



Home

Mission ▾

Services ▾

Testimonials

Clients

About ▾

You Are Here: NOV 2003



## Focus

A Newsletter published for clients and friends of Wagner Consulting Group

NOV 2003

VOL. V, NO. 5

### Dr. William Marston: DiSC to Wonder Woman

My favorite tool for improving communication and teamwork is a personality assessment called DiSC. I unlock the power of this tool by presenting the results in group meetings, adding the appropriate business context. However, the history of DiSC and its creator is itself interesting and enlightening.

William Moulton Marston, MD

- ▶ DiSC
- ▶ The polygraph
- ▶ Wonder Woman

Dr. Marston held three degrees from Harvard, and studied human behavior in the 1920s. His research focused on the feelings and behavior of normal people as they interacted with the world around them. Marston's 1928 book, *Emotions of Normal People*, divided people's behavior into four distinct dimensions:

**D**ominance, **i**nfluence, **S**teadiness, and **C**onscientiousness (DiSC).

#### DiSC

Marston's DiSC model is based on two perceptions:

- ▶ People view their environment as **Favorable** or **Unfavorable**, and
- ▶ People perceive themselves as either **More Powerful** or **Less Powerful** than the environment.

The DiSC model does **not** evaluate core personality traits. Moreover, none of the perceptions about environment are "more right" or "more accurate." They are simply different.

The "environment" refers to everything outside the person, and includes other people, events, circumstance, the demands of a situation, and even the weather. The DiSC Personal Profile, first published in 1972, is based on Dr. Marston's research. DiSC describes a person's behavioral tendencies as they respond to their environment.

#### The Lie Detector

Because Dr. Marston wanted to understand physical, as well as mental and emotional, responses to the environment, he measured respiration and galvanic skin response. He also created the systolic (high reading) blood pressure test. His research and inventions led to the creation of the polygraph test.

#### Wonder Woman

Marston's research convinced him that women were more honest and reliable than men. He also believed females could work faster and more accurately, and championed feminism before it became "cool." As an educational consultant to Detective Comics, Inc. ("DC Comics").

#### Page Links

Case Studies  
 Signup for our free newsletter  
 Newsletter Archives  
 Downloads

Marston proposed a superhero "with all the strength of Superman plus all the allure of a good and beautiful woman," developing the story line under the pen name Charles Moulton. Wonder Woman made her debut in 1941.

Dr. Marston also wrote fiction, most notably *Venus With Us* in 1932, republished in 1953 as *The Private Life of Julius Caesar*. What a guy!

*Tom Wagner*

We help clarify options so our clients  
identify the Right Questions  
and solve the Right Problems.  
Call us at 800 422-1374 to learn more.

Copyright 2006, Wagner Consulting Group, Inc.

[Home](#) | [Mission](#) | [Services](#) | [Testimonials](#) | [Clients](#) | [About](#)

Copyright 2011 Wagner Consulting Group, Inc. - (800) 422-1374