



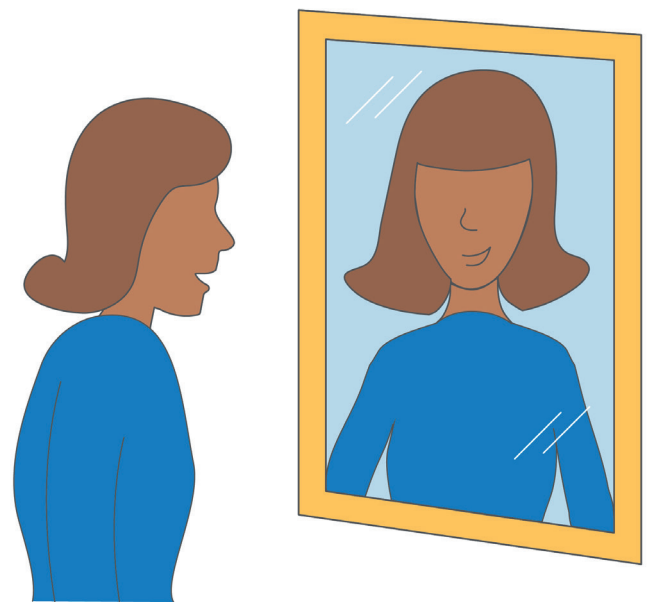
The chapters of the Insights Discovery Personal Profile

Our promise to our customers is that we'll deliver insights for your people that will lead to serious breakthroughs for your business. That's a journey that often begins when people receive their own unique Insights Discovery Personal Profile.

The profile is a personal development tool which gives people a uniquely compelling insight into themselves and others. It's got five chapters, delivering in-depth insight into how people like to work, how they like to manage and be managed, and their ideal work environment, amongst other things.

In this document we'll give an overview of the chapters and show you how they can be used to increase self-awareness, boost the effectiveness of leaders, and make team relationships great.

- Foundation Chapter
- Management Chapter
- Effective Selling Chapter
- Personal Achievement Chapter
- Interview Chapter





Foundation Chapter

Every Insights Discovery Personal Profile begins with the Foundation Chapter. It gives people a general overview of their own personal style. It's the cornerstone of the profile, and must be included before you can access any other chapters.

The Foundation Chapter includes the following sections:

- Overview
- Key strengths and weaknesses
- Value to the team
- Communication
- Possible blind spots
- Opposite type
- Suggestions for development

When to use the Foundation Chapter

Insights' approach to personal development is based on self-awareness. By increasing self-awareness, people can improve their most important workplace relationships. That's why the Foundation Chapter is key – it can help to address any business issue that involves helping people become more effective at work.

Management Chapter

At Insights, we believe that everyone is a leader in their own way. Whether you lead projects, teams or whole companies, it's how you lead, not what you lead, that really matters.

The Management Chapter helps leaders to understand the impact of their style on those they lead. We make it quickly applicable too, helping leaders to understand that leadership isn't a one-size-fits-all affair, it's one-size-fits-one.

This chapter focuses on:

- How people like to manage and be managed
- How to motivate others and be motivated
- Creating an ideal work environment

When to use the Management Chapter

Transformational Leadership has been empirically linked to increased employee satisfaction, organisational commitment, increased productivity and profitability, and overall employee performance.

So it's vital that the leadership in any organisation is highly aware of how their personal style impacts on others, and how effective they are as a leader. By developing an understanding of how to manage and motivate others, and how to create an environment that leads to increased productivity and morale, this chapter is vital for leaders.

Effective Selling Chapter

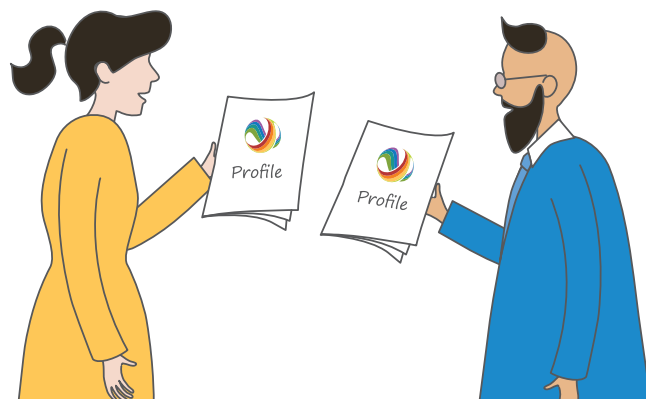
The Effective Selling Chapter helps salespeople understand how they can use their unique style to influence their customers, peers and managers, exceed their potential and form part of a truly exceptional sales team.

This chapter focuses on:

- Selling style of the individual
- Before the sale begins
- Identifying needs
- Proposing
- Handling buying resistance
- Gaining commitment
- Follow up and follow through
- Sales preference indicators

When to use the Effective Selling Chapter

This chapter is not only for salespeople. It is for anyone who needs to influence others within their role. By focusing first on increasing self-awareness, and helping them adapt their approach to others, we help people identify their customer's needs upfront and spend less time on overcoming objections. This chapter is vital for quickly building better relationships with customer and key stakeholders alike.



Personal Achievement Chapter

This chapter takes learning and development and makes it personal. It focuses on purpose, potential and a lifelong journey of growth.

This chapter explores:

- Living on purpose
- Time and life management
- Personal creativity
- Lifelong learning
- Learning styles

When to use the Personal Achievement Chapter

Life is a journey of personal growth and development. This chapter helps people take a look into the future, inspiring them to define their purpose, set goals for growth and unleash their potential.

Interview Chapter

The Interview Chapter is a list of questions which people can use to learn even more about themselves and about each other. They're designed to be stretching and difficult, raising levels of self-awareness and identifying areas of strength and areas for development. They are related to areas for development which people might find more difficult to tackle.

When to use the Interview Chapter

When used in combination with the Foundation Chapter, the Interview Chapter provides an excellent aid for guiding coaching conversations. This chapter is also a useful tool for people who want to learn more about their team members, helping relationships get deeper quickly.

If you want to learn more about how Insights Discovery can help address your business challenges in the areas of:

- Teamwork
- Leadership
- Change
- Sales and service
- Culture and engagement

talk to your Insights representative, find out more at www.insights.com or catch up with us on LinkedIn, Facebook or Twitter.

