

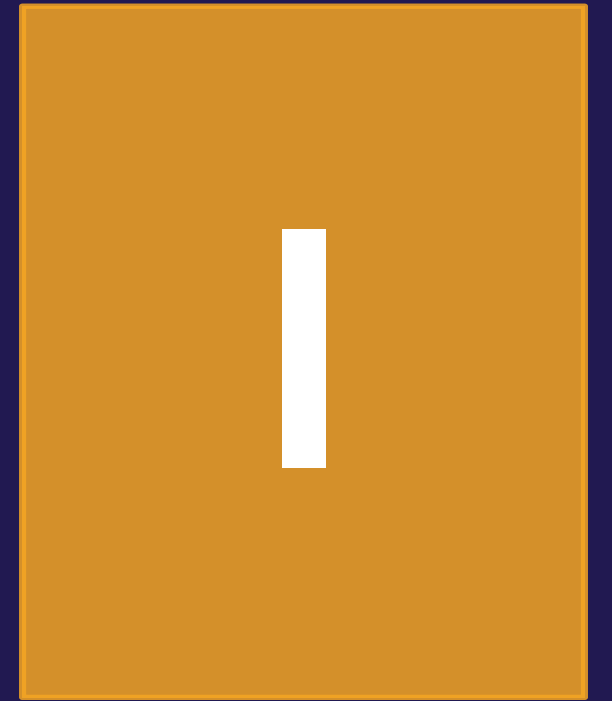


BEHAVIORAL INTELLIGENCE

Understand How People Behave.

A next-generation DISC assessment capturing how individuals think, act, adapt, and respond — across real-world situations.

EXPLORE THE PRODUCT



BEHAVIORAL
ASSESSMENT

WHAT IS DISC?



DISC is a behavioral assessment that helps understand how individuals approach decisions, communication, stability, and structure — making it highly relevant for hiring, role-fit, leadership development, and team effectiveness.

D

Dominance

Results · Confidence · Drive

Emphasis on accomplishing results, the bottom line, and confidence.

I

Influence

Persuasion · Openness · Energy

Emphasis on influencing or persuading others, openness, and relationships.

S

Steadiness

Reliability · Patience · Support

Emphasis on cooperation, sincerity, and dependability.

C

Compliance

Precision · Accuracy · Logic

Emphasis on quality, accuracy, expertise, and competency.

Why Most Behavioral Assessments Fall Short

Single-Style Labels

Most tools assign one DISC type – losing the nuance of how behavior actually combines across situations.

Context Blindness

Behavior changes between natural state, work environment, and stress. Traditional tools only capture one snapshot.

Gaming & Bias

Direct self-report questions are easy to game. Candidates pick socially desirable answers – inflating profiles.

No Pressure Insight

How someone behaves when things go wrong is often more important than their baseline – and is rarely measured.

WHAT MAKES PMaps DISC DIFFERENT



01

Core Differentiator

Dual-Style Personality

Instead of one DISC type, we identify a Primary + Secondary behavioral driver — creating 12 unique archetypes. This avoids oversimplification and dramatically improves accuracy.

02

Unique Framework

Three Behavioral Lenses

Behavior is not fixed. We measure across Self Image (natural state), Work Image (adapted behavior), and Under Pressure (stress response) — three distinct contexts in one assessment.

03

★ Signature USP

Forced-Choice Methodology

Every question presents two equally valid but opposing options — making it impossible to game. No obvious 'correct' answers, no inflated profiles. This is the only DISC methodology that structurally eliminates social desirability bias.

04

Engagement Intelligence

Motivators & Needs Layer

Beyond behavior, we capture what drives each candidate internally — their Wants, Needs, and specific Engagement triggers. This directly informs retention and role fit decisions.

Every Combination Has a Story

Primary + Secondary driver combinations produce 12 distinct behavioral archetypes — each mapped to real workplace patterns.

D+I

The Conquerors

Bold, action-oriented, engaging

D+S

The Stabilizers

Firm, grounded, steady

D+C

The Architects

Strategic, structured, decisive

I+D

The Firestarters

Energetic, initiating, driven

I+S

The Diplomats

Supportive, calm, relational

I+C

The Strategists

Analytical, persuasive, clear

S+D

The Anchors

Reliable, composed, steady

S+I

The Harmonizers

Cooperative, social, balanced

S+C

The Integrators

Methodical, dependable, systematic

C+D

The Commanders

Controlled, precise, outcome-focused

C+I

The Advisors

Insightful, articulate, thoughtful

C+S

The Guardians

Careful, reliable, structured

THREE BEHAVIORAL LENSES

One Assessment. Three Contexts.

Comparing Work Image vs Self Image reveals how much a candidate adapts to professional demands — and in which direction.



Self Image

Natural State

The candidate's most authentic behavioral style — how they act when not adapting to external pressures or role demands. Reveals identity-level tendencies.

- Natural personality expression
- Internal comfort zone
- Instinctive behavioral style
- Low / Moderate / High band differentiation

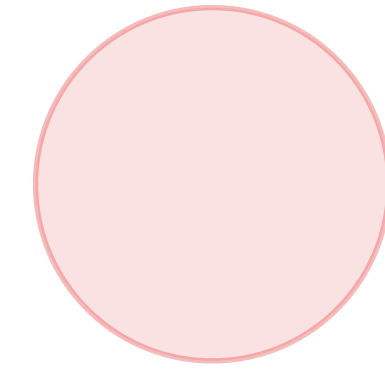


Work Image

Adapted Behavior

How the individual presents and adapts in professional settings. Covers observable strengths, work style tendencies, and optimal environmental conditions.

- Observable workplace strengths
- Task & collaboration approach
- Best-fit environment profile
- Outward-facing behavioral style



Under Pressure

Stress Response

How behavior shifts when pressure or conflict increases. Which traits amplify (+), which suppress (-), and which remain stable (O). Directional and actionable.

- Self-perception during stress
- How others perceive the shift
- Conflict behavior patterns
- Regulation strategies provided

Why it's impossible to fake PMaps DISC — and why that makes your data trustworthy

The Problem with Traditional Tools

- ✗ Use direct self-report statements
- ✗ Allow socially desirable answers
- ✗ Easy to game — candidates know the 'right' answers
- ✗ Produce inflated, undifferentiated profiles

Our Forced-Choice Approach

- ✓ Two equally valid but opposing options per question
- ✓ Candidates must choose what is more like them
- ✓ No 'correct' answer — reveals true preference
- ✓ Reduces bias and prevents pattern gaming

EXAMPLE QUESTION

Which of these is more like you?

A I feel best when connect with people in a group.

OR

B I feel best when I complete a tough challenge.

Neither A nor B is 'right' — both reflect valid behavioral tendencies.

**44 forced-choice questions · ~10 minutes ·
Zero gameable responses**

MOTIVATORS & NEEDS – THE ENGAGEMENT LAYER

What drives this person – and what keeps them engaged?

What Motivates

Internal Drivers

- Recognition for contribution and impact
- Opportunities to influence outcomes
- Engaging conversations and collaborative dynamics
- Environments that match natural behavioral style

What This Style Needs

Psychological Security

- Clear expectations and consistent communication
- Predictable patterns reducing unnecessary disruption
- Environments aligned with core behavioral drivers
- Time to adjust before significant changes

Increases Engagement

Practical Levers

- Situations that value their specific behavioral style
- Roles leveraging primary and secondary drivers
- Feedback acknowledging involvement and presence
- Work structures reinforcing their natural strengths

The Harmonizers

Primary: Steadiness

Secondary: Influence

Work Image

Strong & visible steadiness in professional settings

Patient, consistent pace in task execution

Conversational engagement — shares ideas clearly

Predictable coordination across team projects

Self Image

Comfortable with stability; open to gradual change

Routines provide reassurance without rigidity

Calm responses as part of personal style

Dependable relationships with clear expectations

Under Pressure

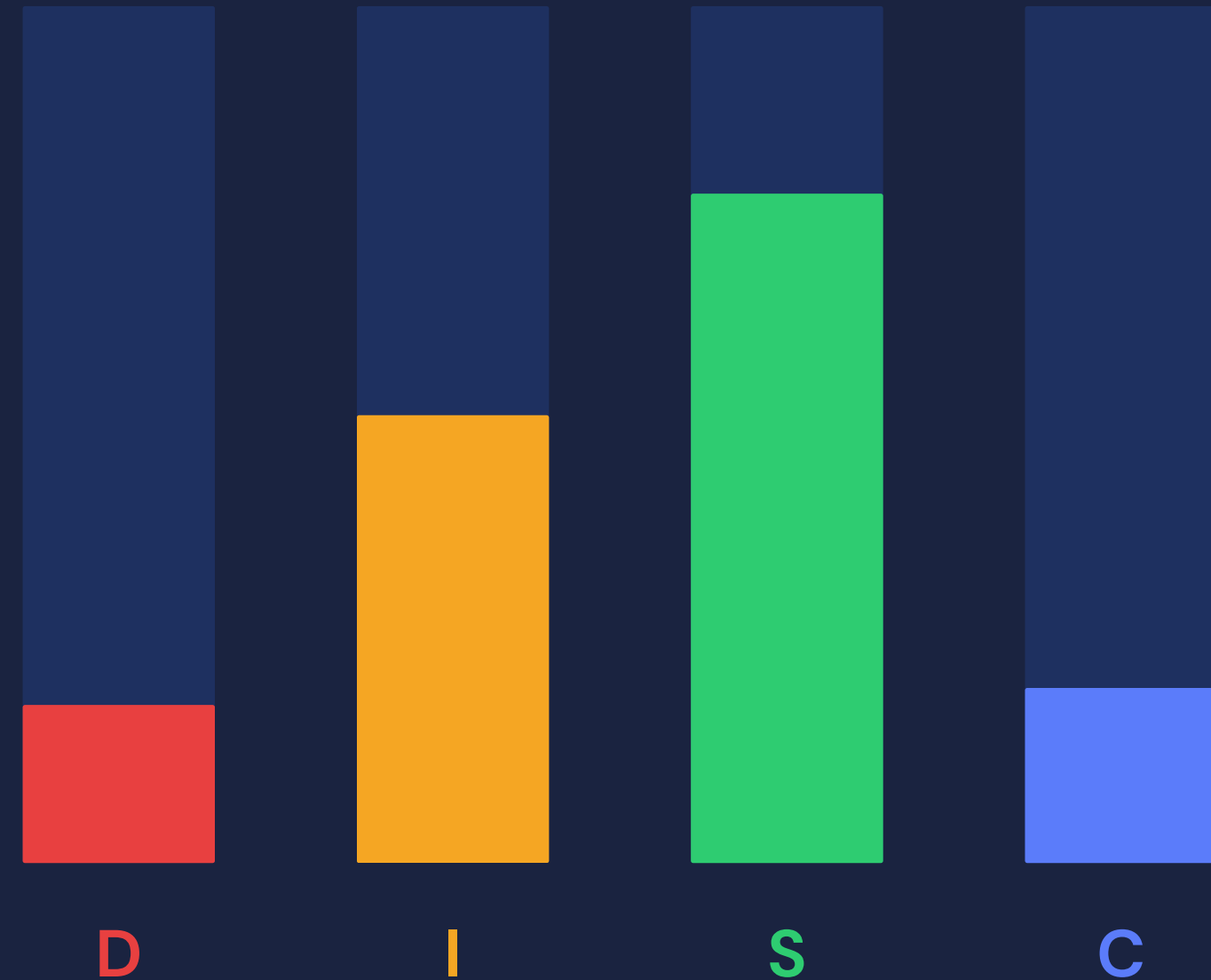
S amplifies (+) — more patient, more grounded

I suppresses (-) — speaks less, less expressive

Resists sudden change; prefers gradual resolution

Needs advance notice and clear expectations

PROFILE INTENSITY



WHERE PMaps DISC DELIVERS VALUE



Hiring & Role Fit

- Identify behavioral fit beyond skills and experience
- Reduce mis-hiring with 12 archetype alignment
- Improve interview quality with behavioral anchors
- Predict how candidates adapt to role demands

Leadership Development

- Understand personal behavioral drivers at depth
- Build targeted development plans per archetype
- Identify blind spots using stress-response data
- Enable evidence-based coaching conversations

Team Effectiveness

- Map team behavioral diversity across DISC profiles
- Understand natural vs adapted collaboration styles
- Reduce conflict by surfacing pressure-response patterns
- Design balanced teams using archetype combinations

Individual Development

- Help individuals understand their natural vs adapted behavioral style
- Use archetype profiles to guide career conversations and growth planning
- Surface stress-response patterns to build self-awareness and resilience
- Equip managers with trait-informed coaching conversations per archetype



Make Better Hiring Decisions.

Go beyond labels. Understand how people behave — across natural state, adapted behavior, and under pressure.

12

Archetypes

3

Behavioral Lenses

44

Forced-Choice Items

~10

Min Completion