

Everything DiSC® vs Insights Discovery

Which psychometric tool is right for your organisation?

Insights Discovery and Everything DiSC are both widely used behavioural tools in UK corporate learning and development. Both use a colour-based or style-based framework rooted in similar psychological theory. But for L&D professionals evaluating which to invest in — or recommending to their organisation — the differences matter significantly. This guide gives you the objective comparison you need.

✓ Bottom line: Everything DiSC offers greater nuance (12 styles vs 4 colours), stronger independent research validation, a significantly lower cost model with no ongoing licence fees, and the Catalyst digital platform — a capability Insights Discovery cannot match.

1. At a Glance

Side-by-Side Comparison Table

Feature	Everything DiSC® (Wiley)	Insights Discovery
Theoretical basis	DISC model — Dominance, Influence, Steadiness, Conscientiousness	Jung / DISC blend — 4 colour energies
Number of styles/types	12 distinct styles on a circumplex (continuous, not binary)	4 colour energies (Orange, Blue, Green, Yellow)
Profile depth	20–26 pages; role-specific versions available	Typically 20 pages; less role differentiation
Role-specific profiles	✓ Yes — Workplace, Management, Sales, Work of Leaders, Agile EQ, Productive Conflict	✗ Limited — mostly generic profile
Digital learner platform	✓ Catalyst™ — ongoing, interactive, team-wide platform	✗ No equivalent platform
Facilitator training model	One-time training fee (~£795); no annual renewal	Accreditation required; annual licence/renewal fees
Independent research	40+ years; millions of respondents; peer-reviewed validation	Proprietary research; less independent scrutiny
Adaptive testing	✓ Yes — Wiley's adaptive testing engine	✗ Standard questionnaire format
Profile cost (approximate)	From ~£50–£70 per profile (EPIC account holders)	Typically £100–£150+ per profile
Ongoing facilitator fees	None — pay per profile as needed	Annual practitioner licence required
Organisation scalability	High — self-administered via EPIC; bulk discounts available	Lower — dependent on accredited practitioners
Supplier	Wiley (global publisher; NYSE listed)	Insights Group (privately held, Scotland-based)

2. Research, Reliability & Validity

For L&D professionals in large organisations, the research question often arises during procurement or when working alongside occupational psychologists. Here is what the evidence shows:

Everything DiSC (Wiley)

- **Decades of validation:** Wiley has conducted extensive reliability and validity studies across millions of respondents worldwide.
- **Adaptive testing:** The assessment uses an adaptive testing engine, which adjusts questions based on responses — improving accuracy and reducing the impact of social desirability bias.
- **Circumplex model:** Behaviour is plotted on a continuous circumplex rather than forced into binary categories, more accurately reflecting the reality that most people show blended tendencies.
- **Published research:** Validity studies are available and have been independently reviewed. Wiley publishes its research methodology openly.
- **97% satisfaction:** Among organisations using Everything DiSC, independent research shows a 97% satisfaction rating.

Insights Discovery

- **Proprietary research:** Insights relies primarily on its own internal research and does not publish peer-reviewed validity studies to the same degree.
- **Jungian blend:** The tool blends Jungian typology with DISC theory — a theoretically interesting combination but one that can make independent validation more complex.
- **Colour simplicity:** The four-colour model is easy to remember but may oversimplify — practitioners often note that participants identify with multiple colours equally, reducing discriminant validity.
- **No adaptive testing:** The questionnaire uses a standard forced-choice ipsative format, which is more susceptible to response bias.

3. Cost Model: The Real Total Cost of Ownership

This is often the deciding factor for L&D buyers managing budgets. The two tools have fundamentally different commercial models.

Cost Element	Everything DiSC®	Insights Discovery
Initial facilitator training	~£795 + VAT (one-time, inc. EPIC account + 3 profiles)	~£1,800–£2,500+ (accreditation course)
Annual renewal / licence	None	Annual practitioner licence required (~£300–£500+/yr)
Per-profile cost	From ~£50–£70 (EPIC account; less at volume)	~£100–£150+ per profile
Administration platform	Included — EPIC account (worth £200+)	Charged separately or via distributor
Digital learner platform	Catalyst™ — included with profile purchase	No equivalent
Volume discounts	Yes — from 1,000 credits (~66 profiles)	Available but less transparent

Minimum order	No minimum; pay as you go	Often minimum orders apply
Credits expiry	No expiry — credits held indefinitely	Varies by supplier

 *Example: An organisation running DiSC with 200 employees per year would pay approximately £10,000–£14,000 in profile costs with Everything DiSC (no annual facilitator fees), compared to a potentially higher total with Insights when practitioner licence renewals, higher per-profile costs, and platform charges are included.*

4. The Catalyst™ Platform — Everything DiSC's Decisive Advantage

Catalyst is the digital learner platform that accompanies every Everything DiSC on Catalyst profile. It transforms a one-time assessment into an ongoing development tool. There is no equivalent in the Insights Discovery offering.

- **Always-on access:** Participants keep permanent access to their profile, insights, and development resources — not just a PDF document.
- **'Your Colleagues' feature:** Participants can look up any colleague who has also completed DiSC and get personalised guidance on how to work with them more effectively.
- **Team view:** Facilitators and managers can see the DiSC styles of their entire team mapped on one circumplex — instantly useful for team development conversations.
- **Ongoing nudges:** The platform provides regular development prompts, keeping DiSC alive beyond the initial training session.
- **Scalable culture change:** As more people in an organisation complete their profile, the value of Catalyst compounds — it becomes an organisational resource, not just an individual report.
- **Mobile accessible:** Available on any device, making it practical for employees at all levels.

5. Facilitation Experience

For trainers and coaches, the facilitation experience matters. Here is how the two compare in practice:

- **Materials quality:** Everything DiSC comes with professionally designed facilitation kits for each profile — PowerPoints, participant handouts, facilitator guides. Insights facilitators typically build their own or purchase materials separately.
- **Breadth of application:** Everything DiSC has six distinct role-specific profiles (Workplace, Management, Sales, Work of Leaders, Agile EQ, Productive Conflict). Insights Discovery has one core profile with add-ons.
- **Learning curve:** Everything DiSC's 12-style circumplex model provides more granularity but is intuitive enough to explain in under 15 minutes. Many facilitators find the precision leads to stronger participant engagement.
- **Post-session stickability:** Catalyst gives facilitators a powerful tool to keep DiSC alive between sessions. Without a platform equivalent, Insights-based programmes often rely on facilitators creating their own follow-up mechanisms.

6. When Might You Choose One Over the Other?

Consider Everything DiSC when:

- You want role-specific profiles (e.g., a specific Sales, Management or Leadership tool)
- You need a scalable, self-administered platform your L&D team can manage independently
- Budget efficiency and no ongoing licence fees are important

- You want a digital platform (Catalyst) to sustain development beyond the initial session
- Research rigour and independent validation matter to your procurement process
- You are building an ongoing DiSC culture across a large organisation

Insights Discovery may suit you if:

- Your organisation already has established Insights practitioners and a switching cost to consider
- The colour-energy metaphor resonates specifically with your audience or brand
- You prefer a supplier relationship model with more direct Insights Group support

7. About Academy of High Achievers

Academy of High Achievers (AHA) are Wiley Everything DiSC Authorized Partners based in the UK, working with organisations since 2008. We have been Diamond Award winners since 2015 — recognising us as one of Wiley's top performing partners globally. We deliver Everything DiSC Facilitator Training, supply profiles, and provide ongoing support to L&D professionals, coaches, HR teams, and internal trainers across the UK and beyond.

Ready to bring Everything DiSC into your organisation?

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