



## Q & A Sheet

### Improve the effectiveness of your people and the performance of your organisation

What is Insights Discovery?

- Behavioral preferencing that helps maximise the performance of people.
- It is based on the psychology of Carl Gustav Jung, the Swiss psychologist.
- Significant ongoing development ensures it is up to date.
- Highly accurate, 91.4% (industry norm for best quality in 86%).
- Probably the most engaging worldwide.
- Recognized by the British Psychological Society.
- Very easy to understand but has significant depth.
- Based on four colours which give a quick understanding:
  - Fiery red
  - Sunshine Yellow
  - Earth Green
  - Cool Blue
- Provides a common language for an organisation to maximize performance.

How does it work?

- A simple 'on line' evaluator is completed, this takes about 20 minutes.
- There are no 'right or wrong' answers.
- Provides a 20 – 40 page report called a Personal Profile.
- Each profile is unique, just as much as we are all unique.
- The Profile can contain the following Chapters:
  - Foundation
  - Management
  - Effective Selling
  - Personal Effectiveness
  - Interview
- The Profile gives a very clear understanding of behavior preferences.
- This information enables people to perform significantly better as they now understand:
  - Themselves
  - The impact they have on others
  - The impact others have on them

Who is it for?

- Anyone who is interested in their own development.
- Whole organisations right from the top through to the most junior.
- **Teams** that are looking to be highly effective because:
  - They are good and want to get even better.
  - They have a few problems and don't always see eye to eye.



- Some team members feel left out or consider they are carrying others.
- They are newly formed and want to 'hit the deck running'.
- Businesses looking to increase their results.
- **Managers and leaders** wanting to improve their effectiveness.
- **Sales** people wanting to increase their performance.

#### Who else?

- It is brilliant for coaching and mentoring people at all levels.
- It is especially powerful for middle/senior people for coaching/mentoring.
- It can help improve the performance of the 'difficult' member of staff.
- It is fantastic at helping young people really find their feet at work and provide a major contribution from the start.
- Brilliant for CPD.

#### What else can it do?

- It can help determine if an organisation has the right 'mix' to deliver results.
- It does this by highlighting any gaps in a team or business.
- It can help massively with change programmes in organisations.
- It can dramatically speed up productive performance during and after change – usually a costly time in any organisation.

#### What type of organisations uses it?

- Large – Medium - Small
- Public
- Private – SME through to large corporate
- Charity

#### What type of programmes that can be run?

- Individual effectiveness
- Team effectiveness
- Sales effectiveness
- Leadership effectiveness...to mention a few.

#### How long does it take before there is a payback?

- Payback starts straight away when delivered correctly.

#### How much does it cost?

- Let's speak and see what you need – it may be less than you think and all pricing is totally bespoke to your circumstances to give maximum immediate impact.
- How much is it costing you in lost performance? ROI could be rapid!

#### Anything else?

- Perhaps think of the positive message it will give to your people – a real investment in their future too. Now that could be priceless!

**Call +44 (0)1905 21216 or +44 (0)7836 747 052 – for a pressure free discussion.**

