

Leadership DiSC Assessment: Barack Obama

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Contents

The screenshot shows a web browser window displaying the DTS International website. The browser's address bar shows the URL http://www.dtssydney.com/blog/disc_profile_of_barack_obama. The website header includes the DTS International logo with the tagline "Human Performance Technology", a search bar, and a newsletter sign-up form. A navigation menu is visible with categories like HOME, PROFILING TOOLS, ACCREDITATION TRAINING, SERVICES & SOLUTIONS, SHOP, and BLOG. The main content area features a large banner for a blog post titled "DISC Profile of Barack Obama & A Surprise Introvert" from the "Profiling & Assessment Series". The banner includes a photo of Barack Obama and a date badge for "30th MAY". Below the banner, the text reads: "Barack Obama has what Will Smith, Jennifer Anniston, Johnny Depp and Lady Gaga all have in common,". On the right side, a "Categories" sidebar lists various topics such as "All Posts", "Coaching & Mentoring", "DISC Profile", "DTS News & Updates", "Emotional Intelligence", "Employee Engagement", "General Business", and "Human Resources". The Windows taskbar at the bottom shows the date and time as 10:17 on 13.12.2013.

A Surprise Introvert

Many of the things that come to mind about Obama are: He appears **warm, friendly, charming**, is a great orator, plus his bold optimism and "**hope**" slogan.

Obama is an Introvert.

Although not generally known to the public, it is something that has been widely commented on by people close to the U.S. president, as well as a range of reporters from The New York Times, CNN, Forbes, CBS News, The Washington Post, The BBC.

Jodi Kantor (his most recent biographer) : “He is an extremely solitary man. He is the most introverted president we have seen in the United States for decades.”

Introversion has nothing to do with social competence. How well a person is able to communicate, build rapport, charm and influence others is one part of a much larger set of skills belonging to **emotional intelligence (EI)** — in which we suspect Obama scores very highly.

When introverts have **very polished social skills**, it's easy to confuse them for extraverts.

The Power of Introverts

Extraverts are energised by events, people and things in the outside world;

Introverts are more energised by their internal world, alone time and solitary activities. (Introversion is not the same as being shy. Shy people tend to avoid social encounters out of anxiety or fear.)

Culturally, **we tend to associate leadership with extroversion** and we can't seem to completely break away from the idea that there's something wrong with an introverted leader.

Susan Cain, the author of **“Quiet: The Power of Introverts in a World That Can't Stop Talking,”** which ranked as high as #4 on The New York Times Best Seller list, gives numerous counter examples.

In an interview with Susan Cain, she noted that both Obama and Romney are "innies" at heart and that, “Much of what has enabled them to get to the place where they are today is their introversion... They're known for very careful and meticulous planning of campaigns. They have cerebral styles.”

Low I / High C is Introversion

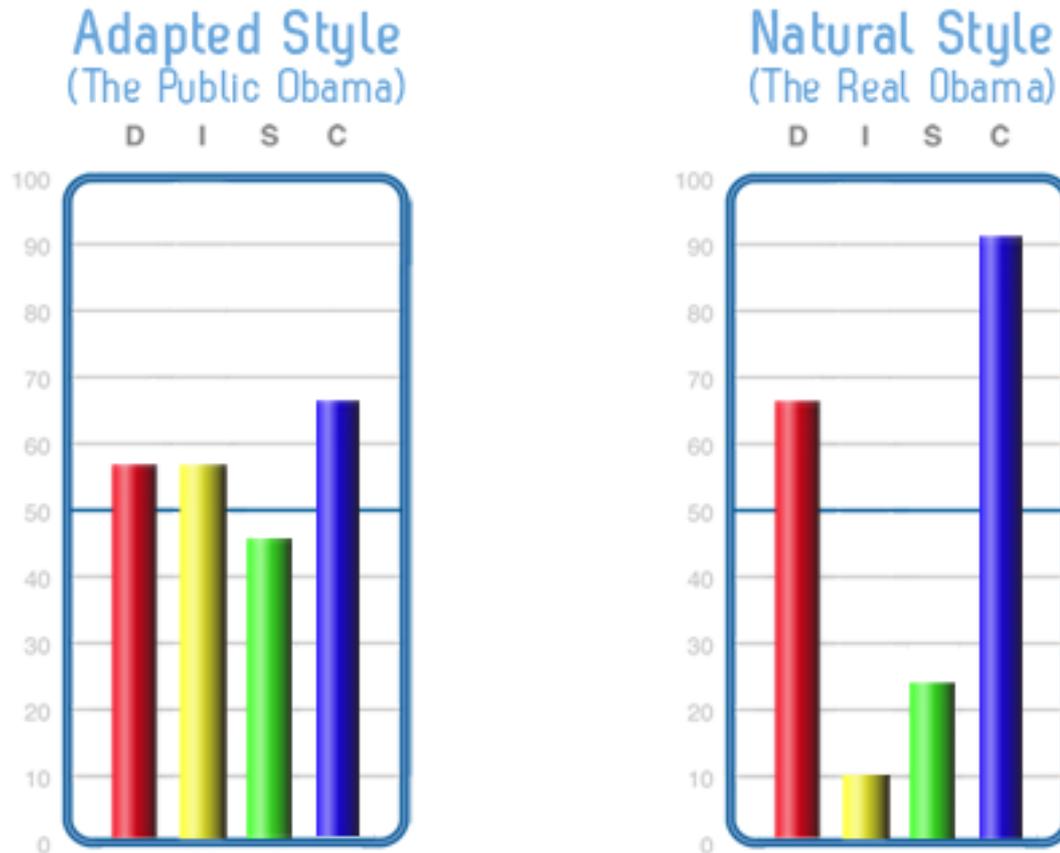
The High I (Influence) score deals with a preference for behaving in a way that seeks out people to interact with and influence in manner that is **talkative, bubbly, outgoing, expressive and animated.**

The Low I score is a preference for behaving in a way that is **sceptical, logical, non-demonstrative, calculated, and matter-of-fact** with their approach to influencing people.

Everything about Obama suggests Low I / High C. He is careful, measured, non-explosive, highly analytical, attentive to facts; even appearing somewhat distant and remote at times.

One of the hallmarks of the Low I / High C is introversion. In Obama's own book, "The Audacity of Hope," he reflects that he, "Would often spend the evening holed up in my office in the back of our railroad apartment; what I considered normal often left Michelle feeling lonely."

Obama's DISC Profile (DTS International Guess)



It is hard to tell what a political figure's true style is, beneath what we are shown and led to believe. Based on the best evidence though, we would say two things are accurate: He is an introvert and He is not a High I.

DISC & EQ

Low Emotional Intelligence

High Emotional Intelligence

Aggressive
Demanding
Egotistical
Bossy
Confrontational



Assertive
Ambitious
Driving
Strong-Willed
Decisive

Easily Distracted
Glib
Selfish
Poor Listener
Impulsive



Warm
Enthusiastic
Sociable
Charming
Persuasive

Resistant to Change
Passive
Un-Responsive
Slow
Stubborn



Patient
Stable
Predictable
Consistent
Good Listener

Critical
Picky
Fussy
Hard to Please
Perfectionistic



Detailed
Careful
Meticulous
Systematic
Neat