

# KIDS DISC PROFILE

*With resources for  
Kids, Parents, Teachers, and Coaches*



**WHICH BIRD(S) ARE YOU?**

Report For: **Sample Report**

Date: **7/6/2022**

**Sample's style**



*Your Success is My Business*

## About this report

### Welcome Sample!

Sample, this is a chance to learn about yourself! That's right. This report was created just for you. Inside its pages, you will discover how special and unique you are. Your bird style is your superpower and we are going to help you be the best that you can be.

For Sample's parents, you will gain a deeper understanding into what makes Sample tick. Take the time to reflect on who you are and consider whether you are honoring who Sample is or are trying to turn Sample into a copy of you. Do you recognize and celebrate Sample's strengths instead of harping on fixing what you perceive to be weaknesses? Here's your chance to help Sample soar!

For Sample's teachers and coaches, do you teach all of your students in the same way or do you consider each student's unique needs? In this report, you will discover exactly what Sample needs from you to thrive.

For adults who are familiar with the DISC styles, you may already know that they parallel the elements in China, the humors by Hippocrates, the elements by Aristotle, and the directions and animals in the medicine wheel by the Native Americans. In this report, the styles are represented by four birds. Of course, they all have strengths and challenges. But one thing is certain, they help to make up who we are, and they enable each of us to lead happy and productive lives.

So Sample, it's time to take flight and discover who you are!

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## Hey! Who are you?

Sample, this is a chance to learn about yourself.

That's right. This report was created just for **YOU!**

A **big** part of who you are is what we call your **bird style**. Knowing your bird style is a **superpower** that can help you live your best life, be your best self, and build the best relationships.

Here are some very important things to remember:

- ✓ You are **perfect just as you are**.
- ✓ There's no such thing as a **good or bad style**. Everyone, including you, has something **unique and precious** to offer the world.
- ✓ All birds have **strengths and challenges**.
- ✓ We can be a **combination of different birds at different times**.

Now, you might be wondering, how do I know my bird style? And, how can I figure out someone else's bird style?

We're glad you asked. Let's meet the birds.



## Which bird are you?

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There is a simple way to understand the different types of styles. All you need to remember are four birds: **Eagle, Parrot, Dove, and Owl.**

When you picture an **Eagle**, what do you see? Eagles are powerful birds who fly high in the sky above the forests, lakes, and rivers. They are at the top of the food chain! If they see something they want... WHOOSH! They dive down and get it.



Kids with the Eagle style are confident, determined, and competitive. They say what they think and do what they want. They take charge and take action. They make quick decisions and aren't afraid of risks. They love to win and hate to lose.

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Next, imagine a **Parrot** in the trees of the jungle with all their bird friends. Can you hear the noisy Parrot cawing out loud? Do you see the bright, colorful feathers that attract everyone's attention? Can you picture all the fun that Parrot has flapping around with other birds?



Kids with the Parrot style are enthusiastic, smiley, and social. They love to talk, laugh, and joke around with friends. They try new things and come up with wild ideas. To be a Parrot is to be the life of the party—and a bit of a mischief maker!

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Now it's time to picture a white **Dove** on a shady, quiet tree branch. The Dove coos softly and kindly with a few other birds. The Dove would never hurt anyone. The Dove is there to support other birds and keep them out of trouble.

Kids with the Dove style are thoughtful, helpful, and caring. They love to do nice things for others. They think about how others feel and always try to help them. Doves have big hearts and can be counted on to be warm and friendly.



Last, picture an **Owl** perched in a nest with wide-open eyes. The Owl notices every little detail of the forest—every color, every animal, every gust of wind. The forest is fascinating and fills the Owl with curiosity and questions. The Owl wants to know everything!



Kids with the Owl style are precise, analytical, and careful. They have a reason for everything they do and say. They are organized and consistent. They like to plan ahead and learn everything they can before making decisions.

# Introduction

Report for Sample Report

**Motto:**  
I got this!



# EAGLE



**Focuses on:** Getting things done

**Listens for:** What's the point?

**Looks for:** Action

**Takes Risks:** You bet!

**Likes:** Adventure

**Best reward:** Trophies

**Talking Style:** Speaks up

**Helps others to:** Get moving



**Dislikes**



Losing

Too many rules

Lack of power

**Motto:**  
We can do it!



# PARROT



**Focuses on:** Being positive

**Listens for:** Something to share

**Looks for:** Fun

**Takes Risks:** You bet!

**Likes:** Lots of friends

**Best reward:** Cheers and confetti

**Talking Style:** Tells stories

**Helps others to:** Get motivated



**Dislikes**



Negativity

Details

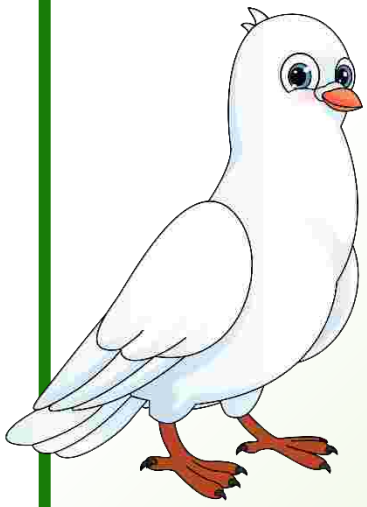
Boring routines









# Introduction

Report for Sample Report

**Motto:**  
Let's help each other!



**DOVE**


-  **Supportive**
-  **Patient**
-  **Friendly**
-  **Good listener**
-  **Caring**
-  **Team player**

**Focuses on:** Bringing harmony  
**Listens for:** How you feel  
**Looks for:** Kindness  
**Takes Risks:** I'll help you do this  
**Likes:** Helping people  
**Best reward:** Sincere thanks  
**Talking Style:** Polite  
**Helps others to:** Cooperate







**Dislikes**

- Conflict
- Insensitivity
- Sudden change

**Motto:**  
Think about it!



**OWL**

-  **Detailed**
-  **Logical**
-  **Polite**
-  **Deep thinker**
-  **Organized**
-  **Questioning**

**Focuses on:** The fine details  
**Listens for:** Does it make sense?  
**Looks for:** Accuracy  
**Takes Risks:** Calculated ones  
**Likes:** Feeling smart  
**Best reward:** Success  
**Talking Style:** Thoughtful  
**Helps others to:** Do better

**Dislikes**

- Disorganization
- Inaccuracy
- Being rushed

## EAGLES



In the wild, Eagles are wired for the big picture and often claim a territory that spans a great distance. They're in charge! They're all about certainty, authority, and confidence. Without hesitation, Eagles can dive out of the sky and seize their prey in mid-flight. Eagles are so driven to achieve their goal, once their talons have locked onto their catch, they will not let go. That's commitment! Eagles are designed for vision, power, and results.

## PARROTS



Enter a forest filled with Parrots and you will immediately feel their energy. They are colorful, exciting, and talkative. They're social creatures that love to be where the action is ... so they can comment on it. Parrots are always moving and looking for fun and excitement. They are the ultimate multi-taskers who jump from one object to another, then back again to what originally caught their attention. Parrots are truly the life of the forest.

## DOVES



Unlike Eagles who demand their space, Doves will nest with hundreds of other Doves nearby, sharing resources and creating a peaceful environment. Throughout history, Doves have been a well-known symbol of peace and love. Doves focus on the needs of those in their flock and when they find food, they are quite willing to call to their friends to share in the feast. As creatures of habit, Doves have been known to travel in groups of up to 4000 birds to return to their former nesting sites.

## OWLS



With large, powerful eyes and a turn of the head, Owls can see 270 degrees around them and are equipped to take in every detail of their world. Owls can spot a mouse in near darkness and their directional hearing is so precise, they can adjust their path in mid-flight. The incredible accuracy of the Owl is clear in everything they do. Owls don't seek the spotlight. In fact, they work mostly at night and there are more than you might expect.

## Strengths and Challenges

Every bird style has strengths and challenges. What strengths and challenges, from the chart below, do you see in yourself? Also ask your parents or teachers which of these they see in you.

### Strength

### Challenge



Confident  
Takes charge  
Independent  
Competitive

Arrogant  
Bossy  
Rejects direction  
Ruthless



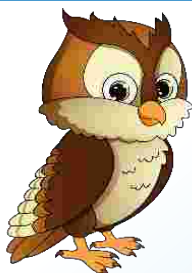
Outgoing  
Talkative  
Creative  
Fast-paced

Attention seeking  
Poor listener  
Impractical  
Careless



Patient  
Friendly  
Good listener  
Team player

Open-minded  
Clingy  
Doesn't speak up  
Follower



Detailed  
Questioning  
Deep thinker  
Organized

Picky  
Suspicious  
Critical  
Inflexible



## You ready for the lowdown?

### You are a combination of EVERY bird!

We each have some Eagle, Parrot, Dove, and Owl in us—but we don't have equal parts of each style. You can be any combination of birds. You can have more of one bird style and less of another, but they will still be a part of you!

One way you can know which of your bird styles you show the most is by how tall they are. If a bird is taller than any other, that bird is the biggest part of you. If you have a bird that is shorter than any other, that bird is a part of you too, but it might not show up as much or as often.



EAGLE

- ONE BIRD = MOSTLY one style

**Example:** mostly Eagle

- You do a lot of Eagle-ish things
- Sometimes might do things like a Parrot, Dove or Owl



EAGLE/Parrot

- TWO BIRDS = A LOT of one style, and some of another style too

**Example:** A lot of Eagle and some Parrot

- Many Eagle behaviors, but also a lot of Parrot too
- Sometimes might do things like a Dove or Owl



EAGLE/Parrot/Owl

- THREE BIRDS = A LOT of one style, but some of two other styles too

**Example:** A lot of Eagle and some Parrot and Owl

- Many Eagle behaviors, but also a lot of Parrot and Owl too
- Sometimes might do things like a Dove

The time has come to reveal which birds you are. Ready?



## Sample's bird style

### Sample's style

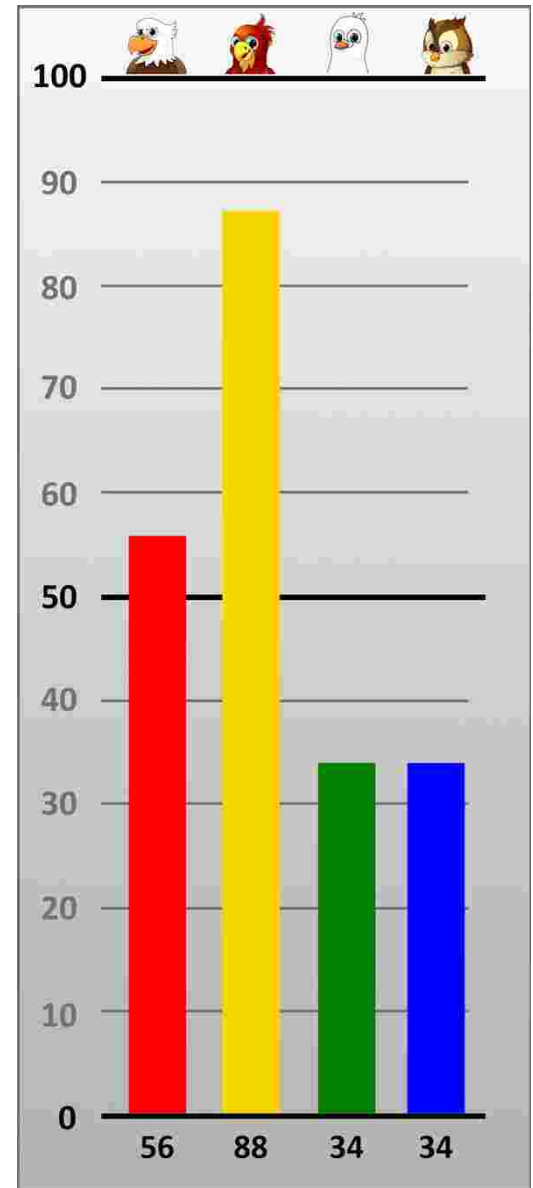


Notice how the graph to the right shows that you have some bird styles that are stronger than others. That's true for everyone. The higher the point on the graph, the more you show that bird style. The lower the point, the less often you show that style. Of course, you can be any bird at any time, but this graph shows the birds you are likely to be most of the time.

### Sample's style description

The Eagle style is confident, determined, and competitive. You say what you think, prefer to do what you want, and are not afraid to try new things, take charge, or take action. Eagles love to win and hate to lose.

The Parrot style is enthusiastic, smiley, and social. You love to talk, laugh, and joke around with others. You probably like to try new things and have lots of interesting ideas. Parrots love to be the life of the party.



## Sample's bird style

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Sample, your world is filled with fun and adventure! Every day is an opportunity to try new things, go new places, and meet new people. As a Parrot with a good deal of Eagle, you have a knack for telling stories and being an exciting communicator. Your superpower is influencing people. You are awesome at creating excitement for your ideas, winning over supporters, and getting people to join you on your adventures.

At home, you are probably the loudest and most talkative member of the family! Every moment is a chance to make jokes, tell stories, and ask others to share in the excitement of your life. Watch this, everyone!!! Because you are so good at influencing people, you often convince them to play your favorite games and watch the shows you want to see.

Sometimes though, no matter how hard you try to sell an idea to your parents, they just don't buy it! They get annoyed if you keep trying and trying. If you know their answer is going to be "no," you might do what you want without asking. You might feel that it's better to beg for forgiveness than ask for permission. With your parents, it's probably better to ask permission if you have a risky idea.

At school, you seem to know everyone. Other kids gather around you for all the fun, laughter, and excitement you create. As a result, you might be late to classes where you find it hard to just sit still and be quiet. When you interrupt teachers, they get frustrated, even if you did something clever and worthy of attention. Although you may be a bit unorganized, the Eagle in you insists on getting most homework assignments done on time. Or if not, you at least try to convince the teacher to give you an extra day.

In your extracurricular activities—things like sports, arts, theater, school clubs, and volunteering—it may seem like you're always joking around. Behind the smiles and laughter, though, you do want to win! If you audition for the play, you'll try hard to earn one of the lead roles. Out on the sports field, you want to score and win games. It feels good to be celebrated and recognized by your teammates. However, because of your playful, wild ways, coaches may not realize how much you care about competing.

Like all superpowers, your ability to influence people comes with challenges. One is to recognize the difference between influencing people—usually a positive experience for them—and manipulating people, which is when you convince people to do something that is good for you but may be bad for them or makes them uncomfortable. Sometimes this happens by accident because you are so excited about something and you want them to be too! But other times, it might be on purpose. For example, it might be fun to convince your friends to play a trick on someone in class. If you can convince them to play the trick, they'll probably get in trouble, and you won't. That is manipulative.

A second challenge for you is to share the spotlight. It's fun to feel like a celebrity who receives attention and compliments. When you talk about your funniest experiences and make others laugh, they enjoy it too! But if you always steal the spotlight, your friends and siblings might feel ignored. They might want to share their ideas and experiences too. Give them a chance!

A third challenge is to think before you act. When a funny idea pops into your head, it can be hard to resist. You just want to do it! Could it put you or your friends in danger? Could it possibly make your parents or teachers mad? Getting into trouble isn't "cool," even if you're good at talking your way out of it! Just because you think something, that doesn't mean you should say or do it. If your intuition says, "Sample, I don't know if we should do this..." listen to that voice. It might be right!

When you have the superpower to influence people, you can create so many neat opportunities. You can win followers for your ideas, organize great events, and lead big groups. Your excitement and passion are so powerful to others. The important thing is to use your influence for good. One day, you'll have big and important ideas to sell.

## Bird style at school

One of the most challenging but rewarding parts of being a kid is going to school. For most of the year, you get to learn important skills in a place filled with EVERY type of bird. Your teachers, classmates, and friends all have different styles. That means that their habits, needs, strengths, and challenges could be different from yours.

When you're at school, how can you best share your superpowers and overcome challenges? What will help you get along with people, learn amazing things, and earn good grades?



### Do:

- Practice listening and taking notes in class, especially if you think it's boring.
- Write down your homework assignments somewhere so you don't forget to do them. Check your list to be sure you didn't miss something.
- Ask other students if they have ideas when working in a group.
- Review the material more than one time when studying.

### Don't:

- Don't get so creative that you are no longer satisfying the objectives of a project.
- Don't always take the best parts of a group assignment.
- Don't rush through your homework or class activities! Finishing first doesn't win you any medals.
- Don't make up answers or pretend like you did the reading homework if you didn't. Teachers know!





## Family and Friends

The people we love most don't necessarily share our bird styles. Your extended family and group of friends probably include many combinations of Eagles, Parrots, Doves, and Owls. That is awesome because every style has something special to offer! That is also hard because different styles can clash. They argue not because one person is wrong and the other is right, but because their styles lead them to see the same situations differently.

The key to getting along with your family and friends is to be aware of your bird style. Some of your tendencies can make relationships strong and rewarding. Some of your tendencies can cause conflicts and stress. These dos and don'ts will help you make the best of relationships.



### Do:

- Listen carefully when your parents tell you to do something.
- Share the spotlight. Celebrate when friends or siblings do something great!
- Complete your chores before going out to have fun. Manage your responsibilities first.
- Allow your siblings to get their way sometimes.

### Don't:

- Don't break rules because you want to have fun.
- Don't just take things that belong to your parents or siblings! Ask for permission first.
- Don't talk your siblings or friends into doing things that might hurt them or get them into trouble!
- Don't make a mess and expect others to clean it up.



## Sports and Activities

Your style travels with you everywhere you go, including to your favorite hobbies and activities. Whether your passion is sports, theater, singing, science, or volunteering, you will have to work with many different styles. Great teams and groups are almost *always* a diverse mix of birds! Every community needs Eagles, Parrots, Doves, and Owls to reach its potential.

By becoming aware of your style's strengths and weaknesses, you can help your team and community thrive. How, you ask?



### Do:

- Step up when coaches ask for a volunteer! You will motivate people with your courage.
- Motivate your teammates with positivity and good cheer! You have the power to raise their spirits.
- Work hard and motivate your teammates to do the same. Many of them look up to you!
- Stay focused while the game is being played instead of paying attention to the audience.

### Don't:

- Don't get annoyed by practicing exercises or training techniques that are repetitive.
- Don't assume that you will always get to be a captain or leader. You have to earn that position.
- Don't wait until the last second to practice or prepare! Teammates count on you to be ready.
- Don't blame others when you or your team loses. Losing is an opportunity for you to learn.



## Adaptability - How to use your Superpower

Now that you know your bird style and understand the birds, you will see them everywhere!

Every community needs Eagles, Parrots, Doves, and Owls to reach its potential. Your parents, teachers, classmates, and friends all have different styles. That means that their habits, needs, strengths, and challenges could be different from yours.

Did you know that most people think that everyone else wants to be treated the same way they do? That just isn't true. **People like to be treated the way they want to be treated.**

What does that mean? Well, Eagles like to be treated like Eagles. Parrots like to be treated like Parrots. Doves like to be treated like Doves, and you guessed it - Owls like to be treated like Owls.

To treat others the way **they** want to be treated, you may need to **change your behavior**. So how can we flex our bird style to build better relationships with others?

When you learn how to use all four birds—Eagle, Parrot, Dove, and Owl—you can switch birds whenever you need, just like how Chameleons switch the color of their skin. This is how you use your Superpower and it's called **ADAPTABILITY**.

On the next page, we give you some suggestions.



# Information for You

Report for Sample Report

## Sample, here is how you can interact with other bird styles

**Do** be kind and patient with Doves. They will be thankful for that and open up to you.

**Do** laugh, joke, and have fun with your Parrot friends. They love the attention!

**Do** ask your Owl friends tough questions. They love puzzles and challenges to think through.



**Don't** criticize Doves or yell at them. You are likely to hurt their feelings.

**Don't** boss Parrots around. They like having freedom and sharing their ideas too.

**Don't** force your Owl friends to make quick decisions about anything. They need time to think.

**Do** tell Eagles exactly what you think. They like to debate and don't care if you disagree.

**Do** invite Doves to speak one-on-one. They may be quiet in groups but really enjoy personal conversations.

**Do** give Owls details about what you want to do and why. They want to hear your reasoning!



**Don't** give impatient Eagles tons of options and ideas. Just pick your favorite one!

**Don't** force Doves to be in the spotlight! They don't like speaking in front of a big group.

**Don't** rush Owls to follow along with your crazy plans! They need time to think about them first.

**Do** tell Eagles how you feel and think. They aren't great at guessing other people's feelings.

**Do** give your Parrot friends time to share their stories and ideas. They like being heard.

**Do** invite Owl friends to play one-on-one or in small groups. They can be shy too!



**Don't** take it personally if Eagles get loud and bossy. Appreciate that they like to take charge.

**Don't** assume that Parrots remember birthdays, playdates, or homework. They can forget that stuff.

**Don't** force Owls to organize things or play the way you do. They can be a bit particular.

**Do** challenge your Eagle friends! They like a good argument, as long as you're quick about it.

**Do** let Parrots talk and share ideas! They think out loud, whereas you probably think quietly.

**Do** hang out with your Dove friends in small groups or one-on-one. They can be shy in big groups!



**Don't** be offended if Eagles stop listening or interrupt before you finish. They don't like details.

**Don't** attack Parrots' ideas! Be accepting and ask questions. Help them see what is missing.

**Don't** attack or criticize how your Dove friends feel. Try to understand them instead.



## Action planning for Sample

What are some of your greatest strengths that make you special?

How might your challenges get in your way and what can you do to make sure your bird style helps you rather than hinders you?

What can you do that will help you build stronger relationships with friends or siblings?

What could you do that would help you get along better with your parents?

What would help you to be more successful in your favorite activities or sports?



## Parenting the four styles

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In this report, you learned about the Eagle, Parrot, Dove, and Owl styles. Now, it's time to discover how the power of the bird styles can help you raise Sample. To begin, notice how different the four styles can be, and how that might shape your approach to parenting.

Eagle children are likely to challenge your authority at home. They don't hesitate to argue with peers and adults. They can get into trouble at school for being too blunt or defiant. At the same time, they earn respect for standing in their superpower, taking risks, and striving for high achievement.



Parrot children are talkative and thrive in creative and social pursuits. They tend to enjoy spending time with large groups of friends and classmates. Remembering chores and homework may not come naturally for Parrots, who prefer to have fun and avoid the boring parts of life. Energetic, spontaneous, and unfiltered, Parrots can be as disruptive as they are entertaining.

Dove children are quite sensitive and may have cried easily as young children. Naturally shy and reserved, Doves might hesitate to meet new people, try new things, or let go of old habits. However, Doves tend to listen attentively, follow rules, and meet deadlines. Empathetic and giving, Doves support their friends through challenges and find joy in helping others flourish.



Owl children are the “Why?” kids. They ask lots of questions and move slowly but methodically through their chores and homework. They often get absorbed in solo activities like playing a video game, solving a puzzle, or honing a craft. They likely follow the rules, but ask you why the rules are necessary to begin with.

Because Eagles, Parrots, Doves, and Owls have innate differences, they respond best to different ways of parenting. The goal here is to discover how you can reinforce your child's strengths while building greater awareness of style-based challenges and differences.

As you think about your child, you might be thinking about what type of adult they may become.

Below is a description of the four bird styles as adults.

### **Eagle tendencies include:**

- Getting immediate results
- Causing action
- Accepting challenges
- Making quick decisions
- Questioning the status quo
- Solving problems

### **Eagles desire an environment that includes:**

- Power and authority
- Prestige and challenge
- Direct answers
- Opportunity for advancement
- Freedom from controls
- Many new and varied activities

### **To be more effective, Eagles may need to:**

- Communicate more respectfully under stress
- Consider all options before deciding
- Be aware of the emotional needs of others
- Verbalize reasons for conclusions
- Relax and slow down the pace
- Listen more effectively



### **Parrot tendencies include:**

- Engaging and interacting with people
- Making a favorable impression
- Motivating and inspiring others
- Generating enthusiasm
- Viewing people and situations optimistically
- Participating in a group

### **Parrots desire an environment that includes:**

- Popularity and social recognition
- Public recognition of accomplishments
- Freedom of expression
- Freedom from control and detail
- Opportunity to verbalize ideas
- Positive and upbeat work environment

### **To be more effective, Parrots may need to:**

- Be more realistic in ideas and expected outcomes
- Complete one task before starting another
- Set priorities and deadlines
- Talk less and listen more
- Follow through on commitments
- Pay more attention to details



### **Owl tendencies include:**

- Concentrating on important tasks
- Checking for accuracy
- Thinking analytically, weighing pros and cons
- Being diplomatic with people
- Analyzing performance quality
- Using a systematic approach to solve problems

### **Owls desire an environment that includes:**

- Clearly defined performance expectations
- Valuing quality and accuracy
- Control over factors that affect performance
- Opportunity to ask “why” questions
- A framework to work within
- Time to perform up to their high standards

### **To be more effective, Owls may need to:**

- Consider the intent of rules and guidelines
- Tolerate ambiguity
- Develop tolerance for conflict
- Delegate important tasks
- Exhibit enthusiasm and excitement for success
- Make decisions without all of the information



### **Dove tendencies include:**

- Desiring to help others
- Showing loyalty
- Listening with empathy
- Demonstrating patience
- Mediating conflict
- Performing in a consistent, predictable manner

### **Doves desire an environment that includes:**

- Maintenance of the status quo
- Predictable routines
- Calm working conditions
- Sincere appreciation
- Identification with a group
- Minimal conflict

### **To be more effective, Doves may need to:**

- Validate their own self-worth
- Set limits with others
- State needs during times of change
- Be more assertive
- Step out of their comfort zone and try new things
- Accept that conflict may lead to a better solution



## Parenting Sample: Overview

In the pages that follow, you will learn about the nuances of Sample's bird style. The following bullets offer a high-level overview of Sample's style that will get you started.



### Parenting:

- Sample probably talks a lot and may forget to listen. Sample prefers to think out loud in conversation with others, rather than mull over ideas quietly.
- Sample thrives on positive reinforcement and encouragement. Although Sample may not enjoy being critiqued (or listen the first time), feedback is likely taken in stride.
- Sample probably has a powerful imagination. Sample finds it easy to generate ideas but may struggle to commit to one idea and see it through.
- Sample is a natural influencer. In fact, Sample probably excels at building support, enthusiasm, and agreement around just about anything.
- Sample cares about outwards signs of accomplishment. Points, stickers, awards, trophies, and grades may mean a lot to Sample.
- Sample can be disorganized. Keeping a tidy room, staying on top of school deadlines, and remembering plans with friends might be a struggle for Sample.
- Sample might make quick (and sometimes rash) decisions. The tendency for Sample is to act fast and worry about the consequences later.
- Sample may unintentionally cause some mischief. Playfulness can occasionally cross the line and lead to trouble.





## Parenting tips for Sample

In families, bird style differences can be a source of great joy, but also of tension and conflict. Although your children may share your genes, that doesn't mean they share your style. You might want your child to be more gentle, assertive, social, organized, etc., but that might be unnatural for their style.

If we try to force our Eagle, Parrot, Dove, or Owl ways on a child with a different bird style, we inadvertently send the message that who they are is not okay. This can lead to anxiety, conflict, and low self-esteem.



Rather than treat our children the way we would want to be treated, we must strive to parent our children in the way they need to be parented. Remember, it is VERY LIKELY that if you have more than one child, you'll have all different birds in your nest! Pay attention to what each of your kiddos needs as an individual. Try to understand all the birds in your family and what each one might specifically need from you. The following pointers about your child's style can help you accentuate their strengths and manage their challenges.



### Parenting Tips:

- Sample probably doesn't like to play alone and might struggle with individual activities like reading and homework. To help Sample practice these skills, make it a game with a timer and rewards for long stretches of uninterrupted focus.
- Sample may talk a lot but struggle to listen. If you give directions, ask Sample to repeat them back to you to check whether the information was understood.
- Sample loves being the center of attention. Teach Sample when it's appropriate to take center stage and when it's important to let others hold the spotlight.
- Sample wants stimulation and may cause trouble just to avoid boredom. If you need Sample to sit quietly, frame it as a competition or challenge, preferably with a reward for success.
- Notice when you're being sweet talked into doing what Sample wants, like buying a sugary cereal or skipping school. Be aware of it and don't budge, otherwise Sample will try it again.
- Sample is motivated by competition. You can use win-lose games to teach Sample cooperation, taking turns, and the art of losing graciously.



## Sample's relationship habits

As our children mature, their relationships grow beyond our sphere of influence and observation. We, of course, try to model and nurture habits that will help our children become good friends, good students, good workers, and good citizens. However, our children's styles will shape their relationships in ways that go beyond our control.

The habits of communication, collaboration, and decision making that your child develops now can shape how they navigate relationships as teenagers, young adults, and perhaps even as parents. Below, you'll find some of the interpersonal strengths and weaknesses associated with your child's bird style. Awareness of these can help you guide your child through the joys and challenges of dealing with people.



### Relationship Habits:

- Sample is probably well liked for being energetic, positive, and funny.
- Sample may be very independent in an effort to demonstrate leadership and competence.
- Sample tries to avoid conflicts, but when an argument is unavoidable, Sample can be dramatic and self-righteous.
- Sample craves attention from others and may have conflicts with anyone else who seeks attention from the same group of people.
- Sample is likely to show up late after getting consumed by something fun. However, Sample will act like being late is no big deal, which can annoy others.
- Sample is likely to build friendships around shared activities and goals.



## Keeping Sample safe

Of all the responsibilities we bear as parents, none is more important than looking after the safety, health, and well-being of our children. No matter how attentive we are though, our kids eventually suffer physical injury and emotional pain. And at some point, our children may cause others to feel pain, by intention or by accident. Sadly, these are unavoidable parts of life.

Awareness of your child's style can help you anticipate some of the ways your children may endanger their own safety or that of others.



### Safety:

- Sample may either over or under value what others think of them and their accomplishments. Be sure to warn of the risks of being too sensitive or not sensitive enough to ensure good and safe decisions are made.
- Sample is extremely friendly and likely to engage with anyone, including strangers.
- Sample is especially susceptible to peer pressure and may make bad decisions to earn approval.
- The threat of punishment is not a deterrent to Sample, who will get over it quickly.
- Telling Sample not to do something will encourage Sample to try it, just because you said no. Tell them what they can do instead.
- Sample tends to be a daredevil. Supremely confident, Sample may think nothing can go wrong.



## Action planning for Sample's parents

What parenting behaviors do you currently display that demonstrate you understand Sample's style-driven needs?

As a parent, what do you need to start doing so that you honor Sample's unique style?

What do you need to stop doing, so you refrain from trying to turn Sample into someone else?

How can you help Sample build better relationships?

How can you parent Sample to help ensure safety and security?



## Teaching to the four bird styles

In this report, you have learned about the Eagle, Parrot, Dove, and Owl bird styles. Now, it's time to examine style from the perspective of an educator or coach. How can you bring out the best in Sample by tapping into the power of style?

Every classroom presents a unique style dynamic. Some students work well together and others clash. Likewise, some students respond well to your natural style, and others might not. Different styles present different challenges.

Eagles, for instance, are inclined to challenge authority. They have nothing against you personally. They just seek power and therefore clash with whoever is in charge. They may test you to find out where the boundaries are. But if you can harness an Eagle's drive for achievement, you can bring out their best and temper more disruptive behaviors.

Parrots, on the other hand, love attention and will speak whether you've called upon them or not. They enjoy laughs from their peers and praise from you. And most of all, they want to have fun. By adding creativity, games, and collaboration into classroom activities, you might engage Parrots in rigorous learning without triggering their disdain for rote schoolwork.

Doves, often the quiet listeners and diligent notetakers, might seem easier to manage. Yet they may struggle in classes that demand out-loud participation or that subject students to high-pressure, timed tests. They're much more likely to participate in small groups or when they can speak with you one-on-one. They thrive when they feel understood and supported.

Owls want independence and time to solve interesting problems. But without specific directions and chances to ask questions, Owls might feel stressed and unmotivated. Owls also struggle in group projects, where they worry about losing control over the outcome. Part of teaching Owls is helping them find a balance between perfectionism and forward progress.

You can't control which bird styles fill your classroom. However, as you gain awareness of each student's style, your ability to motivate and manage the classroom will improve. How you feel during class and the way you execute lessons might change in significant ways.





## Teaching Sample: Overview

Let's take a bigger-picture look at Sample's bird style.



### Teaching:

- Sample probably seeks out positions of importance or prestige. For instance, becoming the team captain or lead actor could be incredibly important to Sample.
- Sample is likely to grasp the big picture but overlook the details and ignore directions. In risky activities like science experiments, Sample may need closer supervision.
- In group work, Sample likely prioritizes having fun over getting work done. You may need to nudge Sample to stay on track.
- Sample probably expects quick results. Gradual, long-term plans for improvement may test Sample's limited patience.
- Sample thrives on optimism and positive feedback. Sample won't respond well to critique unless it's mixed with compliments.
- Sample is likely to boss other students around. Sample will need to work on listening to others and incorporating their opinions into group decisions.
- Sample may be disruptive to class if other students are willing to be the audience. If nearby students are focused and quiet, Sample is more likely to follow along.
- Sample might struggle to keep track of information and meet deadlines. Sample may need help developing organizational skills and notetaking techniques.



## Teaching or coaching Sample

When you meet students on the first day of school or at the first practice, you size up their bird style automatically. You can tell who is loud and who is quiet, who causes trouble and who follows rules, who does their homework and who doesn't, who collaborates well and who bickers. Without even meaning to, you pick up on the Eagles, Parrots, Doves, and Owls. Of course, those students size you up too! Are you flexible or rigid? Do you grade easy or hard? Do you laugh at mischief or send kids to the principal's office?

Managing 20+ styles in one room is no easy feat. The more you know about each bird style and how they tend to interact, the better you can motivate students, anticipate their weaknesses, and create an effective learning environment. Below, you will find some tips for managing Sample's style.



### Teaching and Coaching:

- Sample may struggle to sit through lectures but thrive in creative activities. To bring out the best in Sample, use hands-on, interactive exercises that involve movement, imagination, performance, and creative writing.
- Sample responds best to short, clear directions. If you give long, detailed instructions, Sample is likely to tune out.
- Sample probably doesn't think that arriving late or submitting work late is a big deal. Be explicit about the penalties for late work and don't budge when Sample tries to talk you into an extension.
- Ask Sample to be an example or to demonstrate for the class or team, particularly if you are confident in their skills and abilities. It will allow them to shine in the spotlight and boost belief in self.
- Sample will rush through work and rarely second guess anything, even if there's no time limit. Teach Sample to check the work and revisit difficult questions.
- Sample is likely to become a class clown if allowed. Plan to have a conversation with Sample about when it's ok to make jokes and when it's important to listen and not disrupt other students.



## How Sample interacts with others

One of the most difficult parts of teaching and coaching kids is managing their relationships. Some kids bond tightly and work brilliantly together. Others clash. Some kids seem detached and isolated. Others reach out to those kids to make them feel welcome. With so many distinct styles in one room, there's potential for magic—and chaos.

Here, you can find some pointers on how Sample is likely to interact with other students.



### Interacting with Others:

- Sample tends to create action and show inclusivity by rallying other kids into games and ideas.
- Sample is always ready to shoot the ball, speak on behalf of their group, and make fast decisions under pressure.
- Sample desires the attention and admiration of others, and is usually seen as charismatic and interesting by peers.
- Sample tends to stand up for friends who are mistreated or bullied.
- Sample tends to be a leader and likes being seen as someone who is important and respected.
- Sample needs to be the best at something and makes sure everyone else knows it.



## Providing feedback to Sample

In school and extracurricular activities, students gain self-awareness and grow through feedback. That feedback can come in many forms—grades, marked-up essays, conversations, wins, and losses. The way students respond to feedback has a lot to do with their bird style. Eagles, Parrots, Doves, and Owls may make the same mistakes, but that doesn't mean they'll respond well to the same feedback.

Below, you'll find principles and strategies for giving constructive feedback to Sample. You'll also find ideas on how Sample is likely to respond to forms of feedback that go beyond your control.



### Feedback:

- Sample may need to share challenges and discuss them out loud. Sample reflects by talking.
- Sample bounces back well from setbacks. Sample may want to prove others wrong and seeks to reclaim glory.
- Sample tends to be upbeat even after injuries because the attention, cast-signing, and questions are enjoyable.
- Sample does not absorb heavy loads of feedback. Sample needs to receive it in small, memorable bits.
- Sample judges feedback based on whether it can lead to achievement or help impress others.
- Sample always wants the most effective, direct way to improve and expects quick, noticeable results.



## Action planning for Sample's teachers and coaches

What teaching or coaching techniques are you currently employing that demonstrate you understand Sample's needs?

How can you better honor Sample's unique style?

What do you need to stop doing, so you refrain from trying to turn Sample into someone else?

How can you help Sample to improve relationships?

How can you provide feedback in a way that will resonate with Sample's unique style?





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### **The Assessment Industry’s Past and Present**

Assessments have been used since the mid-20th century, initially relied upon by Fortune 500s, calculated by highly skilled PhDs and produced by only a handful of trusted developers. With the advent of the internet in the 1990s, the ability to produce, market, and sell assessments became exponentially easier and less expensive. Since then, it has developed into a kind of “global cottage industry” with hundreds of new assessment developers, producing thousands of different assessments. Each developer purporting its assessments to be scientifically accurate instruments - sold, resold and used by individuals and organizations of all kinds; including many of our largest institutions like Fortune 500s, major universities, world governments, and even military. Frighteningly, this “global cottage industry,” which produces data relied upon by millions, is entirely unregulated with nothing to ensure its consumers are receiving what they are being told and sold. There are zero requirements, safeguards, laws or regulations ensuring the consumer receives a scientifically accurate instrument - or even what the developers and sellers claim.

### **The Solution? Independent & Verifiable Testing by a Qualified Institution**

The *Assessment Standards Institute (ASI)* provides our assessments with verifiably objective testing and reporting that meet standards set by the [American Psychological Association \(APA\)](#) and the [Equal Employment Opportunity Commission \(EEOC\)](#). This battery of tests is both voluntary and verifiably transparent. Our goal? To ensure this assessment’s professional merit and scientific accuracy for you, the user. These reports are readily available upon request and include:

#### **Construct Validity ([APA Standards](#))**

Construct validity is one of the most central concepts in psychology. It is the degree to which a test measures what it claims, or purports to be measuring. Researchers generally establish the construct validity of a measure by correlating it with a number of other measures and arguing from the pattern of correlations that the measure is associated with these variables in theoretically predictable ways.

#### **Reliability - Cronbach’s alpha ([APA Standards](#))**

This technique is regarded as one of the most robust measures of reliability and presents the highest 'bar' from which to compare. The readers should note that Cronbach's alpha is the method selected for this instrument, because of its high standards. The reader is encouraged to compare reliability coefficients presented herein to other vendors, and also to ask those vendors which reliability formulas they used to compute their reliability coefficients. Cronbach’s alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach’s alpha is one way of measuring the strength of that consistency.

#### **Disparate Impact ([EEOC Guidelines](#))**

Employers often use tests and other selection procedures to screen applicants for hire and employees for promotion. The use of tests and other selection procedures can be a very effective means of determining which applicants or employees are most qualified for a job. However, use of these tools can also violate the EEOC Guidelines if they disproportionately exclude people in a protected group by class, race, sex, or another covered basis. Importantly, the law does allow for selection procedures to select the best candidates based on job related requirements. If the selection procedure has a disparate impact based on race, color, religion, sex, or national origin, the employer is required to show that the selection procedure is job related and consistent with business necessity. If discrimination exists, the challenged policy or practice should therefore be associated with the skills needed to perform the job successfully.

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