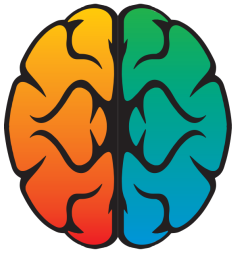




CAREER POTENTIAL

YOUR JOURNEY STARTS HERE...



PRISM



PRISM 'Foundation' Report

This report has been prepared for:

Sample Foundation

15/01/2018

Job/Benchmark: Accountant

CONFIDENTIAL

Using brain science to enhance personal and business performance

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PRISM Report Contents:

SECTION 1. Introduction

- How can *PRISM* help me?
- Why is *PRISM* different? [Not requested]
- Interpreting your *PRISM* Report [Not requested]

SECTION 2. Personal Profile

- Your *PRISM* 8-Dimensional Map
- Dimension Key Points

SECTION 3. Your *PRISM* Profile Narrative - Summary

SECTION 4. Benchmark vs. Candidate Comparison

SECTION 5. Work Preference Profile

- Work Preference Profile
- Work Aptitude Overview [Not requested]
- Work Environment - Performance Predictions [Not requested]

SECTION 6. *PRISM* Quadrant Colour Characteristics

1

How can *PRISM* help me?

Dear Sample ,

You recently completed a *PRISM* Inventory - the self-reporting behavioural instrument. This report has been given to you to provide some feedback about the analysis of your responses to the Inventory. When considering this report's descriptions of your behavioural preferences, it is important to recognise that they are based on the answers you gave and it represents, therefore, the way you see your behaviour, rather than how your behaviour might be described by another person.

It is important to stress that no profiling tool is infallible. As with all self-report instruments, the accuracy of this report depends on the frankness and accuracy with which you completed the Inventory.

An important objective of this report is to help you to learn more about yourself and your behaviour preferences, so that you will be able to exploit your strengths to your best advantage and also minimize the likely impact of those strengths if they are overdone. The more you understand how you approach situations, the better you will be able to work to your full potential and make decisions that result in greater satisfaction. The planning steps below should help you increase your self-knowledge and identify areas of strength and development.

It is important that you set aside some quiet time to read through your report a number of times. Please pay close attention to what it says about you and highlight the statements you believe most accurately describe you.

Next, mark any comments that surprise you or indicate areas where you feel you could improve your effectiveness. Consider these qualities and ask people who know you well about them to see if they are true. If, after reflection, the information still seems to be at odds with your experience, you may find it valuable to discuss the contents with someone who knows you well. No questionnaire will ever know you as well as you know yourself. However, it is possible that in some circumstances, you may not have thought about certain aspects of your behaviour.

Having studied the report carefully, it is important that you draw up a list of those areas that you intend to focus on to help you improve your work and personal life. Carefully examine your current situation and set some realistic goals for increasing your effectiveness. In particular, plan what you are going to do to avoid or guard against those behaviours that may inhibit your effectiveness and performance in the future.

We hope you will find this report both enlightening and rewarding.



PRISM Brain Mapping



ANALYSIS

DECIDING

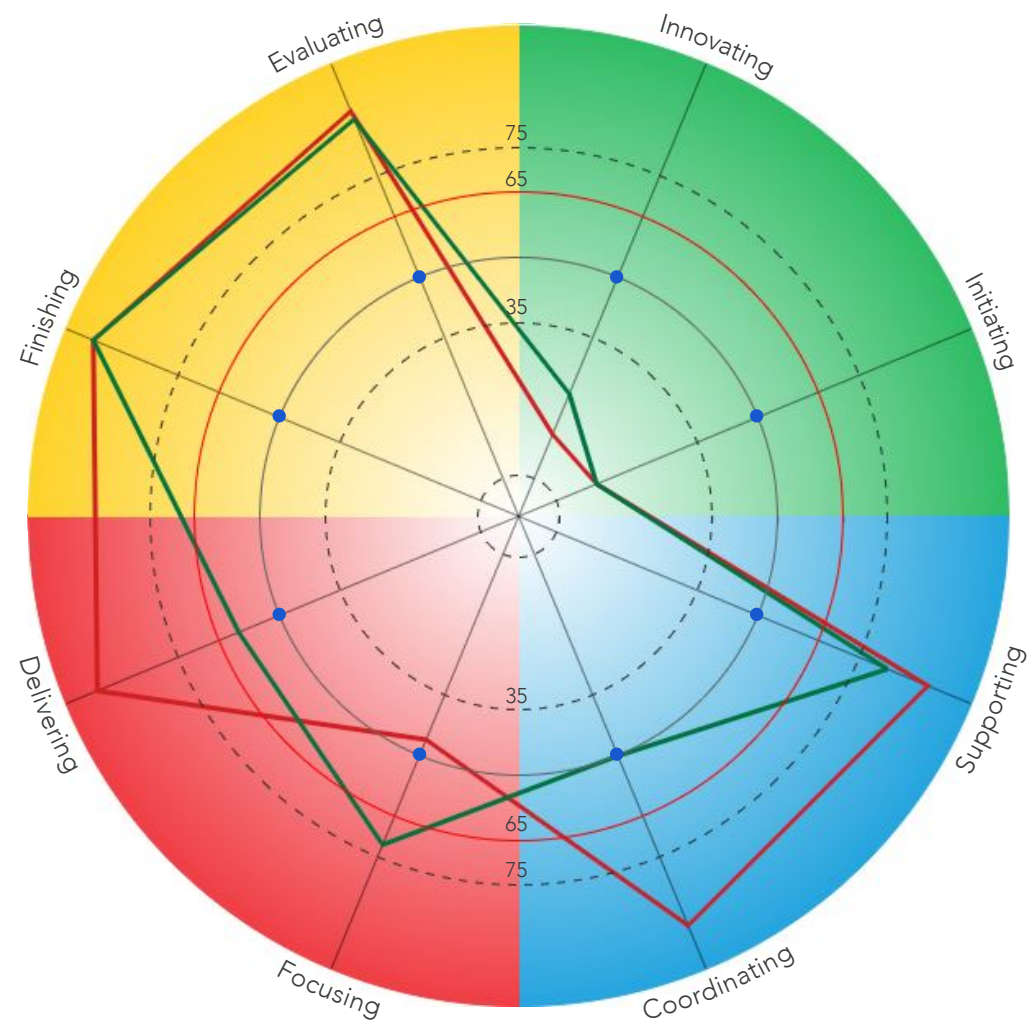
EXPRESSION

KEY

- Underlying (Red line)
- Adapted (Purple dashed line)
- Consistent (Blue solid line)
- Benchmark (Green solid line)

REALISTIC

Cautious
Methodical
Precise
Thorough
Analytical
Shrewd



Inspiring
Creative
Imaginative
Persuasive
Optimistic
Lively

IDEALISTIC

Forceful
Decisive
Hard-driving
Demanding
Challenging
Competitive

Kind
Patient
Caring
Co-operative
Dependable
Supportive

DRIVE

PROCESSING

STABILITY

QUADRANT VALUES

11			16
92			66
71			66
94			93

DIMENSION VALUES

INN	11		21
INIT	10		10
SUP	92		82
CO	92		50
FOC	46		72
DEL	95		60
FIN	96		96
EVAL	91		89

INTROVERSION/EXTROVERSION



Skew: 6.1% SD Score: 4

Important: Any profiling tool, such as *PRISM*, should never be used to make a recruitment or re-deployment decision unsupported by other techniques.

2

Dimension Key Points

DIMENSION	CHARACTERISTICS	
	STRENGTHS	POTENTIAL WEAKNESSES IF STRENGTHS ARE OVERDONE
Innovating	<p>Imaginative, innovative thinker. Generates ideas and concepts. Visualises outcomes. Creates original solutions. Unorthodox, fertile-minded and radical.</p>	<p>Low attention to detail. Has difficulty explaining own ideas. Absent minded and forgetful. Dislikes criticism and following rules. Can be wayward and independent.</p>
Initiating	<p>Outgoing, animated and entertaining. Articulate and persuasive. Establishes rapport easily. High-spirited, jovial and light-hearted. Good at achieving 'win-win' negotiations.</p>	<p>Over optimistic and unrealistic. Fails to follow through or deliver. Easily bored and distracted. Need to be entertaining and popular. Makes impetuous, intuitive decisions.</p>
Supporting	<p>Kind hearted, harmonious and caring. Supportive of others. Handles repetitive or routine work well. Good natured and accommodating. Considerate, kindly and compassionate.</p>	<p>Dislikes conflict and aggressive people. Unassertive and over sensitive. Uncomfortable making tough decisions. Dislikes pressure or fast pace. Uncomfortable with change.</p>
Co-ordinating	<p>Makes good use of other people's skills. Encourages opinions and participation. Broad minded and collaborative. Remains calm when under pressure. Consultative and open-minded.</p>	<p>Lacks drive and independence of mind. Relies heavily on gaining agreement. Laid-back and casual. Can appear detached and laid back. Too tolerant of inappropriate behaviour.</p>
Focusing	<p>Blunt, outspoken, forceful and dominant. Authoritative, assertive and challenging. Copes well with adverse conditions. Driven to win and achieve status. High pressure negotiating skills.</p>	<p>Irritable and easily frustrated. Provocative and argumentative. Poor listener when under pressure. Suspicious of the motives of others. Quick to anger and volatile.</p>
Delivering	<p>Self-reliant and venturesome. Independent and self-motivated. Practical, determined and autocratic. Works well when under pressure. Likes structure and organisation.</p>	<p>Can be over-competitive for status. Inflexible and single-minded. Uncomfortable with sudden change. Frustrated by others' low commitment. Insensitive to others' emotional needs.</p>
Finishing	<p>Strong attention to detail and accuracy. Conscientious, painstaking and orderly. Good at communicating complex data. Focuses on accuracy and high standards. Follows tasks through to completion.</p>	<p>Insular, pedantic and slow moving. Dislikes delegating to others. Uneasy making contact with strangers. Intolerant of errors or disorganisation. Prone to worrying unduly or anxiety.</p>
Evaluating	<p>Questions the validity of data. Checks the pros and cons of all options. Does not accept things at face value. Makes astute decisions based on facts. Fair-minded and unemotional.</p>	<p>May be seen as sceptical and cynical. Can be uninspiring and negative. Appears indifferent to others' feelings. Slow and cautious when deciding. Unreceptive to new, untried ideas.</p>

3

Your *PRISM* Profile Narrative - Summary

This narrative is based on your **Underlying** profile

Overview of your profile

The following text narrative is based on the responses that you gave in the *PRISM* Inventory. According to those responses, you rated the following descriptors as most accurately describing your preferred behaviours and, therefore, the ones which you are most comfortable using:

Accurate, Analytical, Appraises data, Asks for opinions, Assesses accurately, Attentive to detail, Categorical, Choosey, Competitive, Detailed, Exact, Harmonious, Methodical, Meticulous, Neat and tidy, Orderly, Painstaking, Patient, Perceptive, Perfectionist, Precise, Prudent, Quality-focused, Questioning, Self-assured, Self-sufficient, Thorough, Watchful, Weighs pros and cons, Well-organised

You also rated the following descriptors as least accurately describing your preferred behaviours and, therefore, the ones that you are least comfortable using and the ones which you prefer to avoid:

Aggressive, Animated, Assertive, Dominant, Entertaining, Enthusiastic, Envisioning, Experimental, Exuberant, Fertile-minded, Full of life, Fun-loving, Generates ideas, High-spirited, Imaginative, Ingenious, Innovative, Inventive, Jovial, Lively, Original thinking, Outgoing, Produces novel ideas, Promotes participation, Pushy, Radical thinking, Shrewd, Sparkling, Sympathetic, Vivacious

You tend to be factual and reliable, completing work with precision and accuracy. You are extremely well focused and generally avoid unnecessary risk or trouble. You know that shortcuts are sometimes costly in the long run, so you stick firmly to your high standards. You prefer to work in small groups rather than in front of large crowds. When you appear to be insensitive, it is usually because you are focusing completely on the task at hand. You are careful and consistent, but sometimes your analytical nature turns others off. You have a strong need to achieve success, and you will feel stifled and lacking in motivation if you fail to reach your personal goals. You build relationships slowly, having an inherently suspicious and questioning nature. Overall, the most important factor in your behaviour is your focus on matters of efficiency and productivity. You tend to place more emphasis on practical matters than on social issues, and your actions are normally based on a rational rather than an emotional response to your situation, albeit you do have an underlying focus on people-related matters. You are a relatively self-contained individual, whose general approach to problems tends to be somewhat detached and dispassionate. While you possess a sociable side, this still reflects your calm style, and for this reason you find emotional displays and uncontrolled openness in other people annoying and distracting. You prefer to work within a well organised system, but you will also look for some freedom of action and independence.

Your profile indicates that you have a distinct preference for introversion and will, therefore, usually prefer to work alone and control your own feelings, process your thoughts internally before sharing them with others, explore options independently, avoid attention from strangers, pause and think before speaking or acting, inwardly focus and think things through slowly, seek solo, close experiences with select individuals and pursue depth of experiences. You are naturally a serious, quiet, private person who may prefer writing to talking, and enjoys handling individual assignments without interruptions.

Your profile indicates that you:

[Continued]

3

Your *PRISM* Profile Narrative - Summary [Continued]

- Take responsibilities seriously.
- Are competent, industrious and reliable.
- Can work well alone and with the minimum of supervision.
- Perform quality work and always give your best.
- Can be a willing and effective team player.
- Enjoy being valued for the support you give to others.
- Get along well with most people.
- See what needs to be done and do it.
- Handle pressure and difficult conditions well.
- Have the drive and determination to overcome obstacles.

You need to bear in mind that your profile also indicates that you will:

- Are suspicious of new or unconventional ideas
- Find it difficult to establish rapport easily with strangers
- Have difficulty dealing with sudden or frequent changes
- Appear detached and guarded at times
- Are uncomfortable dealing with abstract concepts or ideas
- Prefer established ways of working rather than finding new ones

Taking into consideration your strongest behaviour preferences, you need to be aware of the potential problems that could arise if those strengths are overdone when you are under considerable pressure, stressed, or in conflict with others. In such circumstances, it is possible that you may demonstrate some or all of the following characteristics:

- Pessimistic
- Possessive
- Judges others harshly
- Fussy
- Withdraws emotionally from the people
- Becomes uncommunicative
- Excessively rational
- Aggressive
- Uses sarcasm
- Conforms rigidly to rules

To enhance your overall performance, you should consider:

- Not being too critical or judgemental when others are telling you their problems.
- Trying to relax and loosening up a little.
- Being more tolerant when others make mistakes.
- Being careful not to talk over other people. Trying to use a vocabulary that is appropriate to the situation.
- Learning to express your emotional side and sharing your feelings with people you trust.
- Being less sensitive to comments and remarks made by others.

[Continued]

3

Your *PRISM* Profile Narrative - Summary [Continued]

- Making more decisions on the basis of what is in your best interests.
- Trying to be more patient and less forceful.

Least preferred behaviours - Your least preferred behaviours indicate that:

You will try to avoid situations which require you to be totally radical or creative. Not naturally flexible, innovative, adaptable or unconventional, you do not demonstrate a strong desire to find new mental challenges. In a work situation you should not, therefore, be relied upon for the creation of ingenious, new ideas or novel strategies and it is unlikely that you will devote much of your energy to finding new or radical ways of doing things. You are also unlikely to be comfortable in roles which lack structure or clear direction.

You will try to avoid situations which require you to be sociable with strangers. Not naturally outgoing or gregarious you are unlikely to have the flexibility of thought to find the most radical route to accomplish whatever needs to be done. You do not really enjoy being the centre of attention and will not normally be bubbly, free-spirited or light-hearted. You are unlikely to act on impulse and tend to think through the consequences of your actions. You are unlikely to be highly effective when it comes to picking up ideas and moving them forward or selling new ideas to others.

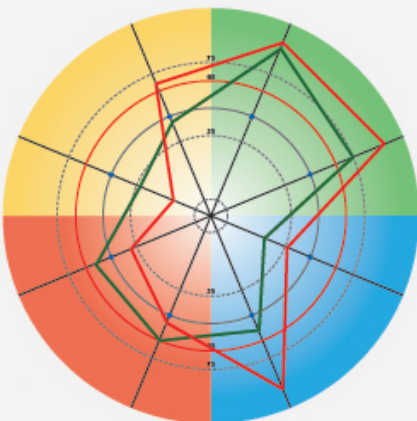
4

Benchmark vs. Candidate Comparison

To be meaningful, **PRISM** Benchmarks must be created to identify the key characteristics that are believed to be critical for the achievement of excellence in a specific role. For example, a benchmark for the role 'Sales Executive' is much too general in nature to cater for the very specific needs of the wide range of roles that exist under such an umbrella title.

The actual requirements of a particular individual role may differ significantly because of a variety of factors such as company culture etc. For example, the key requirements for the position of 'Sales Executive' in 'Company A' may differ very significantly from the role of 'Sales Executive' in 'Company B' and, if so, the relevant Benchmarks would need to reflect those differences.

When considering your suitability for a new role we strongly suggest that you clearly establish the behavioural requirements for that particular position and then compare those honestly with your **PRISM** Profile found in this report.



The **PRISM Wheel** gives you an 8 dimensional map of your natural behavioural preferences, compared with the map considered ideal for the Benchmark selected.

Ratings are on a scale of 1-100. Ratings appearing towards the outside of the circle show a strong preference for this behaviour, whereas ratings towards the centre show a general aversion to this behaviour.

Importance	Behaviour dimension	Benchmark versus Actual	Match	Comments
Critical for Excellence	Innovating	92	95 Strong Match	Your natural tendency towards this behavioural dimension, which is deemed critical for success, indicates that you would be extremely well matched to this aspect of the job Profile.
Very Important	Initiative	76	95 Strong Match	Your natural tendency towards this behavioural dimension, which is deemed critical for success, indicates that you would be extremely well matched to this aspect of the job Profile.
Unhelpful	Supporting	22	36 Match	Your natural tendency towards this behavioural dimension, which is deemed critical for success, indicates that you would be extremely well matched to this aspect of the job Profile.

The **PRISM Benchmark Table** gives an analysis of your rating in each of the 8 dimensions against the ratings considered ideal for the Benchmark Role.

4

Benchmark vs. Candidate Comparison [Continued]

In order to maximise your chances of achieving a good 'fit' to a role (which is often very different to being theoretically qualified for it) you should be looking to be as close to the benchmark profile as possible.

You will see that for any Job Benchmark, behavioural dimensions are deemed to range between being 'Critical for Excellence' to being 'Unhelpful'.

Study carefully any of the 8 dimensions in particular where a significant mismatch has been identified. It is critical that you appreciate that a significant overshoot in a trait deemed 'Unhelpful' can be every bit as negative as a significant undershoot in a trait deemed 'Critical for Excellence'. After all, it can be just as harmful to your job satisfaction and job performance if you have to suppress significantly a naturally strong trait, as it is striving to show a higher degree of a certain trait in which you are naturally not comfortable.

In a 'Mismatch' or even more importantly in a 'Strong Mismatch' situation consider honestly whether you feel you could adapt your behaviour in that role to move closer to the benchmark (see the *PRISM* Quadrant Colour Characteristics notes later in this report for help).

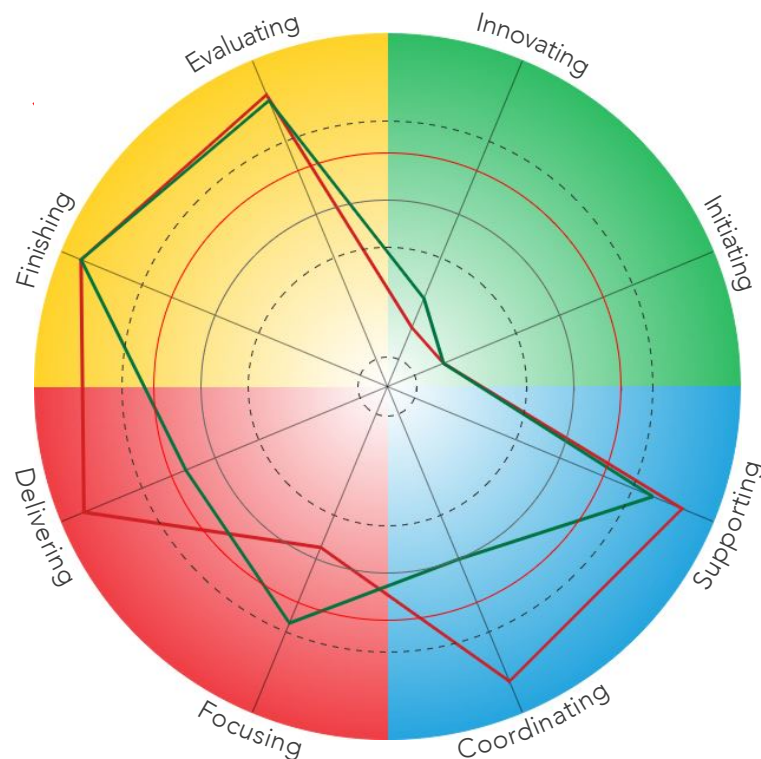
A certain amount of adaptation is of course inevitable - few roles will suit us perfectly in all aspects. Note that whilst you may feel (and be) able to adapt behaviour somewhat to move closer to the requirements of a particular job, prolonged significant adaptation – either moderating a naturally strong tendency or striving to show a higher degree of a certain trait in which you are naturally not comfortable – may well lead to unhappiness and subsequent poor performance.

ANALYSIS

Cautious, Methodical, Precise, Thorough, Analytical, Shrewd

DRIVE

Forceful, Decisive, Hard-driving, Demanding, Challenging, Competitive



EXPRESSION

Inspiring, Creative, Imaginative, Persuasive, Optimistic, Lively

Candidate:

Sample Foundation

Benchmark:

Accountant

Report Date:

15/01/2018

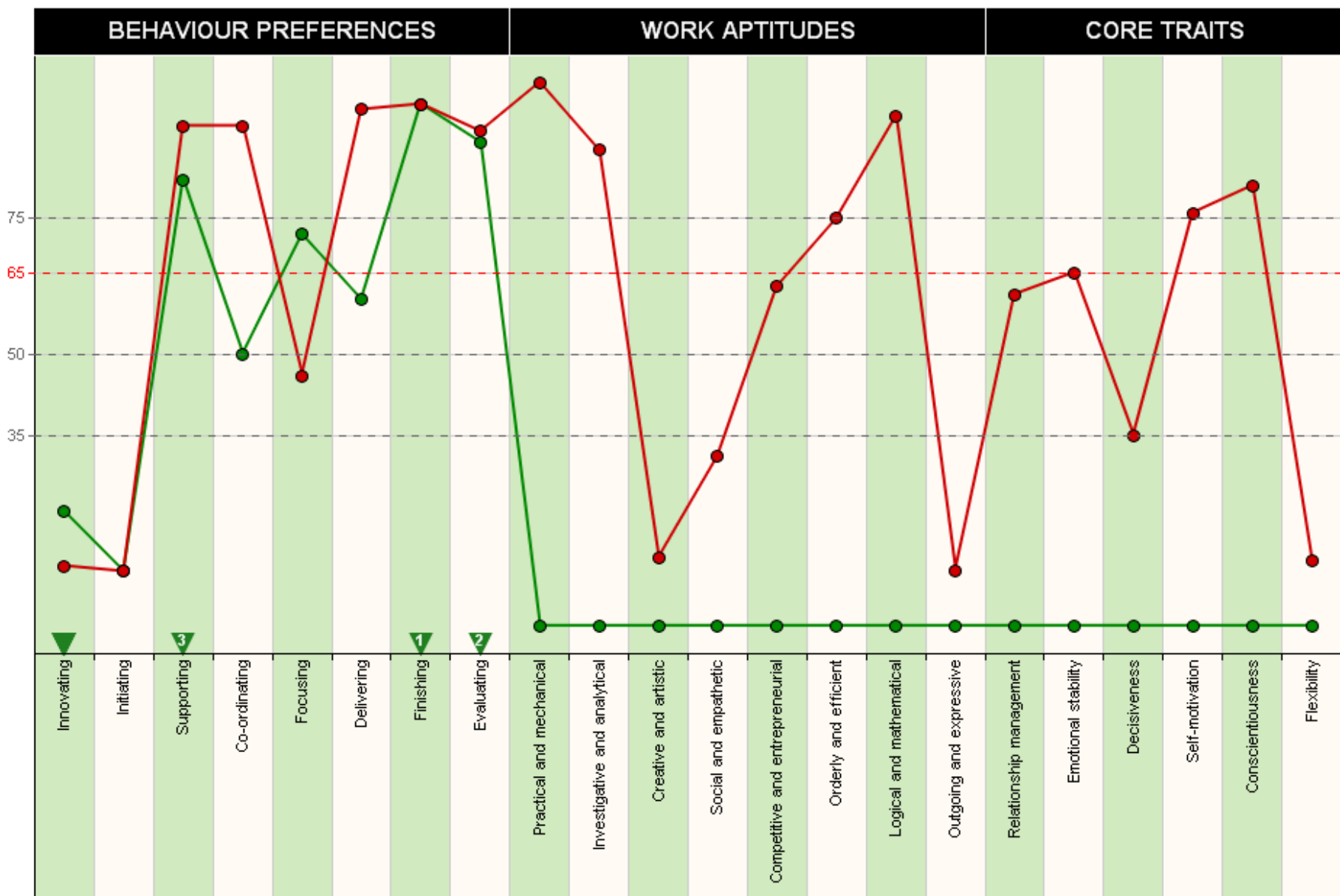
STABILITY

Kind, Patient, Caring, Co-operative, Dependable, Supportive

Importance	Behaviour dimension	Job/Benchmark	Match	Comments - The candidate's preference for
Potentially counter-productive	Innovating	21	11	Moderate Match The candidate's preference for creativity, imagination, abstract thinking, innovation, and the generation of new ideas appears to be a moderate match with the agreed benchmark for this behavioural dimension.
Potentially counter-productive	Initiating	10	10	Strong Match The candidate's preference for initiating contacts, networking, persuading others, selling ideas and juggling several tasks at the same time appears to be a strong match with the agreed benchmark for this behavioural dimension.
Very important	Supporting	82	92	Strong Match The candidate's preference for putting people at ease, building team spirit, mediating conflict, being empathetic and caring for others appears to be a strong match with the agreed benchmark for this behavioural dimension.
Unhelpful or Not relevant	Coordinating	50	92	Mismatch The candidate's preference for working co-operatively, seeking consensus, enabling others to take part and consulting others appears to be a mismatch with the agreed benchmark for this behavioural dimension.
Important	Focusing	72	46	Moderate Match The candidate's preference for being forthright and outspoken, taking tough decisions and working in an aggressive environment appears to be a moderate match with the agreed benchmark for this behavioural dimension.
Occasionally useful	Delivering	60	95	Likely Mismatch The candidate's preference for taking charge, being assertive, meeting tight deadlines, working independently and being driven by a need to win appears to be a likely mismatch with the agreed benchmark for this behavioural dimension.
Critical for excellence	Finishing	96	96	Strong Match The candidate's preference for paying attention to details, delivering quality and accuracy, being good at follow through and following procedures appears to be a strong match with the agreed benchmark for this behavioural dimension.
Critical for excellence	Evaluating	89	91	Strong Match The candidate's preference for checking large amounts of complex data, analysing information, evaluating options and making dispassionate judgements appears to be a strong match with the agreed benchmark for this behavioural dimension.

Benchmark vs. Candidate Comparison [Continued]

Profile Comparison Chart



SD Score: 4 Skew: 6.125%

● Candidate (Sample Foundation) ● Benchmark (Accountant) ▼ Top 3 Factors

5

Work Preference Profile

This report summarises some of your natural work preferences and plots them against preference segments ranging from 'Avoided Preference' i.e. a work behaviour which you tend to be uncomfortable using, to 'Very Strong Preference' i.e. a behaviour which you tend to use instinctively most of the time, but which could become an 'overdone strength', and therefore counter-productive, when you are under pressure or in conflict with others. This report reflects your self-expressed preferences. Whether or not you use these preferences as stated will, of course, depend on a variety of factors such as organisational culture and the way in which you are managed on a day-to-day basis. It is also important to remember that people switch between social and task behaviours. A person can, therefore, be "outgoing" and "talkative" socially, but also be "demanding" and "single-minded" when engaged on a task or project.

Your scores in this section are based on your instinctive or underlying behaviours and reflect your ideal level of comfort with the relevant activities. It is, however, likely that you will feel the need to modify these preferences from time to time to cope with the demands of your everyday life.

KEY: ■ Candidate (Underlying)

Being cautious, but not fearful. Making careful, well thought out, astute decisions.

Avoided Preference | Weak Preference | Moderate Preference | Strong Preference | Very Strong Preference



A tendency to be calm, stable and unflustered and to have a strong preference for being rational and rather impervious to stress and environmental pressures.

Avoided Preference | Weak Preference | Moderate Preference | Strong Preference | Very Strong Preference



Comfortable working independently to achieve tough objectives or tight deadlines. Working in an environment that is results-driven, physically challenging and fast-paced.

Avoided Preference | Weak Preference | Moderate Preference | Strong Preference | Very Strong Preference



Being able to concentrate for long periods on large quantities of complex information. Paying close attention to rules, instructions or detailed specifications.

Avoided Preference | Weak Preference | Moderate Preference | Strong Preference | Very Strong Preference



Building group consensus and making good use of others' talents. Consulting and enabling others to take part in the decision making process.



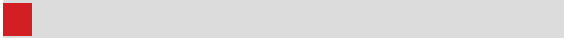
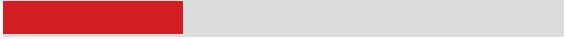




Avoided Preference | Weak Preference | Moderate Preference | Strong Preference | Very Strong Preference



5

Work Preference Profile [Continued]

KEY: ■ Candidate (Underlying)

	Avoided Preference	Weak Preference	Moderate Preference	Strong Preference	Very Strong Preference
Creating imaginative and innovative concepts, or visualising outcomes or solutions.					
Likely to be able to adapt to a range of situations and to tolerate both criticism and challenge. Also likely to be able to maintain consistent performance in a wide range of situations and when under considerable pressure.					
Being cheerful, talkative and outgoing with strangers. Having a strong need to interact socially with others for most of the time.					
Taking and implementing tough, unpopular decisions despite strong opposition. Confronting or challenging others in a forthright or provocative manner.					
A tendency to be sympathetic, co-operative and considerate, and have a strong preference for deferring to others and for relating to them by being tolerant and accommodating.					
A tendency to be independent, forthright and demanding, and to have a strong preference for relating to others by being tough, distant and persistent.					
Likely to have a high level of motivation and to show high levels of commitment to long-term goals and results which are pursued in the face of obstacles and setbacks.					
Likely to be effective in persuading others to change their viewpoint or to adopt their interpretation of a situation, or the need for action.					

PRISM Quadrant Colour Characteristics - Greens

TYPICAL GREEN BEHAVIOUR:

- Flexible, multi-talented
- Opportunistic, adventurous
- Fast-paced, energetic
- Visualising, unconventional
- Innovative, creative
- Multi-tasking, adaptable
- Spontaneous, unstructured
- Enthusiastic, sense of humour
- Free-spirited, versatile
- Inventive, original



Underlying preference

OVERDONE GREEN BEHAVIOUR:

- Disorganised, casual
- Careless, impulsive
- Unfocused, scatter-brained
- Fails to complete, forgetful
- Undisciplined, ignores rules
- Unpunctual, irresponsible
- Frivolous, unrealistic
- Exaggerating, inaccurate
- Superficial, evasive
- Over-optimistic

WHAT 'TURNS ON' GREENS:

Greens love relating to and interacting with people in a positive, friendly environment. They need to have the opportunity to express their ideas and opinions. This helps them to achieve social recognition. If they are given the opportunity to create radical ideas, they will provide unlimited possibilities, and with such energetic enthusiasm, that others will be drawn in by their infectious optimism. If they have the freedom to be innovative and do things their way, there is no doubt they will produce ingenious results.

GREENS LOVE:

- Freedom
- Thinking laterally
- Enthusiasm
- Flexibility
- Little structure
- Creativity
- Few rules
- Innovation
- Individuality
- Imagination
- Open-mindedness
- Visionaries
- Unpredictability
- Having fun
- Adaptability
- Casual looseness
- Dynamic atmosphere
- Spontaneity
- Meeting lots of people
- Excitement
- Experimentation
- Constant change
- Taking risks
- Entertaining others

WHAT 'TURNS OFF' GREENS:

Greens are turned off by anything which they perceive as boring or ordinary. They have little tolerance for tedious details or the status quo, particularly when either slows down or blocks progress, growth or the creative process. It is best not to inhibit Greens with a lot of restrictions, because they will rebel and break the rules anyway. Give Greens plenty of freedom and leeway, and provide ample opportunities to use their inventive nature and they will be highly productive. Avoid telling them that there is only one answer, one option, or one point of view – their brain thinks laterally and will rarely be able to restrict possibility to a single outcome.

GREENS HATE:

- Routine
- Boredom
- Narrow-mindedness
- Confinement
- Lots of details
- Structure
- Exact expectations
- Nit-picking
- Rules
- Schedules
- Tedium
- Immobility
- Tunnel vision
- Constraints
- Lists
- Being unpopular
- Details
- Repetition
- Formality
- Required protocol
- Slow pace

GREENS ARE MOTIVATED BY:

- New ideas and ways of working
- Interesting people who like surprises
- Variety in day-to-day tasks and projects
- Opportunities to explore many different options
- Creative and innovative thinking
- Freedom to do things when they feel like it
- Thrills and challenges that push their limits
- Managing many activities at the same time
- Spontaneity and flexibility for quick changes
- Busy, chaotic, active, even noisy surroundings

GREENS PREFER TO:

- Use their imagination and create novel ideas
- Find new ways to solve problems
- Start projects rather than finish them
- Work fast and not worry about perfection
- Ignore rules and policies they disagree with
- Avoid decisions and commitments when possible
- Challenge accepted standards and procedures
- Surprise people with the unexpected
- Be creatively different, not practical
- Live and work in an unstructured environment

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

PRISM Quadrant Colour Characteristics - Blues

TYPICAL BLUE BEHAVIOUR:

- Supportive, sensitive
- Peace-loving, kind
- Friendly, likable
- Helpful, hospitable
- Slow-paced, laid-back
- Caring, nurturing
- Good listener, sympathetic
- Understanding, patient
- Generous, giving
- Process-centered, kind-hearted
- Patient, unassuming

OVERDONE BLUE BEHAVIOUR:

- Dependent, shy
- Insecure, worried
- Procrastinating, lackadaisical
- Easily hurt, withdrawn
- Unassertive, meek
- Soft, vulnerable
- Complaining, over-sensitive
- Over-anxious to please
- Easily intimidated, distressed
- Clinging, possessive



Underlying preference

WHAT 'TURNS ON' BLUES:

Blues are team players who have a desire to please and maintain stability in a group, even if it means sacrificing their own personal goals. Blues are driven by harmony, agreement and loyalty. They prefer to keep things as they are and provide a stabilising influence by the consistent way in which they go about their day-to-day work. They do well in handling routine matters. Change, therefore, is unwelcome. If they have a friendly, low-stress and slow-paced work environment, there is no doubt that they will be happy, committed workers who will do their best to please those with whom they work, and lend a helping hand along the way.

BLUES LOVE:

- Stability
- Loyalty/trust
- Kindness
- Friendliness
- Cooperation
- Emotional support
- Teaching and counselling
- Being valued
- Teamwork
- Harmony
- Feeling needed
- Encouragement
- Pleasant people
- Few pressures
- Resolving conflicts
- Low stress
- Helping others
- Relationships
- Communication
- Camaraderie
- Slow pace
- Routine

WHAT 'TURNS OFF' BLUES:

Blues are turned off by anything which they perceive as rude or insensitive. They have little tolerance for aggressive, self-centred behaviour, particularly when it can hurt or embarrass others. Blues need acceptance and assurance. They struggle when dealing with fear of conflict and/or the loss of a stable environment. Should conflict exist, they tend to become distressed and prone to worry or anxiety. It is best not to rush Blues. They function best in an easy-going, low-key environment where they can take their time to make decisions. They tend to seek a compromise or avoid making a difficult decision. Blues put people first, so it is important to communicate with them in a warm and friendly manner.

BLUES HATE:

- Change
- Fast pace
- Heavy responsibilities
- Uncooperativeness
- Aggressive behaviour
- Negative attitude
- Deadlines
- Pressure
- Feeling excluded
- Competition
- Making decisions
- Rudeness
- Lack of teamwork
- Isolation
- Being put in the spotlight
- Controversy
- Conflict
- Impatience
- Insensitivity
- Work overload

BLUES ARE MOTIVATED BY:

- Being valued
- Opportunities to be of genuine help
- Shared values
- Being around positive people
- Selling something they believe in
- People who need and appreciate them
- Democratic processes
- Helping others
- Feeling part of a united team
- Helping resolve conflict
- Working together cooperatively

BLUES PREFER TO:

- Feel comfortable and secure
- Make other people feel good
- Be quiet, friendly and responsible
- Give credit to those who deserve it
- Offer their services
- Be supportive and generous
- Solve people problems
- Take their time and work at a steady pace
- Talk with close friends
- Be loyal and reliable
- Please others
- Live and work in an environment that is stable and secure and where they don't have to make difficult decisions

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

6

PRISM Quadrant Colour Characteristics - Reds

TYPICAL RED BEHAVIOUR:

- Controlling, independent
- Assertive, authoritative
- Fast-paced, energetic
- Decisive, self-starting
- Goal-centred, determined
- Direct, forthright
- Competitive, ambitious
- Task oriented, forceful
- Hard-working, accountable
- Results-driven, daring

OVERDONE RED BEHAVIOUR:

- Domineering, demanding
- Aggressive, pushy
- Controlling, paranoid
- Impatient, volatile
- Autocratic, argumentative
- Abrasive, irritable
- Dictatorial, judgmental
- Ruthless, power-hungry
- Poor listener, egocentric
- Insensitive, belligerent



Underlying preference

WHAT 'TURNS ON' REDS:

Reds love to accept challenges, create action and achieve results. They are driven to overcome opposition in order to accomplish goals. They are quick to seize opportunities that allow them to assume control of their environment. If they know that there are rewards and recognition available for those who produce the best results, they will be among the top performers. In pursuing their goals, Reds sometimes regard the opinions of others as obstacles rather than helpful suggestions. They possess a remarkable ability to thrive in difficult and demanding environments.

REDS LOVE:

- Having authority
- Lots of action
- Being the best
- Challenge
- Making decisions
- Deadlines
- Goals
- Public recognition
- Responsibility
- Competition
- Independence
- Important tasks
- Negotiating
- Winning
- Practicality
- Power and control
- Productivity
- Speed
- Taking charge
- Opportunities to gain status
- Leadership roles
- Hard work
- Taking tough decisions

WHAT 'TURNS OFF' REDS:

Reds are irritated by anything that they perceive to be a waste of their time. They have little tolerance for long, repetitive discussions, particularly when firm decisions are not reached so that tasks can get underway immediately. It is best not to mention anything to Reds which can't or won't take place until well into the future, because they will become frustrated if they can't start on it right away. Plan ahead what you want to communicate to Reds, and say it as briefly and to-the-point as possible. Avoid telling Reds more details than they actually want or need to know – it frustrates them to have to read through apparently irrelevant information to get to the bottom line of any message.

REDS HATE:

- Indecision
- Bureaucracy
- Slow pace
- Excuses
- Small-talk
- Irresponsibility
- Dependency
- Lack of initiative
- Overly sensitive people
- Apathy
- Irrelevant information
- Long explanations
- Having little to do
- Delaying decision making
- Having to follow orders
- Close supervision
- Obstructive practices
- Self-pity

REDS ARE MOTIVATED BY:

- Competition, real or imagined
- Important goals that must be met by a deadline
- Roles to keep them challenged and busy
- Authority to negotiate and make some decisions
- Independence, without close supervision
- Tough assignments
- Leadership roles, formal or informal
- Opportunities to achieve higher status
- Public recognition for their accomplishments
- Productivity and initiative in others

REDS PREFER TO:

- Compete to win or to achieve targets
- Have the authority to take the decisions necessary to achieve goals
- Solve problems physically
- Work without a lot of assistance
- Make decisions that save time
- Handle strong pressures
- Meet tight deadlines
- Get right to the bottom line
- Be given clear instructions
- Negotiate conditions
- Break rules if necessary
- Live and work in an environment that allows them to be in control and create results

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

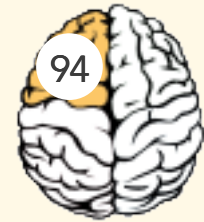
PRISM Quadrant Colour Characteristics - Golds

TYPICAL GOLD BEHAVIOUR:

- Quality-focused
- Detailed, structured
- Accurate, meticulous
- Slow, deliberate
- Focused, thorough
- Well-organised
- Logical, analytical
- Proper, punctual
- Hardworking, responsible
- Traditional, conservative
- Serious, reserved
- Guarded, self-contained

OVERDONE GOLD BEHAVIOUR:

- Perfectionist, pedantic
- Aloof, self-opinionated
- Humourless, inflexible
- Obsessive, nit-picking
- Unsociable, negative
- Critical, rule-bound
- Nagging, questioning
- Detached, unfeeling
- Narrow-minded, unfeeling



Underlying preference

WHAT 'TURNS ON' GOLDS:

Golds are motivated not just by results, but by quality results. They tend to be low-key, factual and extremely accurate. They are at their best when a job needs to be done with precision. Golds set high standards for themselves and others, and expect everyone to comply, always with the same high standards. Part of their drive for quality, accuracy and order is derived from their strong desire for a structured environment. Golds prefer a logical, step-by-step approach to tasks. For them, even life itself should proceed along a predictable path. They believe in themselves, their capabilities and their intellectual skills. They pride themselves on their ability to solve complex problems.

GOLDS LOVE:

- Quality
- Being methodical
- Planning in detail
- Logical analysis
- Accurate records
- Not being rushed
- Focusing on facts
- Looking for errors
- Quiet isolation
- Competent workers
- Measurement tools
- Proving a point
- Meeting requirements
- Professionalism
- Following rules
- Perfection
- Clear expectations
- Efficiency
- Clear instructions

WHAT 'TURNS OFF' GOLDS:

Golds are turned off by disorganisation and lack of clarity and detail. They need to ask lots of questions and will usually remain cautious before accepting a proposal or a programme for change. They dislike anything which they perceive as poor quality or unreliable information. They have little tolerance for poor standards or incompetence, particularly when either can affect quality, efficiency or profit. Get your facts and details right before you talk to Golds and give them information in a logical, step-by-step way. Their preoccupation with detail leads them to dislike any environment where nothing has a label, name or place. They tend to be uncomfortable dealing with emotional issues or human relationships.

GOLDS HATE:

- Low standards
- Being rushed
- Change
- Untidiness
- Disregard for quality
- Vagueness
- Frivolous tasks
- Inaccurate information
- Unreliability
- Blockages to facts
- Incompetence
- Costly shortcuts
- Exaggeration
- Imprecise record-keeping
- Lack of focus
- Self-indulgence
- Talking about personal matters
- Displays of emotion

GOLDS ARE MOTIVATED BY:

- Sufficient time to finish what they start and check it
- Privacy, peace and quiet with few interruptions
- Opportunities to plan ahead in detail
- Fault-finding or inspection roles
- Authority to control quality
- Organized systems that assure accuracy and efficiency
- Consistency and competence in fellow-workers
- Excellence in everything
- Exceeding expected standards

GOLDS PREFER TO:

- Work with tested systems and procedures
- Check and double-check data
- Work on their own
- Make quality inspections
- Provide accurate, factual reports
- Focus on instructions and follow exact rules
- Create and adhere to schedules
- Measure progress, efficiency, quality
- Analyse all options before making a decision
- Persuade through logical argument
- Live and work in a structured environment that values quality

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.