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EVERYTHING DiSC® ASSESSMENTS OFFER THE PRECISION AND EFFICIENCY OF ADAPTIVE TESTING
Interactive Assessment Process Provides More Precise Measurement and a Superior User Experience

MINNEAPOLIS, JULY 21, 2012—Inscape Publishing, a Wiley brand, and leading provider of assessment-driven classroom learning solutions, today announced that its *Everything DiSC®* profiles now use adaptive testing, an interactive assessment process that tailors questions based on an individual's item responses. Researched and developed for decades in the context of achievement testing and intelligence quotient (IQ) scoring, Inscape's implementation of the adaptive testing measurement better aligns with standards established by the psychological assessment community.

"*Everything DiSC* is the first behavioral assessment of its kind to implement adaptive testing," said Jeffrey Sugerman, President of Inscape. "*Everything DiSC's* adaptive testing 'treatment' is an innovation in the field as well as a real value-add for our customers."

Inscape's *Everything DiSC*, the company's top-selling line of employee development programs, harnesses the power of the third generation of the DiSC® model—one of the most widely used, scientifically-based approaches to assessing personality and developing critical interpersonal business skills. The improved measurement technology of adaptive testing assigns individuals' DiSC styles more precisely than ever, and in addition, the more precise adaptive testing assessment data generates a more dynamic participant profile. The increased precision and higher level of personalization result in a better experience for *Everything DiSC* users.

"The new data is incorporated into DiSC style assignments, and respondents are able to see *all* of their priorities reflected in their feedback, even if they prioritize things that aren't usual for their styles," said Mark Scullard, PhD, Inscape's Director of Research. "A more accurate measurement means that a respondent's feedback has a better 'fit' than ever before."

Adaptive testing is used in all *Everything DiSC* products, and *Everything DiSC* profiles—the reports participants receive after taking the assessment—will change over time to incorporate the additional data and feedback. Updates to the *Everything DiSC Supplement for Facilitators*, *Everything DiSC Workplace®*, *Everything DiSC Comparison Report*, and *Everything DiSC Work of Leaders®* have already been launched, and improvements to additional *Everything DiSC* products are anticipated to launch throughout 2013.

About Inscape Publishing

Acquired by John Wiley & Sons, Inc. in February 2012, Inscape Publishing, Inc. is a leading developer of DiSC®-based corporate training and assessment solutions. Inscape recently launched *Everything DiSC®*, its third-generation applications that combine online assessment, classroom facilitation, and post-training follow-up reports to create powerful, personalized workplace development experiences. With a global network of nearly 1,700 independent distributors, Inscape's solution-focused products are used in thousands of organizations, including major government agencies and Fortune 500 companies. Every year, more than a million people worldwide participate in programs that use an Inscape assessment. Inscape products have been translated into 30 different languages and are used in 70 countries. For more information, visit www.everythingdisc.com.