.

Sample, being self-reliant is a superpower for overcoming challenges and doing hard things that might scare other people. You will always stand up for your views and beliefs, even when you are outnumbered! Not many people have that sort of toughness. Your ability to decide what you want and to pursue it is rare. To depend on yourself is a strength, but trusting other people is a strength too. Learn to do both.

## Bird style at school

One of the most challenging but rewarding parts of being a kid is going to school. For most of the year, you get to learn important skills in a place filled with EVERY type of bird. Your teachers, classmates, and friends all have different styles. That means that their habits, needs, strengths, and challenges could be different from yours.

When you're at school, how can you best share your superpowers and overcome challenges? What will help you get along with people, learn amazing things, and earn good grades?



### Do:

- Ask questions that other students may not be comfortable asking.
- Ask teachers for directions or advice when you're not sure how to do an assignment.
- Show leadership when you work in a group. Talk about who should do what.
- Practice listening and taking notes in class, especially if you think it's boring.

### Don't:

- Don't interrupt your teachers or classmates. Let everyone finish what they have to say before you speak.
- Don't judge others if their work isn't as neat as yours.
- Don't assume that something is too difficult to learn.
- Don't criticize people when they seem to be wrong. Share what you think instead of attacking their ideas or answers.



## Family and Friends

The people we love most don't necessarily share our bird styles. Your extended family and group of friends probably include many combinations of Eagles, Parrots, Doves, and Owls. That is awesome because every style has something special to offer! That is also hard because different styles can clash. They argue not because one person is wrong and the other is right, but because their styles lead them to see the same situations differently.

The key to getting along with your family and friends is to be aware of your bird style. Some of our tendencies can make relationships strong and rewarding. Some of your tendencies can cause conflicts and stress. These dos and don'ts will help you make the best of relationships.



### Do:

- Pay attention to how people are feeling and ask how you can help them if they are upset.
- Consider how your words will affect other kids before you speak. Their feelings matter.
- Share toys, books, and games with other kids, even if they're technically yours
- Ask your parents how they want you to do certain chores. They can teach you the right way.

### Don't:

- Don't share too much information with someone who is busy.
- Don't stay angry if other kids accidentally break something of yours. Be willing to forgive them.
- Don't try to get out of chores by arguing that they don't matter. Instead, ask why they are important.
- Don't say something just to hurt someone's feelings, even if it is right.



## Sports and Activities

Your style travels with you everywhere you go, including to your favorite hobbies and activities. Whether your passion is sports, theater, singing, science, or volunteering, you will have to work with many different styles. Great teams and groups are almost *always* a diverse mix of birds! Every community needs Eagles, Parrots, Doves, and Owls to reach its potential.

By becoming aware of your style's strengths and weaknesses, you can help your team and community thrive. How, you ask?



### Do:

- Try to understand and support your teammates. Your patience means a lot to them.
- Aim for consistency in the way you practice. Good habits often lead to good results.
- Speak to your coaches if you're struggling with something. They want to listen and help.
- Sports and activities aren't just about developing new skills. Make sure you enjoy the game!

### Don't:

- Don't reject your coaches' advice until you give it a try! Be willing to test it for yourself.
- Don't blame others when you or your team loses. Losing is an opportunity for you to learn.
- Don't get so focused on winning that you fail to enjoy the activity.
- Don't judge others who aren't as skilled as you.



## Adaptability - How to use your Superpower

Now that you know your bird style and understand the birds, you will see them everywhere!

Every community needs Eagles, Parrots, Doves, and Owls to reach its potential. Your parents, teachers, classmates, and friends all have different styles. That means that their habits, needs, strengths, and challenges could be different from yours.

Did you know that most people think that everyone else wants to be treated the same way they do? That just isn't true. **People like to be treated the way they want to be treated.**

What does that mean? Well, Eagles like to be treated like Eagles. Parrots like to be treated like Parrots. Doves like to be treated like Doves, and you guessed it - Owls like to be treated like Owls.

To treat others the way **they** want to be treated, you may need to can **change your behavior**. So how can we flex our bird style to build better relationships with others?

When you learn how to use all four birds—Eagle, Parrot, Dove, and Owl—you can switch birds whenever you need, just like how Chameleons switch the color of their skin. This is how you use your Superpower and it's called **ADAPTABILITY**.

On the next page, we give you some suggestions.



# Information for You

Report for Sample Report

## Sample, here is how you can interact with other bird styles

**Do** be kind and patient with Doves. They will be thankful for that and open up to you.

**Do** laugh, joke, and have fun with your Parrot friends. They love the attention!

**Do** ask your Owl friends tough questions. They love puzzles and challenges to think through.



**Don't** criticize Doves or yell at them. You are likely to hurt their feelings.

**Don't** boss Parrots around. They like having freedom and sharing their ideas too.

**Don't** force your Owl friends to make quick decisions about anything. They need time to think.

**Do** tell Eagles exactly what you think. They like to debate and don't care if you disagree.

**Do** invite Doves to speak one-on-one. They may be quiet in groups but really enjoy personal conversations.

**Do** give Owls details about what you want to do and why. They want to hear your reasoning!



**Don't** give impatient Eagles tons of options and ideas. Just pick your favorite one!

**Don't** force Doves to be in the spotlight! They don't like speaking in front of a big group.

**Don't** rush Owls to follow along with your crazy plans! They need time to think about them first.

**Do** tell Eagles how you feel and think. They aren't great at guessing other people's feelings.

**Do** give your Parrot friends time to share their stories and ideas. They like being heard.

**Do** invite Owl friends to play one-on-one or in small groups. They can be shy too!



**Don't** take it personally if Eagles get loud and bossy. Appreciate that they like to take charge.

**Don't** assume that Parrots remember birthdays, playdates, or homework. They can forget that stuff.

**Don't** force Owls to organize things or play the way you do. They can be a bit particular.

**Do** challenge your Eagle friends! They like a good argument, as long as you're quick about it.

**Do** let Parrots talk and share ideas! They think out loud, whereas you probably think quietly.

**Do** hang out with your Dove friends in small groups or one-on-one. They can be shy in big groups!



**Don't** be offended if Eagles stop listening or interrupt before you finish. They don't like details.

**Don't** attack Parrots' ideas! Be accepting and ask questions to help them see what they're

**Don't** attack or criticize how your Dove friends feel. Try to understand them instead.



## Action planning for Sample

What are some of your greatest strengths that make you special?

How might your challenges get in your way and what can you do to make sure your bird style helps you rather than hinders you?

What can you do that will help you build stronger relationships with friends or siblings?

What could you do that would help you get along better with your parents?

What would help you to be more successful in your favorite activities or sports?



## Parenting the four styles

In this report, you learned about the Eagle, Parrot, Dove, and Owl styles. Now, it's time to discover how the power of the bird styles can help you raise Sample. To begin, notice how different the four styles can be, and how that might shape your approach to parenting.

Eagle children are likely to challenge your authority at home. They don't hesitate to argue with peers and adults. They can get into trouble at school for being too blunt or defiant. At the same time, they earn respect for standing in their power, taking risks, and striving for high achievement.



Parrot children are talkative and thrive in creative and social pursuits. They tend to enjoy spending time with large groups of friends and classmates. Remembering chores and homework may not come naturally for Parrots, who prefer to have fun and avoid the boring parts of life. Energetic, spontaneous, and unfiltered, Parrots can be as disruptive as they are entertaining.

Dove children are quite sensitive and may have cried easily as young children. Naturally shy and reserved, Doves might hesitate to meet new people, try new things, or let go of old habits. However, Doves tend to listen attentively, follow rules, and meet deadlines. Empathetic and giving, Doves support their friends through challenges and find joy in helping others flourish.



Owl children are the “Why?” kids. They ask lots of questions and move slowly but methodically through their chores and homework. They often get absorbed in solo activities like playing a video game, solving a puzzle, or honing a craft. They likely follow the rules, but ask you why the rules are necessary to begin with.

Because Eagles, Parrots, Doves, and Owls have innate differences, they respond best to different ways of parenting. The goal here is to discover how you can reinforce your child's strengths while building greater awareness of style-based challenges and differences.

As you think about your child, you might be thinking about what type of adult they may become.

Below is a description of the four bird styles as adults.

**Eagle tendencies include:**

- Getting immediate results
- Causing action
- Accepting challenges
- Making quick decisions
- Questioning the status quo
- Solving problems

**Eagles desire an environment that includes:**

- Power and authority
- Prestige and challenge
- Direct answers
- Opportunity for advancement
- Freedom from controls
- Many new and varied activities

**To be more effective, Eagles may need to:**

- Communicate more respectfully under stress
- Consider all options before deciding
- Be aware of the emotional needs of others
- Verbalize reasons for conclusions
- Relax and slow down the pace
- Listen more effectively



**Parrot tendencies include:**

- Engaging and interacting with people
- Making a favorable impression
- Motivating and inspiring others
- Generating enthusiasm
- Viewing people and situations optimistically
- Participating in a group

**Parrots desire an environment that includes:**

- Popularity and social recognition
- Public recognition of accomplishments
- Freedom of expression
- Freedom from control and detail
- Opportunity to verbalize ideas
- Positive and upbeat work environment

**To be more effective Parrots may need to:**

- Be more realistic in ideas and expected outcomes
- Complete one task before starting another
- Set priorities and deadlines
- Talk less and listen more
- Follow-through on commitments
- Pay more attention to details



**Owl tendencies include:**

- Concentrating on important tasks
- Checking for accuracy
- Thinking analytically, weighing pros and cons
- Being diplomatic with people
- Analyzing performance quality
- Using a systematic approach to solve problems

**Owls desire an environment that includes:**

- Clearly defined performance expectations
- Valuing quality and accuracy
- Control over factors that affect performance
- Opportunity to ask “why” questions
- A framework to work within
- Time to perform up to their high standards

**To be more effective, Owls may need to:**

- Consider the intent of rules and guidelines
- Tolerate ambiguity
- Develop tolerance for conflict
- Delegate important tasks
- Exhibit enthusiasm and excitement for success
- Make decisions without all of the information



**Dove tendencies include:**

- Desiring to help others
- Showing loyalty
- Listening with empathy
- Demonstrating patience
- Mediating conflict
- Performing in a consistent, predictable manner

**Doves desire and environment that includes:**

- Maintenance of the status quo
- Predictable routines
- Calm working conditions
- Sincere appreciation
- Identification with a group
- Minimal conflict

**To be more effective, Doves may need to:**

- Validate their own self-worth
- Set limits with others
- State needs during times of change
- Be more assertive
- Step out of comfort zone and try new things
- Accept that conflict may lead to a better solution



## Parenting Sample: Overview

In the pages that follow, you will learn about the nuances of Sample's bird style. The following bullets offer a high-level overview of Sample's style that will get you started.



### Parenting:

- Sample thrives on competition. Having clear winners and losers, and one team versus another, fits Sample's mindset.
- Sample may speak bluntly in situations where others would soften their words or not say anything at all. As a result, Sample might upset others without meaning to be hurtful.
- Sample likely enjoys spending time alone. However, Sample may appreciate friends who are willing to collaborate on challenging puzzles, games, and problems that Sample cares about.
- Sample appreciates practical feedback. A compliment might not mean as much as learning the right or better way to do something.
- Sample likely shows perfectionist tendencies. Sample may invest an extraordinary amount of time into preparing for tests, refining school projects, or practicing sports techniques.
- Sample may seem emotionally neutral. Rather than being extremely happy or sad, Sample may express a detached, factual view on events.
- Sample may seem judgmental to others, but points out flaws and mistakes to be helpful rather than hurtful.
- Sample's nature is to work alone or tell others what to do. Sample may be hesitant to accept help from friends or trust others.



## Parenting tips for Sample

In families, bird style differences can be a source of great joy, but also of tension and conflict. Although your children may share your genes, that doesn't mean they share your style. You might want your child to be more gentle, assertive, social, organized, etc., but that might be unnatural for their style.

If we try to force our Eagle, Parrot, Dove, or Owl ways on a child with a different bird style, we inadvertently send the message that who they are is not okay. This can lead to anxiety, conflict, and low self-esteem.



Rather than treat our children the way we would want to be treated, we must strive to parent our children in the way they need to be parented. Remember, it is VERY LIKELY that if you have more than one child, you'll have all different birds in your nest! Pay attention to what each of your kiddos needs as an individual, AND what your family needs to understand all the birds you interact with and they each might specifically need from you. The following pointers about your child's style can help you accentuate their strengths and manage their challenges.



### Parenting Tips:

- Empathy may be difficult for Sample. If Sample hurts someone's feelings, intentionally or not, ask Sample why the person felt hurt and discuss how to handle the situation better next time.
- Sample takes pride in visible achievements like earning sports trophies and high grades. Help Sample set healthy goals that focus on personal growth and learning, not just accolades.
- Sample is motivated by competition. You can use win-lose games to teach Sample cooperation, taking turns, and the art of losing graciously.
- When working through conflicts with Sample, make logical arguments and evidence to make your point.
- Sample may ask lots of "How?" and "Why?" questions. If you don't know the answer, don't make something up. Instead, try to help Sample find the answer.
- Sample likes having the power to make their own choices. Rather than force a decision on Sample, present two options (one better and one worse) and explain the consequences of each.



## Sample's relationship habits

As our children mature, their relationships grow beyond our sphere of influence and observation. We, of course, try to model and nurture habits that will help our children become good friends, good students, good workers, and good citizens. However, our children's styles will shape their relationships in ways that go beyond our control.

The habits of communication, collaboration, and decision making that your child develops now can shape how they navigate relationships as teenagers, young adults, and perhaps even as parents. Below, you'll find some of the interpersonal strengths and weaknesses associated with your child's bird style. Awareness of these can help you guide your child through the joys and challenges of dealing with people.



### Relationship Habits:

- Sample likes to have control over everything and will conflict with anyone who threatens that control.
- Sample may not remember to show appreciation for others or know how to do it well.
- Sample may be aggressively independent. Sample doesn't want to depend on others for anything.
- Sample may refuse to share toys or pass the ball in sports. The benefits of collaboration might not be clear to Sample.
- Sample connects easily with peers who share the same interests and hobbies but probably struggles to connect with dissimilar people.
- Because Sample tries to find the logic in everything and everyone, Sample may not understand or empathize with the many human behaviors that are illogical.



## Keeping Sample safe

Of all the responsibilities we bear as parents, none is more important than looking after the safety, health, and well-being of our children. No matter how attentive we are though, our kids eventually suffer physical injury and emotional pain. And at some point, our children may cause others to feel pain, by intention or by accident. Sadly, these are unavoidable parts of life.

Awareness of your child's style can help you anticipate some of the ways your children may endanger their own safety or that of others.



### Safety:

- Telling Sample not to do something will encourage Sample to try it, just because you said no.
- Sample is not likely to interact with strangers and will be skeptical of anything they say.
- Sample may be at risk of bullying other children. Sample may take inner pain and struggles out on others.
- Sample may seem numb to their own emotional pain and that of others. Empathy isn't Sample's strength.
- Sample wants to be right. If anyone expresses doubt in Sample's abilities, Sample will try to prove them wrong.
- Sample may end friendships in abrupt, unsympathetic ways. Others can be hurt by this behavior, especially Dove styles.



## Action planning for Sample's parents

What parenting behaviors do you currently display that demonstrate you understand Sample's style-driven needs?

As a parent, what do you need to start doing so that you honor Sample's unique style?

What do you need to stop doing, so you refrain from trying to turn Sample into someone else?

How can you help Sample build better relationships?

How can you parent Sample to help ensure safety and security?





## Teaching to the four bird styles

In this report, you have learned about the Eagle, Parrot, Dove, and Owl bird styles. Now, it's time to examine style from the perspective of an educator or coach. How can you bring out the best in Sample by tapping into the power of style?

Every classroom presents a unique style dynamic. Some students work well together and others clash. Likewise, some students respond well to your natural style, and others might not. Different styles present different challenges.

Eagles, for instance, are inclined to challenge authority. They have nothing against you personally. They just seek power and therefore clash with whoever is in charge. They may test you to find out where the boundaries are. But if you can harness an Eagle's drive for achievement, you can bring out their best and temper more disruptive behaviors.

Parrots, on the other hand, love attention and will speak whether you've called upon them or not. They enjoy laughs from their peers and praise from you. And most of all, they want to have fun. By adding creativity, games, and collaboration into classroom activities, you might engage Parrots in rigorous learning without triggering their disdain for rote schoolwork.

Doves, often the quiet listeners and diligent notetakers, might seem easier to manage. Yet they may struggle in classes that demand out-loud participation or that subject students to high-pressure, timed tests. They're much more likely to participate in small groups or when they can speak with you one-on-one. They thrive when they feel understood and supported.

Owls want independence and time to solve interesting problems. But without specific directions and chances to ask questions, Owls might feel stressed and unmotivated. Owls also struggle in group projects, where they worry about losing control over the outcome. Part of teaching Owls is helping them find a balance between perfectionism and forward progress.

You can't control which bird styles fill your classroom. However, as you gain awareness of each student's style, your ability to motivate and manage the classroom will improve. How you feel during class and the way you execute lessons might change in significant ways.



## Teaching Sample: Overview

Let's take a bigger-picture look at Sample's bird style.



### Teaching:

- Sample probably prefers to work alone and doesn't want to count on classmates. Achievement is an individual rather than team pursuit for Sample.
- Sample is likely to give brief, confident answers to questions. You may have to push Sample to elaborate on the reasoning behind the answers.
- Sample will need to work on listening to others and incorporating their opinions into group decisions.
- Sample tends to recognize the flaws in other people's ideas. Thus, Sample is more likely to criticize what other students say than to express admiration or agreement.
- Sample may respond to other students bluntly. Sample is likely to upset other students without intending to do so.
- Sample is likely concerned about what is true versus false, right versus wrong. In topics where subjective taste matters, like the arts and creative writing, Sample may struggle.
- Sample may struggle with open-mindedness and flexibility. After reviewing the available evidence and arguments, Sample is likely to form a rigid opinion and defend it.
- Sample feels motivated by competition. Points, awards, grades, teams, and win-lose challenges can drive Sample to work hard.



## Teaching or coaching Sample

When you meet students on the first day of school or at the first practice, you size up their bird style automatically. You can tell who is loud and who is quiet, who causes trouble and who follows rules, who does their homework and who doesn't, who collaborates well and who bickers. Without even meaning to, you pick up on the Eagles, Parrots, Doves, and Owls. Of course, those students size you up too! Are you flexible or rigid? Do you grade easy or hard? Do you laugh at mischief or send kids to the principal's office?

Managing 20+ styles in one room is no easy feat. The more you know about each bird style and how they tend to interact, the better you can motivate students, anticipate their weaknesses, and create an effective learning environment. Below, you will find some tips for managing Sample's style.



### Teaching and Coaching:

- Sample thinks logically, not emotionally. If Sample says something true that comes across as hurtful, explain to Sample why it was perceived as hurtful and discuss nicer ways of saying the same thing.
- Creative and subjective work may be tough for Sample. Be explicit about the criteria you use to grade creative work and try to give examples so that Sample can understand your system.
- Sample is driven by goals and achievements. Use grades, points, awards, and other accolades to focus Sample's attention.
- Sample always wants to know why—why this rule, why this assignment, or why these steps. If you give Sample logical, detailed answers to those questions, Sample will comply.
- Sample is likely to give short, direct answers to questions. Ask follow-up questions to draw out details and critical thinking and allow Sample to think before responding.
- Sample probably has perfectionist tendencies. Notice when Sample is obsessing over a detail beyond the point of any return on the effort and explain why it's important to let go and move on.



## How Sample interacts with others

One of the most difficult parts of teaching and coaching kids is managing their relationships. Some kids bond tightly and work brilliantly together. Others clash. Some kids seem detached and isolated. Others reach out to those kids to make them feel welcome. With so many distinct styles in one room, there's potential for magic—and chaos.

Here, you can find some pointers on how Sample is likely to interact with other students.



### Interacting with Others:

- Sample needs to be the best at something and makes sure everyone else knows it.
- Sample wants to be a leader and likes being seen as someone who is important and respected.
- Sample follows rules, hates cheating, and will disagree with kids who make up rules to standardized games.
- Sample is a natural critic who can offend Parrots and Doves accidentally by pointing out their mistakes.
- Sample needs to have plans and systems for everything and may try to impose them on others.
- Sample believes there is one right way to do anything - their way, of course - and may not get along with those who have different opinions.



## Providing feedback to Sample

In school and extracurricular activities, students gain self-awareness and grow through feedback. That feedback can come in many forms—grades, marked-up essays, conversations, wins, and losses. The way students respond to feedback has a lot to do with their bird style. Eagles, Parrots, Doves, and Owls may make the same mistakes, but that doesn't mean they'll respond well to the same feedback.

Below, you'll find principles and strategies for giving constructive feedback to Sample. You'll also find ideas on how Sample is likely to respond to forms of feedback that go beyond your control.



### Feedback:

- During a plateau in performance, Sample may resist help and try to do more of the same until it leads to burnout.
- Once Sample has made improvements and bounced back, Sample is going to want everyone to know Sample got the job done.
- Sample tends to blame failure on others out of anger. Sample needs to calm down before becoming open to feedback and self-reflection.
- Sample appreciates candid feedback, without the need to soften the message.
- Sample judges feedback based on whether it can lead to achievement or get things done right.
- Sample always wants the most effective, direct way to improve and expects quick, noticeable results.



## Action planning for Sample's teachers and coaches

What teaching or coaching techniques are you currently employing that demonstrate you understand Sample's needs?

How can you better honor Sample's unique style?

What do you need to stop doing, so you refrain from trying to turn Sample into someone else?

How can you help Sample to improve relationships?

How can you provide feedback in a way that will resonate with Sample's unique style?



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### **The Assessment Industry’s Past and Present**

Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments - sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument - or even what the developers and sellers claim.

### **The Solution? Independent & Verifiable Testing by a Qualified Institution**

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the [American Psychological Association \(APA\)](#) and the [Equal Employment Opportunity Commission \(EEOC\)](#). This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment’s professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

### **Construct Validity ([APA Standards](#))**

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

### **Reliability - Cronbach’s alpha ([APA Standards](#))**

This technique is regarded as one of the most robust measures of reliability and presents the highest 'bar' from which to compare. The readers should note that Cronbach's alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach’s alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach’s alpha is one way of measuring the strength of that consistency.

### **Disparate Impact ([EEOC Guidelines](#))**

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully.

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