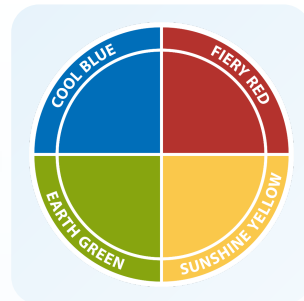
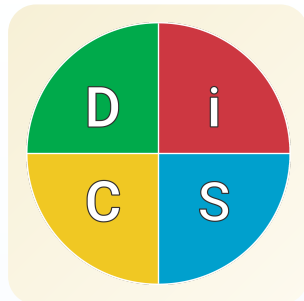




THE DECISION GUIDE

Everything DiSC® vs Insights Discovery®

Both are excellent. This guide helps you choose the one that fits your organisation — from Ireland's only partner authorised for both.



EVERYTHING DISC®

INSIGHTS DISCOVERY®



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Both Everything DiSC® and Insights Discovery® are well-established behavioural development tools used by leadership teams across the world. They are different. The right choice depends on what you're trying to achieve, who you're trying to reach, and how you want the tool to live in your organisation after the workshop ends.

DiSC tends to fit organisations that need behavioural clarity at scale, with an ongoing platform staff can return to. Insights tends to fit organisations investing in deeper self-awareness for leaders and senior teams. Many organisations use both — DiSC for breadth, Insights for depth.

There is no “better” tool here. There is only the better fit for your situation — and this guide is built to surface it.

How to use this guide

- 1 Scan the comparison** — nine dimensions, side by side, on the next page.
- 2 Read “when each fits”** — the situations each tool is built for.
- 3 Get the honest take** — what the research really shows about both.
- 4 Bring it to a scoping call** — and leave with a clear recommendation.

A note on honesty: later in this guide there's a straight section on what the research does — and doesn't — actually show about these tools. Most providers skip it. It matters for judging them on the right criteria.

● **Everything DiSC®**

● **Insights Discovery®**

Theoretical roots	Behavioural; based on William Marston's DISC model, developed by Wiley	Psychological; based on Carl Jung's typology, developed by Insights Learning & Development
Core model	Four styles: Dominance, influence, Steadiness, Conscientiousness	Four colour energies: Fiery Red, Sunshine Yellow, Earth Green, Cool Blue
Profile output	Visual, accessible, tactical (~20 pages, application-specific)	Narrative, archetype-rich (20–40 pages, deep)
Ongoing platform	Catalyst™ — ongoing access, comparison reports, learning library	Profile plus accredited practitioner community
Best fit	Scaled rollout; team integration; sales, management and productive-conflict applications	Leadership development; senior team forming; coaching contexts
Time to land	Faster — landing in a half-day workshop is realistic	Slower — depth takes longer to grasp and apply
Investment shape	Lower per-profile cost; broader scaled use	Higher per-profile cost; smaller senior cohorts
Cultural fit	US-anchored, strong globally	Particularly strong in the UK, Ireland and parts of Europe
Application range	Workplace, Management, Sales, Productive Conflict, Agile EQ, Work of Leaders	Discovering Self, Leadership, Sales Effectiveness, Team Effectiveness

● Gold = Everything DiSC ● Blue = Insights Discovery. Neither is the cheap option — they price differently for different rollout shapes.

● When Everything DiSC fits

DiSC fits when behavioural clarity needs to spread quickly across a wide group, and when you want the tool to remain present after the workshop ends. Catalyst™ gives users ongoing access to their own profile, side-by-side comparisons with colleagues, and a growing library of application content — which makes it well-suited to scaled rollouts: whole functions, leadership pipelines, sales teams.

It also tends to be the easier internal sell. The model is intuitive within minutes, profiles are visual and accessible, and adoption friction is low.

Choose DiSC when you want shared behavioural language to live in everyday work, not only in leadership conversations.

● When Insights Discovery fits

Insights fits when self-awareness is the actual goal, and when there's space to take a tool more deeply rather than more broadly. The colour-energy model is rooted in Jungian psychological types, and the profile reads as a narrative — twenty or more pages on how a person is wired, what they bring at their best, and what shows up under pressure.

That depth is the strength. Senior leaders, executive teams, and anyone who has “done the workshops before” tend to land more deeply with Insights. It invites reflection rather than instruction, and lands particularly well in Irish, UK and European leadership cultures.

Choose Insights when you're investing in fewer people more deeply, and self-awareness is the outcome that matters most.

● When the answer is 'both'

Many organisations use both — and that's not a hedge. Everything DiSC at scale across the wider organisation; Insights Discovery for the senior leadership group and high-stakes team-forming. The two aren't competing for the same square inch: DiSC is the day-to-day behavioural operating system, Insights is the depth tool for the moments that warrant it. As a dual-authorized partner, there's no incentive to push one over the other — the recommendation is based on the work you're trying to do.

WHAT THE RESEARCH REALLY SAYS

Most providers won't be straight about this: the published, peer-reviewed evidence base for tools like these is thinner than the marketing implies, and much of what exists is dated or sits in proprietary technical reports. Both DiSC and Insights are **development** tools, not selection or predictive instruments.

The gap is in the research, not necessarily in the room.

Judged on the right criteria — consistency, giving teams a shared language, and prompting conversations that wouldn't otherwise happen — they earn their place. Judged as predictors of who to hire or promote, neither holds up, and neither should be used that way. Behavioural traits sit on a spectrum, not in boxes — so any style or colour is a lens, not a label.



Why this comparison comes from David

I'm Ireland's only dual Everything DiSC® and Insights Discovery® Authorised Partner. I established Insights Discovery internally at 3M and Everything DiSC internally at HubSpot — both before I became an authorised partner for either — with an MSc in Work & Organisational Behaviour behind the practice.

Every other provider in the Irish market is partnered with one tool or the other. That makes their recommendation structurally biased — not dishonest, but constrained. Mine isn't: when I recommend a tool, it's based on the work you're trying to do, not on which partnership pays my bills.



Make the right call for your organisation

Book a 20-minute scoping call. We'll talk through your context — the audience, the outcome, the budget — and you'll leave with a clear recommendation, even if the answer is that you don't yet need either tool.

[Book a 20-min scoping call →](#)

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