



Improving performance isn't rocket science...

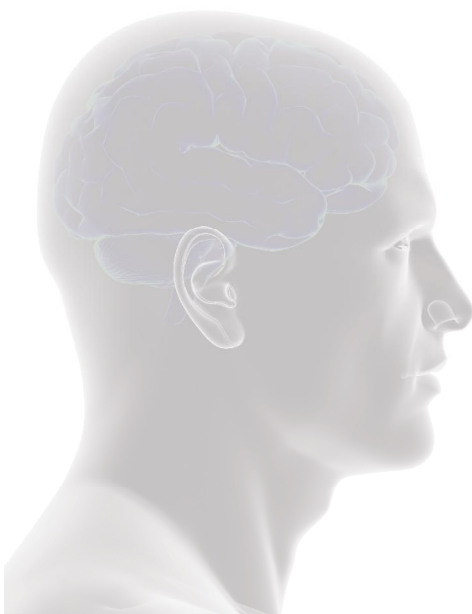
PRISM is powerful mapping tool designed specifically for today's fast moving world. Highly visual and easy to understand, *PRISM* identifies human behaviour and provides an exciting way to enhance business performance.

The *PRISM* suite of tools provides a complete 'one stop' cost-effective business solution. No other tool is so versatile, or so practical; from recruitment through to leadership, from teambuilding through to enhancing sales and customer service. *PRISM* adds real value.

Most of us have some knowledge about ourselves and our behavioural preferences. However, this picture tends to be fragmented and few people really have an accurate and comprehensive view of themselves.

Continual response to new experiences evolves us over time. We are not the same people we were when aged 10... 30... or 50. As our lives progress and we react to various situations, significant changes in our behavioural responses take place. Each person has a behavioural pattern that is uniquely his or her own. People make decisions based in part on their impressions of others. Individuals vary in their ability to recognize the image they are creating.

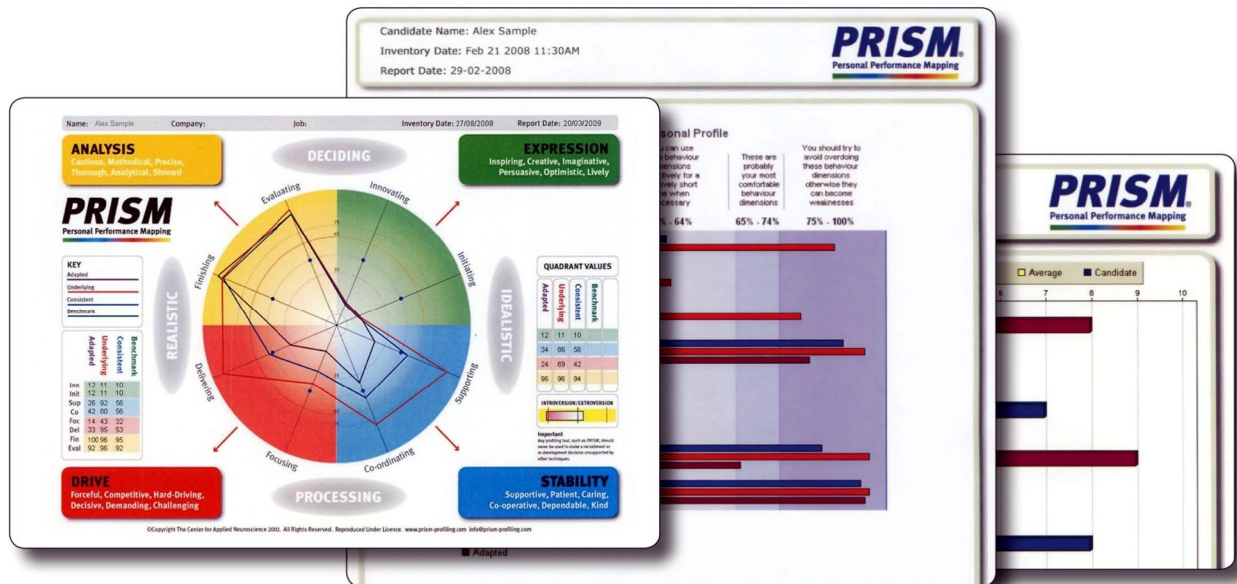
Many tools categorise a person into a single superficial type or category. These over simplified labels make no allowance for the subtle, yet crucial, differences between people or the reasons why they behave in certain ways. *PRISM* does not 'label' individuals; it visually demonstrates behaviour in a way that is easily grasped and immediately useful.



...It's Neuroscience

The **PRISM**
Suite of Tools

The core of the **PRISM** system is an easy-to-use, online inventory which can be completed in approximately 20 minutes. Drawing on the latest discoveries in neuroscience this information is used to generate a comprehensive range of maps and reports which can be specifically tailored to suit your needs.



Who can attend?

No previous knowledge or experience in behavioural profiling, or related subjects, is required to attend the programme. It is particularly beneficial for:

- Line managers, consultants and others who have responsibility for managing people
- HR professionals
- Training and organisational development specialists
- Coaches
- Recruitment agencies

For example: The **PRISM** Professional report (above) shows behavioural preferences on colour quadrants with two dimensions in each quadrant – a total of eight dimensions, all on a scale of 1-100. The three coloured lines or ‘maps’ (Red, Burgundy and Blue) on the profile reflect an individual’s Underlying, Adapted and Consistent behaviour. The strong visual nature of this information makes it easily understood and provides the candidate with a comprehensive picture of their natural behaviour (Underlying), how they are flexing their behaviour to suit the needs of their role (Adapted) and how they are likely to behave most of the time (Consistent). Areas of natural preference, challenge and untapped potential can be easily identified from just this one profile.

By tailoring the report online at the output stage, different ‘maps’ can be produced to reflect your needs. For recruitment and selection, for example, a benchmark map can be inserted so that a particular role can be ‘mapped’ against an individual’s preference; this provides a remarkably accurate reflection of an individual’s suitability for the role.

All **PRISM** ‘maps’ are accompanied by supporting graphs and extensive text reports.

In fact, the **PRISM** suite of tools is so versatile it can be used for the whole range of applications shown below; and, as you only pay once for the input and can use the profile as many times as you want, it is incredibly cost efficient.

Certification Programme

The certification programme looks in depth at the *PRISM* system, the neuroscience research that underpins it and how to apply this in a practical way to meet specific business and personal objectives. On the successful completion of this programme, you will:

- become a qualified practitioner of the *PRISM* suite of instruments, allowing you to purchase and administer the questionnaires, access a range of professional reports, interpret the results and conduct feedback sessions with clients
- be able to integrate the *PRISM* suite of instruments into HR practices, using the instrument within succession planning, talent management, and a wide range of learning and development programmes.
- be able to purchase and administer the questionnaire and other restricted materials, interpret the results and conduct feedback sessions with individuals and groups.
- be able to use *PRISM* materials in a participative and compelling style, as well as gaining an in-depth understanding of the various outputs and how they are interpreted.
- be able to use your knowledge of the instrument to deliver *PRISM* interventions in a wide range of situations and to address workplace issues.
- create a common language for development within your organisation



Practitioner Programme Content

Day One

- Psychology and neuroscience - the differences
- Brain structures and functions
- How the brain creates behaviour
- How we see the world and adapt to cope with different situations
- The *PRISM* colours and their meaning
- Perceived behaviour and overdone strengths
- The eight *PRISM* dimensions of behaviour
- Underlying, Adapted and Consistent behaviour maps
- Analysing and interpreting profile maps

Day Two

- Job benchmarking and profiling
- *PRISM* for recruitment
- Interviewing techniques - observing behaviours
- Emotional Intelligence
- 360 degree feedback
- 'The Big Five'
- Creating and measuring competencies
- Team performance diagnostics
- *PRISM* applications
- Using the *PRISM* online services
- The validity and reliability of *PRISM*
- Ethical use of the instrument

In-house programmes

Do you have six or more people who wish to attend? Why not try one of our in-house programmes?

PRISM has many years' experience of providing 'in-house' programmes for clients, where one of *PRISM*'s programmes is run exclusively for your employees at a venue of your choice.

Benefits include:

- business relevant – the contents can be tailored to meet the specific cultural and business issues facing your organisation.
- flexibility – date and venue to suit you, and tailored to your organisation's needs
- value – cost per participant significantly less



PRISM produces a wide range of easy to understand charts and reports to help users gain an insight into their behaviour preferences.

The 'Swiss Army Knife' of profiling tools

How to book

By telephone

Call us on +44 (0) 8452 417 552

By email

Send us an email to: support@prismbrainmapping.com

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