



# The Value of DISC Certification

A guide on unlocking professional growth by becoming  
a PeopleKeys Certified Behavioral Consultant



## Congratulations on Taking the First Step

We're thrilled that you're eager to deepen your understanding of yourself and the people around you. DISC Certification is a valuable and sought-after credential for professionals who work with diverse personalities. Whether you're a coach, manager, or business leader, this certification equips you with the tools to communicate effectively, build stronger relationships, and drive success.



### Questions?

If you have any questions that aren't answered in this eBook, don't hesitate to contact our Customer Service team. Our friendly and knowledgeable staff is here to assist you and ensure you have all the support you need to confidently begin your journey as a PeopleKeys Certified Behavioral Consultant.

We invite you to explore this guide further to uncover how you can seize this exciting opportunity and begin your journey with confidence!

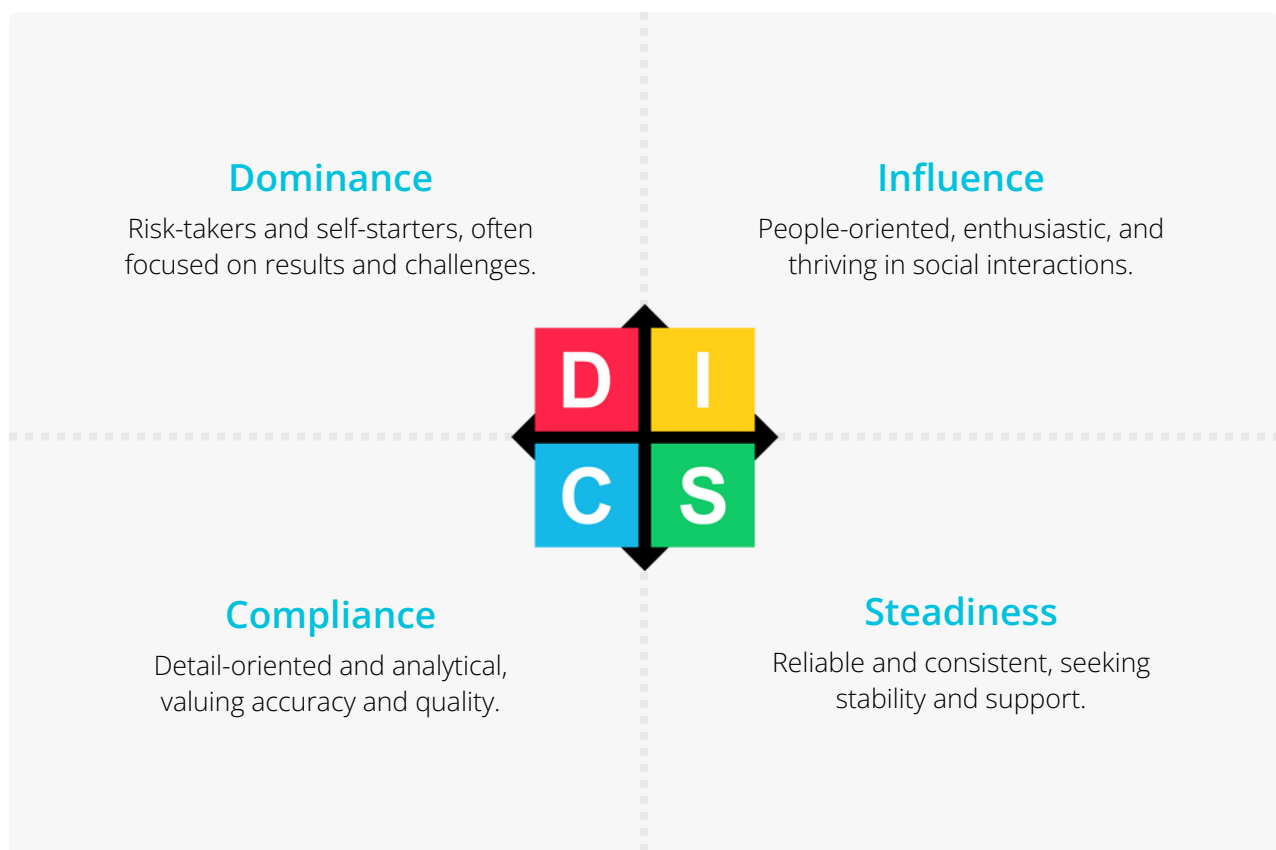
# An Overview of DISC

Based on observations over thousands of years of human development, DISC assessments have been employed by businesses, organizations, trainers, and individuals since the 1920s to gain a deeper understanding of human behavior. This tool is rooted in the DISC model, which categorizes behaviors into four primary styles: Dominance, Influence, Steadiness, and Conscientiousness. The simplicity and ease of application of DISC make it an invaluable resource for a wide range of uses, from improving team dynamics to personal development.

The principles of DISC are straightforward yet profound, making it accessible for anyone looking to enhance their understanding of human behavior. By examining how individuals interact with their environment and others, DISC provides insights into the underlying motivations and preferences that drive behavior. This clarity allows for a variety of applications, from optimizing workplace communication to fostering better relationships and personal growth.

It's no surprise that human beings are incredibly complex, navigating through life with a diverse array of emotions, actions, and reactions that shape their identities and interactions. DISC offers a framework to decode these complexities, helping individuals and organizations understand why people behave the way they do. It sheds light on the underlying needs and desires that influence actions and decisions, providing a fresh perspective on behavior.

By using DISC, you can gain a deeper appreciation of the factors that drive human actions and interactions, allowing for more effective communication, collaboration, and personal insight. This behavioral tool not only helps you in understanding others but also in aligning your own behavior with your specific needs and goals, leading to more harmonious and productive relationships both personally and professionally.



# About PeopleKeys

For over 40 years, PeopleKeys has been a trusted leader in behavioral assessments, harnessing the power of the DISC model to elevate organizational effectiveness and individual performance. Dedicated to improving communication, collaboration, and productivity, PeopleKeys provides a comprehensive range of DISC-based assessments to help organizations understand and optimize the diverse behavioral styles of their workforce.

What sets PeopleKeys apart is our ability to fully customize assessments and reports, enabling organizations to incorporate their branding and adapt tools to address specific needs. With multilingual reports available in over 35 languages, PeopleKeys supports the unique demands of global operations and multicultural teams.

Beyond assessments, PeopleKeys offers robust certification programs, equipping professionals with the expertise to effectively implement DISC tools and maximize their impact.

By focusing on individual growth and team dynamics, PeopleKeys empowers organizations to build stronger, more cohesive teams, drive performance, and achieve their strategic objectives.



## Validated, Reliable Assessments

Validation studies are essential for PeopleKeys because they ensure the accuracy, reliability, and credibility of its behavioral assessments. By conducting rigorous research, PeopleKeys can demonstrate that its DISC, TEAMS, Values, and BAI assessments measure what they claim to measure, providing users with meaningful insights. Validation studies help establish trust among coaches, HR professionals, and businesses by showing that the assessments are backed by scientific data rather than just anecdotal evidence. This is especially important when organizations use these tools for hiring, leadership development, or team-building decisions, where the stakes are high, and data-driven accuracy is crucial.

Additionally, validation studies give PeopleKeys a competitive edge by differentiating its assessments from unvalidated or generic personality tests on the market. When assessments are scientifically validated, they meet industry standards, increasing their credibility in professional and academic settings.

# What Does DISC Certification Offer?

DISC certification isn't just about learning a personality assessment tool—it's about mastering it. A PeopleKeys Certified Behavioral Consultant is equipped to:

## Administer and Interpret DISC with Confidence

While PeopleKeys reports are designed for easy comprehension, certification goes beyond the basics, helping you understand:

- The science behind DISC and how personality traits influence behavior
- Advanced interpretation techniques for deeper, more nuanced insights
- How to apply DISC results to real-world situations, from hiring decisions to leadership development

## Enhance Business, Coaching, and Consulting Outcomes

A DISC assessment alone provides a snapshot of an individual's personality style. With certification, you gain the ability to:

- Conduct customized feedback sessions tailored to individuals and teams
- Recognize subtle behavioral patterns that impact workplace performance
- Apply DISC to conflict resolution, communication strategies, and leadership development

Whether you're helping a company improve teamwork, coaching executives to lead more effectively, or assisting clients in personal growth, certification elevates the value you provide.

## Boost Credibility and Professional Growth

For HR professionals, coaches, consultants, and managers, certification serves as a credential that distinguishes you from others in your field. It signals that you:

- Possess expert knowledge of DISC theory and applications
- Are committed to ongoing professional development
- Have been trained by PeopleKeys, a global leader in DISC assessments

Many organizations prefer working with certified professionals, making it a valuable addition to your resume or business credentials.

## Expand Your Career and Business Opportunities

Becoming DISC-certified opens up opportunities to:

- Offer DISC assessments as a value-added service in coaching or consulting
- Integrate DISC into HR functions like recruitment, employee training, and leadership programs
- Work with companies of all sizes—from startups to multinational corporations

With PeopleKeys' global recognition, certification helps you establish credibility whether you're working with small businesses or international organizations.



*PeopleKeys helped me to realize my dream with their knowledge and their (amazing!) accurate and positive assessments. As a result, I now run my own multi-million dollar training company specialized in DISC and other PeopleKeys related products. Others will sell you their products like DISC; PeopleKeys helped me to realize my dream.*



**SANDOR LEMSTRA**  
Director / Owner  
DISC Factor, Netherlands

# Applications and Benefits

Earning your Certified Behavioral Consultant (CBC) certificate from PeopleKeys offers a range of professional growth opportunities and benefits:



## Enhance Your Practice

Launch or advance your coaching, training, or consulting practice with advanced DISC knowledge.



## Revenue Opportunities

Generate income as a corporate consultant or trainer, leveraging your certification to attract clients.



## In-House Training

Eliminate the need for external facilitators by conducting DISC training internally.



## Effective Recruitment

Equip recruiters and hiring managers to identify and replicate top performers within their teams.



## Maximize HR Potential

Unlock and harness the full potential of your teams and workplace with targeted DISC insights.



## Diverse Applications

Apply your skills across various sectors, including businesses, non-profits, and other organizations.



## Add Value to Coaching

Enrich your coaching sessions with in-depth DISC analysis, providing added value to your clients.



## Career Development

Seamlessly incorporate DISC into your career development practices.



## Professional Growth

Enhance your professional development and expertise in behavioral analysis.



## Resell Tools

Offer a range of behavioral reports, profiles, and training tools to your clients.



## Credential Boost

Add the PeopleKeys DISC certification credential to your resume, enhancing your professional profile.



## Fee Justification

Increase your service fees by leveraging your certification to demonstrate advanced expertise.

# Certification for Managers

DISC certification isn't just for coaches and HR professionals. In fact, **any** manager overseeing a team can gain valuable skills and insights.

## Hire for Personality Fit

Your company may use the DISC assessment as part of its predictive hiring process to match applicant styles with open jobs. Even if you don't currently use DISC for hiring, DISC certification training equips you with a deeper understanding of the DISC model for behavioral fit and the possible need for making adjustments based on a candidate's personality style. You can almost anticipate where they will be strong and where they will struggle in their new role. DISC expertise gives you an advantage with your hiring skills. It also gives you the structure to set expectations and share your observations about what the candidate brings to the table and where they have a chance to grow.



## Provide Performance Feedback

Maybe your company has performance metrics on how quickly things are done or levels of quality. You might have a team member who is difficult to work with. No matter the challenge, the PeopleKeys DISC certification course gives you the tools and techniques to change, strengthen, offset, or flex your workplace behavior. Plus, having in-depth knowledge about DISC personality styles will improve how you tailor the feedback for the individual.

## Grow Your Patience

Knowing your DISC profile is incredibly helpful. With the information on DISC style blends found in the PeopleKeys CBC course, you will learn how to reduce your frustration and improve your patience with opposite or different styles. For example, let's say you are a D personality style and don't get into details, but you have a team member who requires a lot of detail and information (C personality style). Instead of losing your patience, you will think to yourself "Ah yes, this person just likes everything broken down," and then you'll know to add information so that the "Compliant" style person feels comfortable. Flexing your style to meet the needs of others builds trust and makes you more approachable in the long run.

## Influence Based on Personality

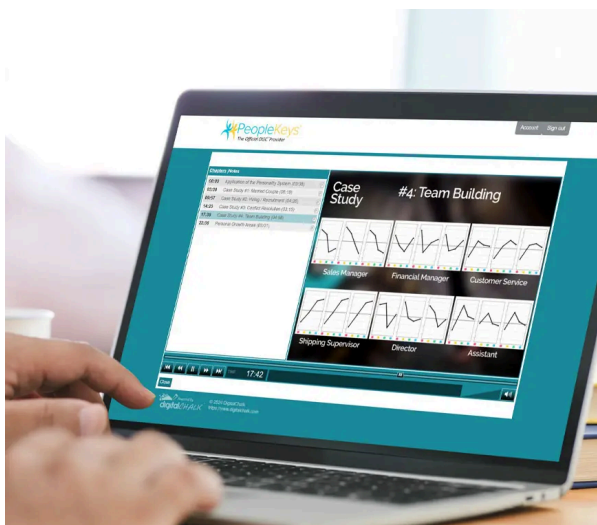
This leadership skill is helpful throughout your organization as well as with customers. It's simply one of the best life skills. Through the use of case studies, the PeopleKeys Certified Behavioral Consultant (CBC) course takes you further in your mastery of learning and knowing the various combinations of behavioral styles, crafting a strategy for presenting information, and anticipating the needs of your audience.

# PeopleKeys DISC Certification

Achieving DISC certification equips professionals with a comprehensive understanding of the DISC model, enhancing their ability to interpret PeopleKeys DISC and other behavioral assessments effectively in various workplace and practice settings.

## One Flexible Certification

With self-paced modules, you can take the time to fully absorb the content, revisit lessons as needed, and move forward at a speed that aligns with your learning style. This flexibility ensures that no matter your background or lifestyle, you have the potential to complete the certification at a time that works best for you, without the pressure of deadlines or rigid schedules.



The PeopleKeys CBC course is entirely online and self-paced, allowing you the flexibility to learn on your own schedule. Whether you're balancing work, family, or other commitments, you can progress through the course at a pace that works best for you.

The course provides you with resources you need to successfully complete the certification, from comprehensive modules to assessments, ensuring you gain a deep understanding of DISC principles and their applications.



For those who prefer additional support, the course includes an optional webinar-style live training session with a Master Trainer. These interactive sessions provide you with the opportunity to engage with an expert who will guide you through the course, offering insights and answering any questions you may have.

This live training adds an extra layer of personalized support, helping to solidify your knowledge and boost your confidence as you work toward your DISC certification.



Upon completion, you will earn a printable certificate and digital badge. The programs also allow you to earn SHRM recertification credits and IACET CEUs.



# CBC Course Outline

To earn certification as a PeopleKeys Certified Behavioral Consultant (CBC), you must successfully complete both parts of the course.

## Part 1: Introduction to Behavioral Analysis (IBA)

This structured online training unfolds in distinct course elements, guiding you through a seamless learning experience.

### Course Elements

1. **IBA Course Introduction:** Dive into the course highlights and essentials to set the stage for your learning journey.
2. **IBA Certification Workbook (Digital Download):** Download and print the workbook as a valuable reference tool to accompany the audio-visual segments, offering a comprehensive guide for effective learning.
3. **IBA Section One & Two:** Immerse yourself in audio-visual elements, exploring background, theory, and case studies. Keep a notepad handy for essential notes.
4. **Taking the DISC Assessment:** Learn to interpret DISC assessment graphs and experience the assessment firsthand. Online instructions guide you through the process.
5. **DISC Technical Supplement (Digital Download):** Enhance your understanding with a downloadable supplement, delving into technical data like validity and reliability.
6. **IBA Proficiency Exam:** Conclude your journey with a 50-question exam. Use your workbook and notes, aiming for a score of 80% or higher for certification.
7. **IBA Course Evaluation:** Share your feedback to enhance future courses. Complete this element to unlock, view, and print your well-deserved Certificate.

## Part 2: Advanced Behavioral Analysis (ABA)

This online training is meticulously crafted into distinct course elements, ensuring a comprehensive exploration.

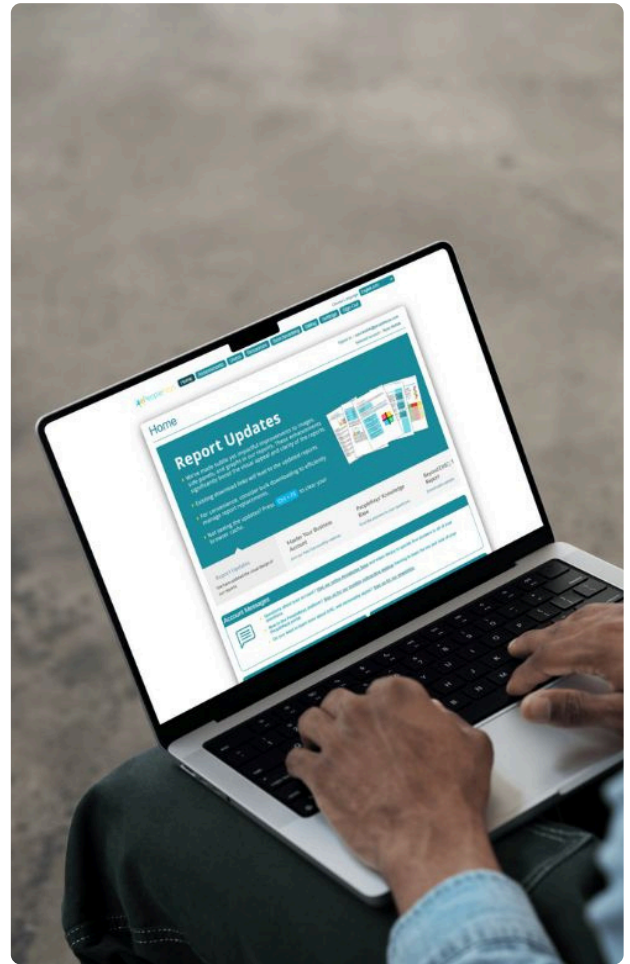
### Course Elements

1. **Course Introduction:** Familiarize yourself with the course structure and expectations outlined in the Course Introduction.
2. **ABA Course Workbook (Digital Download):** Access a detailed workbook featuring sixteen case studies, enhancing your learning with personalized notes.
3. **Case Studies:** Immerse yourself in sixteen real-world case studies, dissecting diverse scenarios and behavioral patterns.
4. **Advanced Behavioral Analysis – Conclusion:** Conclude the course with insights into Motivation, Situational Leadership, and Communication.
5. **Teams & Values Training:** Explore Thinking Styles and Values Styles, delving into TEAMS and LEPJ frameworks.
6. **Behavioral Attitudes Index (BAI):** Introduce yourself to the I-SPEAK Behavioral Attitudes Index, uncovering six distinctive behavioral styles.
7. **PeopleKeys 4D Reports with BAI:** Dive into comprehensive reports covering Observable Behavior, Thinking Styles, Workplace Values, and Behavioral Attitudes.
8. **BAI Development & Case Studies:** Deepen your understanding with insightful discussions and case studies led by Dr. Bradley Smith.
9. **Advanced Behavioral Analysis Proficiency Exam:** Conclude your journey with a 40-question exam. Use your workbook and notes, aiming for a score of 80% or higher for certification.
10. **Certified Behavioral Consultant Course Completion:** After passing the exam, complete the Course Evaluation to unlock and print your Certificate. Revisit exam questions and answers for five years.

# Your Branded Business Account

As part of the course, you'll receive access to a dedicated PeopleKeys business account, granting you exclusive discounts on future assessment purchases. This benefit not only helps you reduce costs but also streamlines your operations, making it easier to scale your assessment offerings efficiently.

- **Add your logo to your report cover**
- **Administer & distribute assessments**
- **Track & view reports**
- **Add static content to your report**
- **Order assessments when you need them**
- **Benchmarking capabilities**
- **Create sub-accounts for clients & departments**



## Monthly Portal Training

Need help mastering your PeopleKeys business account after completing your certification? We've got you covered!

Whether you're new to the portal or just need a refresher, join our monthly live webinar for a step-by-step walkthrough. Learn how to navigate the platform, optimize your workflow, and maximize the benefits of your business account with expert guidance.

### Bonus: Complimentary Assessments in Your Portal

The business portal is invaluable on its own, but it also comes preloaded with assessments for you to practice as you progress through the coursework. There's no better way to build expertise than through hands-on experience!

# Additional Resources

Whether you're a coach, manager, HR professional, or another type of expert, we're excited to support you on your journey to better understand human behavior. Explore the resources below to guide you toward success after earning your certification.

## Customer Support

If you have any questions or need further assistance, our Customer Support team is available to help during business hours, Monday through Friday, 9 AM to 5 PM (ET), excluding holidays. You can reach us in several ways:

- **Visit [PeopleKeys.com](https://peoplekeys.com)**, click on Contacts > Contact Us in the menu and complete the form.
- Reach out to Customer Support directly via email at [customer.service@peoplekeys.com](mailto:customer.service@peoplekeys.com).
- Access our **chat bot**. On peoplekeys.com, click the icon in the lower right to help find an answer or to connect with our Customer Support team.



## Grow with PeopleKeys

Your DISC certification is just the beginning of a life-long journey with PeopleKeys. We provide continuous opportunities for you to further develop your skills and grow your business:

- Check out our **blog** for regularly updated insights into all things DISC.
- Follow us on **LinkedIn** for more content.
- As your business and usage grows, consider becoming a high volume **PeopleKeys Business Partner**.



**peoplekeys.com**  
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