DISC Personal Brand Lab

Student and instructor instruction booklet

Use this activity to reflect on your communication preferences, describe the experience you want others to have of working with you, and practice adapting with a partner or colleague. The purpose is a useful conversation followed by an observable behavior you can practice in mediation.

Open the activity

www.adraceu.com/disc-personal-brand-lab/

Students can use the direct activity link or the link provided in their class. A phone, tablet, or computer with a current browser and JavaScript enabled is sufficient. The direct page is public; it does not verify course enrollment.

At a glance

Activity	Suggested time
Individual reflection	4-6 minutes
Write your personal brand	5 minutes
Compare with a partner	5 minutes
Group practice and debrief	10-15 minutes

Allow about 25-35 minutes including the introduction and saving work. Instructors can extend the role-play when time allows.

Find the instructions you need

Students: start on page 2; understand scores on page 3; use the brand and partner prompts on page 4.
Instructors: prepare on page 5; facilitate the group exercise on page 6.
Site administrators: see page 7. Troubleshooting and a paper alternative: page 8.

About the activity. The 16 questions are original educational reflection items. This is not a validated or licensed Everything DiSC assessment, a diagnosis, a grade, or a measure of mediator competence. No style is better than another.

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STUDENT GUIDE

Take the quick reflection

Choose responses that describe how you usually act today. You do not need to choose the answer that sounds most desirable. There are no right or wrong answers.

1. Open the activity. Go to the link on page 1 or the link your instructor gives you. Read the introduction and select **Begin reflection**.

2. Answer four statements. Choose one response for each statement in the section. All four statements must be answered before you continue.

Response	Value used in scoring
Rarely like me	1
Sometimes like me	2
Moderately like me	3
Often like me	4
Very much like me	5

3. Continue through four sections. Select **Next section**. The progress line shows how many of the 16 statements you have answered. Use **Back** to return to an earlier section; your existing choices remain selected.

4. Read your reflection. After the fourth section, select **See my reflection**. Read the score chart, possible strengths, and behavior to practice.

5. Write and discuss. Complete the personal brand and partner prompts on the results page. Then join your group using your instructor's directions.

6. Keep a copy before leaving. Select **Download my discussion sheet** to save a text file. Select **Print / save as PDF** to use your browser's print options. Check your Downloads folder if you do not see the file open.

Review or begin again

Review answers lets you revisit your choices and recalculate your reflection while retaining your worksheet text. **Start over** asks for confirmation before clearing both the answers and worksheet. Download your sheet first if you want to keep it.

Your work stays with you

The plugin keeps answers and worksheet text in the current page memory. It does not send those answers to WordPress, store results, or share them with your instructor. Reloading or leaving the page clears the work. Share only what you choose; avoid entering confidential details about an actual mediation.

STUDENT GUIDE

Understand your results

Each style has four statements. The app adds the four response values for a style and divides by four. The result is an average from 1 to 5. For example, values of 4, 3, 5, and 4 produce a score of 4.00.

Style	Possible contribution	Behavior to practice
D Dominance	Direct communication, initiative, and a practical next step.	Leave room for others to finish and choose their own next step.
I Influence	Rapport, enthusiasm, and inviting participation.	Pause, share airtime, and check the details of agreements.
S Steadiness	Patient listening, consistency, and a calm presence.	State concerns clearly and make room for respectful disagreement.
C Conscientiousness	Preparation, accuracy, and thoughtful questions.	Distinguish essential facts from details that can wait.

Highest scores and ties

The app identifies every style tied for your highest score. If all four scores are equal, it describes the responses as balanced. A style up to 0.25 below the highest average appears as **close behind**. That small difference should not be treated as a firm distinction.

Use the chart as a conversation starter

A score of 4.00 out of 5 is an average response, not a percentile or a statement that you are 80 percent of a style. Scores do not compare you with other students. You may use all four styles, and your behavior can change with context.

Ask yourself: Which descriptions fit my experience? Which do not? What example can I offer? What behavior would help a party or co-mediator feel heard? You may disagree with a description and still use the reflection productively.

Connect the result to mediation

A preference for speed, conversation, stability, or detail can influence how you communicate. It does not decide what the parties need. Check their preferences directly. Practice listening, impartiality, and respect for the parties' choices regardless of your score.

Do not use this activity to diagnose a person, rank classmates, select mediators, or infer the motives of a disputing party. Describe observable behavior instead of assigning a label.

STUDENT GUIDE

Discuss your brand and your partnership

Your personal brand

Your brand is the experience other people have of working with you. Write a promise that another person could recognize in your behavior. Use the three fields under **Your personal brand**.

1. My brand promise. Finish: "When people work with me, I want them to experience..." Example: "A calm conversation in which each person is heard and the next step is clear."

2. Two strengths I can demonstrate. Choose specific actions. Example: "I summarize each person's concerns fairly and follow through on agreed tasks."

3. One behavior I will practice. Choose something you can try in the next exercise. Example: "I will pause and invite another view before proposing options."

Your partner or colleague

Ask your partner what they want to be known for. Listen to their own account; do not guess their DISC style. With permission, record their brand promise and one way you can support it. They may share a style, a mixed result, or no score at all.

Use the optional **Style your partner chose to share** menu only for a style they volunteer. The page then offers a communication suggestion. If your partner shares several styles, choose **Mixed or balanced** and ask them directly what helps.

Conversation prompts: What helps you feel heard? What might others misunderstand about your pace or tone? When we disagree, how would you like me to raise it? What behavior would support your brand promise?

Write a partnership agreement

Complete **Our partnership agreement** with an action both of you accept. Example: "Before moving to options, we will summarize both parties' concerns and check whether either person needs more time. If we disagree about pace, we will pause and confer respectfully."

Bring one contribution to the group

Be ready to share your brand promise, a strength, or a behavior you will practice. Sharing scores is optional. Ask for feedback about a specific action: "When I summarized, what helped you feel understood?" Avoid general labels such as "You are a D, so you always rush."

Before leaving, download or print your sheet. It includes your scores and the worksheet text you entered; check it before sharing so you disclose only what you intend.

INSTRUCTOR GUIDE

Prepare and facilitate the class

By the end of the activity, students should be able to describe a communication preference, translate a brand promise into observable behavior, and agree on one adaptation that supports a co-mediator or party. Evaluate the discussion and practice, rather than any style score.

Before class

Open the activity on the device and browser you will use. Confirm that **Begin reflection** works. Give students the direct link or place it in the course unit. Provide this booklet and a paper option for anyone unable to use the app. Plan pairs and groups of three or four.

Explain that no style is better, sharing scores is optional, and the plugin does not give you a class dashboard, saved student results, or automatic course completion. If you need an exit ticket, use your usual course submission process and ask for a behavior commitment rather than a score.

Suggested 30 minute plan

Minutes	Facilitation task
0-2	Introduce the purpose and voluntary sharing.
2-7	Students complete the 16 statements.
7-12	Students write their personal brand promise and practice goal.
12-17	Partners discuss their brands and make an agreement.
17-26	Groups run the co-mediator scenario and switch roles.
26-30	Debrief, make a behavior commitment, and save discussion sheets.

Opening words you can use

"This short activity helps us discuss how we communicate and how others experience working with us. It is not a diagnosis or a test of your ability to mediate. You decide whether to share a score. Our focus is on behavior: what builds trust, what gets in the way, and how we can adapt."

Keep the discussion constructive

Invite concrete examples and let students challenge a description. If labels become stereotypes, ask: "What did you actually observe? What could you ask instead of assuming?" Make space for a student to pass, reflect privately, or discuss a behavior without disclosing a score.

Use the highest and close-behind scores to invite curiosity. Do not interpret tiny differences as evidence of a fixed personality or require a particular score for a role.

Run the group mediation exercise

Scenario

Two co-mediators disagree about pace. One wants to move toward options; the other wants more time to hear the parties. Both want a constructive process. Their task is to plan how to proceed while preserving impartiality and the parties' ability to make their own choices.

Assign roles

In a group of four, use a facilitator, two co-mediators, and an observer. In a group of three, the facilitator also observes. Roles are practice assignments, not DISC categories. Do not tell students to impersonate a style or assume the parties' preferences.

1. Prepare for one minute. Each co-mediator identifies a concern, a brand promise, and one action that could support the partnership. The observer reads the observation prompts below.

2. Talk for two minutes. The co-mediators plan a next step. Ask them to acknowledge both concerns, check assumptions, and agree on how they will ask the parties about pace and readiness.

3. Observe and respond for two minutes. The observer describes actions they heard or saw. Each co-mediator states what helped and one adjustment to try.

4. Switch roles and repeat. Run another two-minute planning conversation with new co-mediators, then briefly compare the experiences. Leave the final minutes for a group commitment.

Observer prompts

Did each person finish speaking? Did someone summarize the other person's concern accurately? Did they ask rather than assume what the parties needed? Did they propose a clear next step without taking the parties' decision away? Did the discussion match either person's brand promise?

Debrief questions

What action built trust? What difference in pace or detail became visible? What assumption did you check? How did you support your partner's brand? What would you change in a real co-mediation planning conversation?

Close with a commitment

Ask each student to finish: "In my next mediation exercise, I will..." Require an observable action, such as summarizing both parties' concerns or inviting a quieter voice. Invite an optional partner check-in after the next exercise.

A suitable exit ticket is one brand promise and one behavior commitment. If you assess participation, use criteria such as listening, accurate summaries, and respectful adaptation; do not grade the DISC result.

SITE SETUP

Place the activity in WordPress and WPLMS

The plugin is **ADRA DISC & Personal Brand Lab**. Its shortcode is **[adra_disc_brand]**. Setup notes are available in WordPress under **Tools > ADRA Personal Brand Lab**. The standalone student page can be shared directly.

Link from a course

1. Open the intended course unit. Use the existing Basic Mediation unit for the personal brand discussion, or add a unit through your normal WPLMS course workflow.

2. Add the activity link. Insert a clear link labeled "Open the DISC Personal Brand Lab" pointing to https://www.adraceu.com/disc-personal-brand-lab/. Opening in a separate tab lets students keep the course unit available.

3. Add class directions. State the time allowed, the partner/group arrangements, and any exit ticket. Tell students to download their sheet before closing the activity.

4. Preview as a learner. Check that the link opens and the activity works on desktop and mobile. Linking a unit does not change the public activity page into an enrolled-students-only resource.

Embed with the shortcode

For a normal WordPress page, insert a **Shortcode** block containing [adra_disc_brand]. In Elementor, use a **Shortcode** widget. A WPLMS unit must render WordPress shortcodes and load their assets for an embedded activity to work. If the unit shows the shortcode text or a loading message, use the standalone page link.

Access and completion

The direct activity page is public and the plugin does not enforce enrollment. If the institution needs a restricted activity, apply the existing page or LMS access controls and test with an eligible and an ineligible account. The plugin does not submit grades, award certificates, or mark a course complete.

Results and updates

There is no results database or instructor export in this version. Student downloads belong to the student. Keep any requested class submissions in your established course process. Test future plugin updates and page edits before the next class, especially when changing themes, caching, or WPLMS rendering.

Use the activity link and shortcode as separate options. Avoid placing several copies of the activity in the same unit, which can confuse students about which worksheet they are completing.

HELP AND PAPER ALTERNATIVE

Troubleshoot and keep the discussion moving

The page shows a loading message

Confirm JavaScript is enabled. Try opening the direct activity page in a current browser. Instructors or administrators should check that the plugin is active and its script is allowed to load; if the problem began after an update, check the page's cache and optimization settings.

Next section does not advance

Answer all four statements in the current section. The page displays a message and focuses the first unanswered statement. Keyboard users can move between options using normal browser radio-button controls.

My answers disappeared

Answers are not saved after reloading or leaving. Reopen the activity and complete it again, or use a discussion sheet you downloaded earlier. A different browser tab or device will not contain your previous work.

Download or printing is difficult

Look in the browser's Downloads list or your Downloads folder for **ADRA-personal-brand-discussion.txt**. If the print dialog is unavailable, use the text download as your saved copy, or write the prompts below on paper. Tell your instructor if you need an accessible alternative.

A result does not feel right

Review your answers if you wish. Explain which description does not fit and offer an example. You can complete the discussion without accepting a style label or sharing a score.

Paper discussion sheet

My brand promise

Two strengths I will demonstrate

One behavior I will practice

My partner's brand promise if they choose to share

Our partnership agreement

Group prompt: How can co-mediators adapt their pace while protecting the parties' choices? Share one action you will practice next.

Activity: www.adraceu.com/disc-personal-brand-lab/ | Version 1.0.0

Background reading: DiSC Profile on using DiSC for dialogue. This classroom app uses its own questions and scoring; it is not affiliated with or licensed as Everything DiSC.