



## ASSESSMENT COMPARISON

	Mandel Listening Assessment®	DiSC®	Myers Briggs®	Insights Discovery®
<b>Assessment Type</b>	Cognitive	Behavioral	Personality	Behavioral
<b>Flexibility of traits measured</b>	Malleable - listening preferences can shift through effort / training	Relatively Fixed - Behavior remains mostly consistent over time with few exceptions	Fixed - personality traits considered "hard-wired"	Relatively Fixed - Behavior remains mostly consistent over time with few exceptions
<b>Premise</b>	4 styles of listening: Connective, Reflective, Analytical, Conceptual. Assumes listening has both a social and content component. Listening styles are habitual and individuals can use multiple styles simultaneously.	4 behavioral expressions: Dominance, Inducement, Submission, and Compliance. Based on individual's level of trust in the environment and relative ability to control it.	Based on Jungian psychology, measures personality along 4 dichotomies: Extroversion/Introversion, Sensing/Intuition, Thinking/Feeling, Judging/Perceiving, leading to 4-letter results, e.g. ESTJ.	Associates color energies with 4 dominant Jungian preferences: Fiery Red (Extroverted Thinking), Sunshine Yellow (Extroverted Feeling), etc. – determining how and why we behave the way we do.
<b>Used by</b>	Executive coaches, leadership trainers, facilitators, hiring managers, communications professors	Executive coaches, leadership trainers, facilitators, hiring managers	Psychologists, career counselors, executive coaches, leadership trainers, facilitators, hiring managers	Leadership, internal groups or teams, sales teams, independent consultants
<b>Applications</b>	Hiring, leadership training, team collaboration, coaching, sales development training	Hiring, leadership training, team collaboration, coaching	Therapy, counseling, coaching, leadership training	Coaching, team collaboration, sales development, leadership training, on-boarding
<b>Impact on Communication</b>	Develops listening intelligence: an awareness of one's listening style and ability to shift how one speaks and listens depending on the needs of the situation.	Offers general insights into communication style as it pertains to one's behavioral profile.	Learning one's personality type can help bring awareness to how one communicates, but improving communication is not emphasized.	Offers general insights into communication style as it pertains to one's behavioral profile.
<b>Versions</b>	One version developed in partnership with ECHO Listening Intelligence™	Many versions developed by many vendors of varying standards	The original is still prominent, but a number of online duplicates have been developed recently	One version developed
<b>Question Type</b>	Forced Choice	Dyads (typically)	Dyads	Dyads
<b>Offers Group Reports</b>	Yes	Yes	No	Yes
<b>Validation</b>	Comprehensive validation at the university level	Varies by DiSC® vendor	Validity and reliability coefficients on the low end of acceptable scientific standards	Scholarly-validated



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### Mandel Listening Assessment®

The **Mandel Listening Assessment™** was designed specifically for business contexts and measures what leaders and managers listen to and for, as well as what they might be unconsciously filtering out. It was first developed in 2008 and gradually refined through testing and scientific validation over the next decade. Listening is measured along two dimensions – a content component and a relational component – giving rise to 41 possible profiles, none of which is considered superior to any others. One's results are a snapshot of current listening habits, and not necessarily fixed or hard-wired.

### DiSC®

DiSC® theory was developed by psychologist William Moulton Marston, published in *Emotions of Normal People* (1928). The theory focuses on four different behavioral traits: Dominance, inducement, submission, compliance (later: dominant, influential, steady, compliant). Marston included two dimensions that influenced people's emotional behavior. The first dimension is whether a person views his environment as favorable or unfavorable. The second dimension is whether a person perceives himself as having control or lack of control over his environment. DiSC® theory was then developed into a behavioral assessment tool by industrial psychologist Walter Vern in the early 70's. Currently, there are numerous DiSC® publishers. Wiley's *Everything DiSC®* is most ubiquitous, and divides each of the 4 traits into 3 regions, resulting in 12 possible behavioral regions, none of which is considered superior to any others.

### Myers Briggs (MBTI)®

The Myers Briggs Type Indicator® was developed in 1944 by a mother-daughter duo, Katharine Briggs and Isabel Briggs Myers, based on personality types theorized by Swiss Psychiatrist C.G. Jung. Personality is measured along four dichotomies: Introversiion/Extroversion, Intuition/Sensing, Feeling/Thinking, Perception/Judging. The possible combinations lead to 16 personality types, none of which is considered superior to any others. While the MBTI® is widely used, it has considerable scientific deficiencies, including low reliability and validity.

### Insights®

Insights Discovery® was developed over 20 years ago by father-son co-founders, Andi and Andy Lothian. This self-awareness psychometric tool is based on the psychology of C.G. Jung and helps people understand themselves and their colleagues' communication preferences. The Insights Discovery methodology uses a simple four color model to help people understand their style, strengths, and the value they bring to the team. The four colors represent observable behavioral patterns which are measured by the Insights Discovery evaluator – a 25-frame questionnaire of statements from 100 word pairs, which produces an Insights Discovery Personal Profile.