

Innovation Scholar Kiah Smith Receives DISC Assessment Certification

Jacob Pinter March 28, 2022

Kiah Smith, member of the University of Charleston's Innovation Scholars Program, recently completed the DISC Assessment Certification, a course that provides extensive analysis on human behavior based on the popular DISC personality model. With her new knowledge, Smith says she plans to implement these insights into the program's operations.

Developed by psychologist William Moulton Marston in 1928, the DISC model classifies human tendencies and behaviors into four standardized personality types: (D)ominance, (I)nfluence, (S)teadiness, and (C)onscientiousness. The model then provides insight on the likely strengths, weaknesses, and actions of those who identify as each personality type. Learning this information helps a user conceptualize the preferences and likely behavior of themselves or others who may identify as another type.



Kiah Smith

Understanding DISC's principles provides great benefit in a professional setting. When working in an environment full of different personalities, being able to recognize the probable behavior and work style of your fellow team members or employees prepares you with the knowledge necessary to collaborate with them more accordingly. It allows you to understand how they will most likely feel and behave during moments of stress, conflict, and success. By not accounting for the personalities of their staff, businesses and organizations can waste critical time, energy, and resources trying to resolve internal conflict and recover from poor performance. This has resulted in over 15,000 businesses and organizations adopting the teachings of DISC, including *Apple, Proctor and Gamble, National Cancer Institute*, and many more.

At the University of Charleston, the Innovation Scholars Program prepares its members for their future careers by providing them with a realistic professional environment to operate in. This allows each member to learn how to properly communicate and work with members who identify as other personality types. As

the program's Career Development team leader, Kiah Smith has the responsibility of monitoring the professional growth and career readiness of every Innovation Scholar. This requires her to understand the preferences and behavior of each member. Thankfully, as a result of her new certification, Smith has the ability to work with each Innovation Scholar more efficiently to improve their professional skills.

"Within the Innovation Program, I'm one of the career coaches for the Scholars," Smith says. "Using this certification, I can help them understand communication between different types of people."

Smith also feels the certification will benefit her personal life significantly. She emphasizes the value she believes the material will bring not only to the program, but to herself.

"I see a lot of value in this certification material," Smith says. "It's very eye-opening and shows you how others may view you...my favorite part was learning about myself."

One aspect of the certification Smith appreciates greatly is her newfound knowledge of communication. Because of DISC, she says she can better assess her own communication skills.

"I've started using what I've learned within my daily routine," Smith says. "One thing I noticed since completing the certification is I'm having better self-awareness of my own communication skills and how I can better communicate with people opposite of me."

Smith says she is eager to apply DISC's certification material to the Innovation Scholar Program as soon as possible and looks forward to seeing the positive effect it brings.



The Innovation Scholars Program strives to spread the science of innovation within the Charleston, WV community as well as the state of West Virginia. It holds young professionals to a higher standard to deliver effective products, services, and processes that benefit the program's internal operations and external initiatives.