

WHAT IF **EVERYTHING** YOU KNOW ABOUT DISC TRAINING IS WRONG?

DISC has been around for decades. Nearly every HR leader, consultant, trainer, and coach has seen it, used it, or delivered some version of it. Yet most DISC training doesn't stick.

THE DISC TRAINING PARADIGM

For years, most DISC training has followed the same paradigm. People take the assessment. They learn the letters. They examine their graphs. They flip through the report. They are amazed by how accurate it feels. They point across the room and say, *"That's definitely you."*

People learn about each style's traits. They read reports, study graphs, and create a well-meaning action plan to use their style more effectively. A week later, the excitement fades. Two weeks later, the language is gone. A month later, the organization has little to show for the time, money, and effort it invested.

A CLOSER LOOK AT THE PROBLEM

The issue is that DISC isn't about models and graphs. Companies aren't investing in DISC training and assessments so people can say, *"I'm a D. He's an S."* The real power of DISC shows up when people know how to read others, adapt their communication, respond in real time, lead people of different styles, and build stronger teams. When done properly, the styles get infused into daily behavior and culture, yet that rarely happens.

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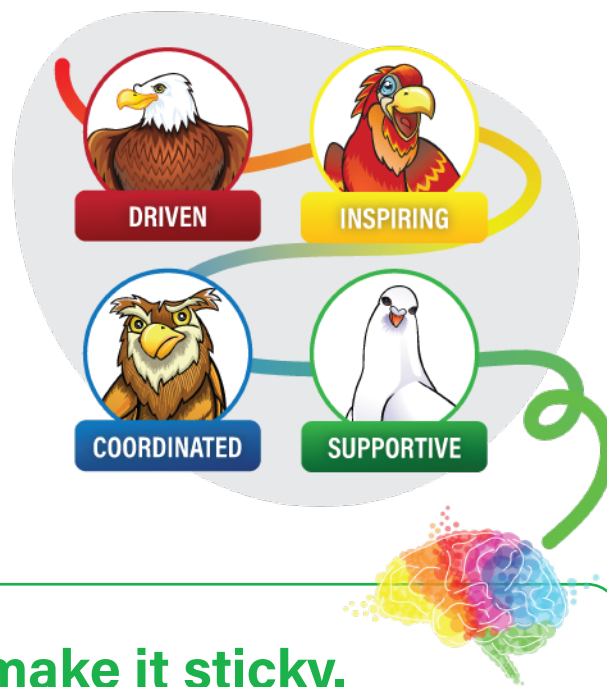
That's the dividing line between DISC that is interesting and DISC that is useful.



FLIPPING THE SCRIPT

If you want to deliver DISC in a way that people remember, apply, and talk about long after the session ends, you need more than content knowledge. You need a better method.

That's why Take Flight Learning uses Eagles, Parrots, Doves, and Owls instead of D-I-S-C letters. It makes the styles easier to understand, recall, and use in everyday conversations.



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You need a way to make it sticky.

Training has to be brain-friendly, easy to remember, and tied to existing behavior, not trapped in abstract language and technical interpretation.

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When a model is easy to grasp, it's easy to use. And when it's applied, it spreads. The styles become a shared language. They start showing up in team meetings, hiring discussions, conflict resolution, sales calls, and leadership development. The styles become part of the organization's cultural DNA.

This is where many certifications miss the mark. Most certifications are focused on graph interpretation. You leave with an understanding of the model, but gain little guidance on how to lead a session that people will actually feel, remember, and use.

Too many DISC certifications stop at cognitive understanding, when people really need the ability to lead engaging, impactful, and interactive training experiences.

People don't remember a workshop because the facilitator explained the graph well.

They remember it because they saw themselves in it. They felt the tension between styles. They laughed. They practiced. They discovered how their behavior affects others. They walked out knowing what to do next. That kind of learning changes people.

Take Flight Learning's *Taking Flight with DISC* Certification was built on that principle. It grew out of Merrick Rosenberg's first company, Team Builders Plus, which helped pave the way for the team building industry we know today.

This explains why the *Taking Flight with DISC* approach is experiential, engaging, and memorable rather than dry and clinical.



GOING BEYOND THE DISC GRAPHS

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- What if certification taught you how to facilitate an interactive, impactful DISC session that delivers results?
- What if you didn't have to create your own activities, PowerPoints, participant guides, and handouts?

This has real value for consultants, coaches, trainers, and HR leaders. It means you can deliver a DISC experience that stands out from other training programs. You can provide something deeper than assessment interpretation. You can help organizations create a lasting common language.

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It means you can move from *"I know DISC"* to *"I know how to make DISC work."*

LEARNING IS A PROCESS, NOT AN EVENT

It's not uncommon to hear statements like *"We did DISC,"* as if a three-hour session from four years ago should still be transforming the team today.

Behavior change doesn't happen in a single moment. It sticks through reinforcement. The styles take hold when they're woven into an ecosystem of DISC training programs, rather than treated as a one-time experience.



When you connect the styles to emotional intelligence, team dynamics, leadership, sales, conflict, and innovation, they stop being abstract concepts and start showing up in how people actually work. They become part of the culture. That is very different from a single assessment followed by a single workshop.

GET INSPIRED TO ENGAGE

If you want to lead DISC training that people don't forget and don't leave behind when the workshop ends, get certified in *Taking Flight with DISC*.

Unlike most DISC companies that simply provide assessments and wish you good luck, Take Flight Learning equips you with everything you need to lead transformative DISC training programs. Plus, certification includes the materials needed to jumpstart your first training session.

Certification courses are offered every month with convenient online enrollment. Each class is led live by a master facilitator in a virtual setting, allowing for real-time interaction and personalized support throughout the experience.

The certification is also accredited by SHRM, HRCI, and ICF for individuals seeking credit hours.



RESOURCE LINKS

[Taking Flight with DISC Certification Overview](#)

[Certification Enrollment Calendar](#)



ABOUT THE AUTHOR

MERRICK ROSENBERG

Merrick Rosenberg created Taking Flight with DISC with a clear mission: to help individuals become their best selves while empowering organizations to foster positive, thriving work environments.

To bring this vision to life, he founded Take Flight Learning and developed a comprehensive ecosystem of training programs and profiles that support personal and professional growth at home, at work, and everywhere in between.

Merrick is the author of nine award-winning books on personality styles and a nationally recognized keynote speaker, helping organizations transform the way they communicate, collaborate, and lead.

