



PRISM 'Pro-Select' Report

CONFIDENTIAL

This report has been prepared for

Sample Pro-Select

30 April 2012

Using brain science to enhance personal and business performance

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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.

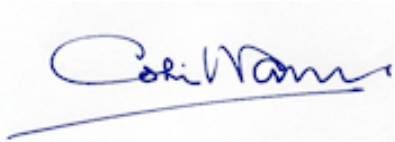
An important objective of this report is to help you to learn more about yourself and your behaviour preferences, so that you will be able to exploit your strengths to your best advantage and also minimize the likely impact of those strengths if they are overdone. The more you understand how you approach 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

Why is *PRISM* different?

PRISM is a neuroscience-based instrument specifically designed to identify the behavioural preferences that directly relate to personal relationships and work performance.

Neuroscience – which has seen most of its major discoveries made in the last 10-15 years – has proved that the brain is remarkably elastic in terms of its capacity for change. *PRISM* focuses, not only on the brain's functional architecture, but also on how the neural networks interact with brain chemicals such as glutamate, dopamine, noradrenaline, serotonin, testosterone and oestrogen to create behaviour. Modern neuroscience rests on the assumption that our thoughts, feelings, perceptions, and behaviours emerge from electrical and chemical communication between brain cells. It is these very same neuroscientific discoveries that have facilitated the development of the *PRISM* Profiling Method.

Rather than the theoretical concepts of many traditional tests, *PRISM* measures the things that people like doing and the behavioural characteristics related to those things. Research shows that people whose interests match their occupations and activities find greater satisfaction, are more productive, and have higher levels of motivation. These results can increase the individual's work performance and enhance the chances of career success. Indeed, a Harvard Business Review study has shown that staff turnover almost doubles when no job suitability match has been undertaken. The study also concluded that 80% of staff turnover can be attributed to mistakes made during the employee selection and recruitment process.

To facilitate understanding, *PRISM* uses colours to illustrate the behaviour preferences. Although the *PRISM* model is a metaphor for brain functioning, the *PRISM* maps represent the dynamic interaction that takes place within the brain and is based on the principle that no one part of the brain does solely one thing and no one part of the brain acts alone. All our thoughts, emotions and actions are the results of many parts of the brain acting together.



Why is *PRISM* different? [Continued]

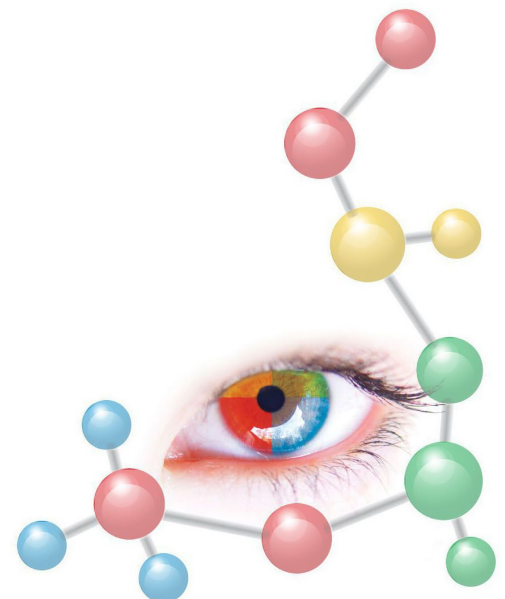
The *PRISM* chart represents the relationships between the right hemisphere (Green and Blue) and the left hemisphere (Gold and Red) of the brain, plus the front half of the brain - the motor cortex (Gold and Green) and the rear half of the brain - the sensory cortex (Red and Blue). Red and Gold preferences indicate how a person will tend to behave when engaged in a task and/or when under pressure to achieve results. Green and Blue preferences indicate how a person will tend to behave in a social setting when establishing rapport with others. As the person switches between these two preferences, he or she may display very different - even opposite - behaviours.

Many personality and individual assessment tests are based on bi-polar scales (either/or) type of questions. In other words they identify people as either one thing or another. *PRISM* differs in how data is gathered and reveals balances and imbalances instead of the 'typecasting' that comes from bi-polar methods.

In addition to *PRISM*'s eight behaviour dimensions, the 'Personal' and 'Professional' report identifies and measures 26 key aspects of work preference. This information allows you to make many links between your natural behaviour preferences and your work behaviour.

The report also enables you to gain an insight into your behavioural preferences from several points of view. In addition to the normal *PRISM* reports, you can receive outputs on Emotional Intelligence and on 'The Big Five' - one the most widely accepted and used models of personality.

PRISM 'Professional' has a number of added facilities. For example, it manages a 360-degree process with the option to include generic or in-house competencies. It can create team maps and match a team with a team benchmark. It also has a team diagnostic facility which measures a team performance as well as the quality of inter-personal relationships within the team. For information about these facilities, please contact your *PRISM* Practitioner.



Interpreting your *PRISM* Report

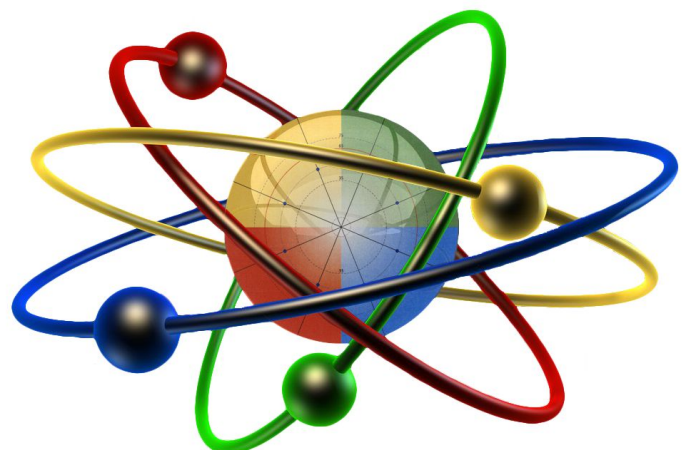
PRISM 'Professional' and 'Personal' provide three 'maps' of an individual's behavioural preferences. The 'maps' are referred to as: '**Underlying**', '**Adapted**' and '**Consistent**'.

The '**Underlying Map**' can be described as 'the real you'; your natural, inherent behaviour, or the behaviour used by you when under pressure. It is, therefore, an indication of how the you tend to behave when you are either totally relaxed, or, occasionally, when you are under stress and when you feel no need to manage or control your behaviour to present the most appropriate response to the world. It, therefore, indicates the extent to which you are comfortable using these instinctive behaviours. Although it is likely to be your most comfortable behaviour pattern, you will find it necessary to adapt that behaviour from time to time to cope with the demands of everyday living.

The '**Adapted Map**' is the behaviour pattern that you tend to create to interact with the world at large. It indicates how you believe you need to adapt your '**Underlying**' behaviour to achieve success in specific environments e.g. what you think others expect of you, or how you feel others want you to act. In other words, it is the behaviour

you borrow on occasions in order to 'get the job done'. For example, how much you feel a need to adjust your natural, instinctive behaviour to meet the demands of your work. The '**Adapted Map**' shows a pattern of movement away from the '**Underlying Map**' - either outside it or inside it. If you adapt to a significant extent inside the '**Underlying Map**', you may feel a degree of frustration at being unable, on occasions, to use your natural preferences to the full. On the other hand, if you adapt outside your '**Underlying Map**', you may feel stressed at times, especially if the adapting carries on for a prolonged period of time.

Like everyone else, your overall behaviour is not based totally on either your '**Underlying**' or '**Adapted**' profiles which are, inevitably, only used by you for a relatively small proportion of your overall time. On the other hand, the '**Consistent Map**' takes into consideration your responses which are consistent with both your '**Adapted**' and '**Underlying Maps**' and presents a picture of how you tend to behave for most of your time - the view that most other people probably have of you.



ANALYSIS

Cautious, Methodical, Precise, Thorough, Analytical, Shrewd

EXPRESSION

Inspiring, Creative, Imaginative, Persuasive, Optimistic, Lively

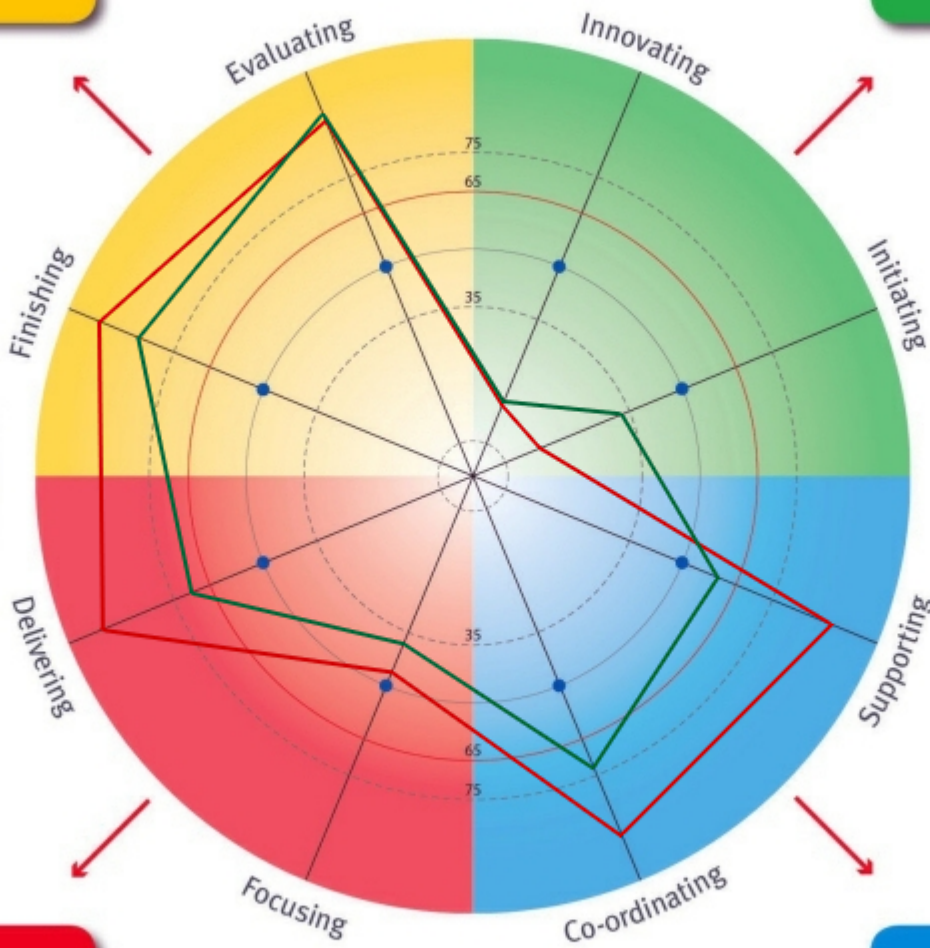
PRISM
BRAIN MAPPING

KEY

Adapted	
Underlying	
Consistent	
Benchmark	

	Adapted	Underlying	Consistent	Benchmark
Inn	11	12		
Init	10	33		
Sup	92	60		
Co	92	73		
Foc	46	38		
Del	95	70		
Fin	96	85		
Eval	91	93		

REALISTIC



IDEALISTIC

QUADRANT VALUES

Adapted	Underlying	Consistent	Benchmark
	10		22
	92		66
	70		54
	94		89

INTROVERSION/EXTROVERSION



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

DRIVE

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

PROCESSING

STABILITY

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

Dimension Key Points

Dimension	Characteristics	
	Strengths	Potential weaknesses if strengths are overdone
Innovating	Abstract, innovative thinker. Generates ideas and concepts. Visualises outcomes. Creates original solutions. Unorthodox, detached and radical.	Low attention to detail. Has difficulty explaining own ideas. Absent minded and forgetful. Dislikes criticism and following rules. Can be wayward and independent.
Initiating	Outgoing, animated and talkative. Articulate and persuasive. Establishes rapport easily. High-spirited, jovial and motivating. Good at achieving 'win-win' negotiations.	Over optimistic and unrealistic. Fails to follow through or deliver. Easily bored and distracted. Need to be entertaining and popular. Makes impetuous, intuitive decisions.
Supporting	Kind hearted, harmonious and caring. Supportive of others. Handles repetitive or routine work well. Mild mannered and loyal to close friends. Sensitive, devoted and perceptive.	Dislikes conflict and aggressive people. Unassertive and over sensitive. Uncomfortable making tough decisions. Dislikes pressure or fast pace. Uncomfortable with change.
Co-ordinating	Makes good use other people's skills. Encourages opinions and participation. Democratic and seeks consensus. Remains calm when under pressure. Consultative and open-minded.	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.
Focusing	Forthright, demanding and impatient. Stubborn, blunt and challenging. Copes well with adverse conditions. Driven to win and achieve status. High pressure negotiating skills.	Irritable and easily frustrated. Provocative and argumentative. Poor listener when under pressure. Suspicious of the motives of others. Quick to anger and volatile.
Delivering	Controlling, single-minded and loyal. Independent and self-motivated. Practical, determined and autocratic. Works well when under pressure. Likes structure and organisation.	Can be over-competitive for status. Inflexible and single-minded. Uncomfortable with sudden change. Frustrated by others' low commitment. Insensitive to others' emotional needs.
Finishing	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.	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.
Evaluating	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.	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.

Your *PRISM* Profile Narrative - Summary

Overview of Sample's profile

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

"Accurate, Analytical, Appraises data, Asks for opinions, Assertive, Assesses accurately, Bossy, Caring, Choosey, Competitive, Conscientious, Correct, Discerning, Dogmatic, Exact, Meticulous, Neat and tidy, Orderly, Patient, Perfectionist, Precise, Prudent, Quality-focused, Thorough, Watchful, Weighs pros and cons, Well-organised"

He also rated the following descriptors as least accurately describing his preferred behaviours and, therefore, the ones that he is least comfortable using and the ones which he prefers to avoid:

"Animated, Creative, Enthusiastic, Experimental, Exuberant, Fertile-minded, Fun-loving, Generates ideas, Headstrong, High-spirited, Imaginative, Ingenious, Innovative, Intolerant, Inventive, Lively, Original thinking, Outgoing, Produces novel ideas, Promotes participation, Provocative, Shrewd, Sparkling, Spirited, Spontaneous, Stubborn, Sympathetic, Vivacious"

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

Sample's profile indicates that he:

- Takes responsibilities seriously.
- Is competent, industrious and reliable.
- Can work well alone and with the minimum of supervision.
- Performs quality work and always gives his best.
- Can be a willing and effective team player.
- Enjoys being valued for the support he gives to others.
- Gets along well with most people.
- Sees what needs to be done and does it.

[Continued]

Your *PRISM* Profile Narrative - Summary [Continued]

- Handles pressure and difficult conditions well.
- Has the drive and determination to overcome obstacles.

Sample needs to bear in mind that his profile also indicates that he will:

- Be 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
- Be uncomfortable dealing with abstract concepts or ideas
- Prefer established ways of working rather than finding new ones

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

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

To enhance his overall performance, he should consider:

- Not being too critical or judgemental when others are telling him 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's heads. Trying to use a vocabulary that is appropriate to the situation.
- Learning to express his emotional side and sharing his feelings with people he trusts.
- Being less sensitive to comments and remarks made by others.
- Making more decisions on the basis of what is in his best interests.
- Trying to be more patient and less forceful.

Least preferred behaviours

Sample's least preferred behaviours indicate that:

He will try to avoid situations which require him to be totally radical or creative. Not naturally flexible, innovative, adaptable or unconventional, he does not demonstrate a strong desire to

[Continued]

Your *PRISM* Profile Narrative - Summary [Continued]

find new mental challenges. In a work situation he should not, therefore, be relied upon for the creation of ingenious, new ideas or novel strategies and it is unlikely that he will devote much of his energy to finding new or radical ways of doing things." He is also unlikely to be comfortable in roles which lack structure or clear direction.

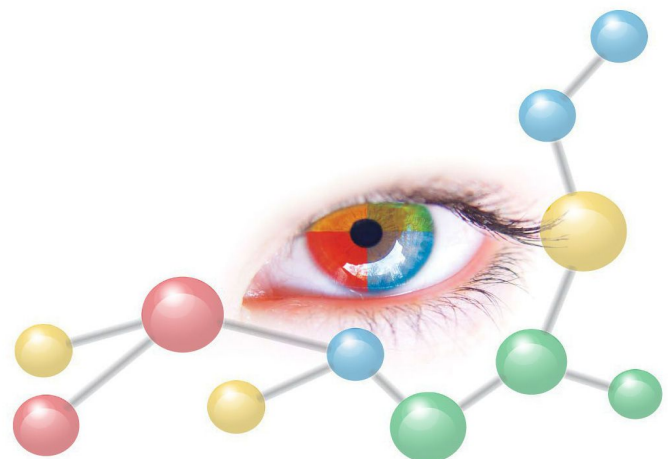
He will try to avoid situations which require him to be sociable with strangers. Not naturally outgoing or gregarious he is unlikely to have the flexibility of thought to find the most radical route to accomplish whatever needs to be done. He does not really enjoy being the centre of attention and will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

An Important Note on Job/Role Benchmarking

To be meaningful, *PRISM* Job 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.

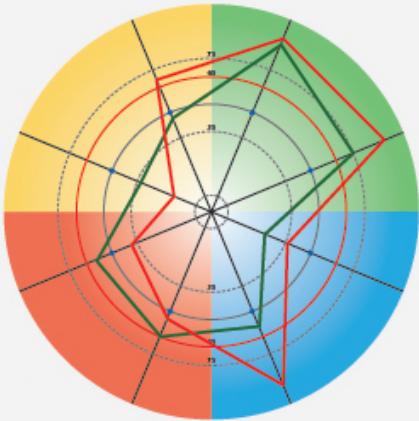
The actual requirements of a particular individual role may differ significantly because of a variety of factors such as company culture etc. For example, the key requirements for the position of 'Sales Executive' in 'Company A' may differ very significantly from the role of 'Sales Executive' in 'Company B' and, if so, the relevant Job 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 later in this report.



Job/Role Benchmark vs. Actual Profile Comparison [Continued]

This section is only relevant if you have a Job Benchmark included in your profile. If you do not have a Job Benchmark included in your Profile, please go to Section 6.



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

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'.

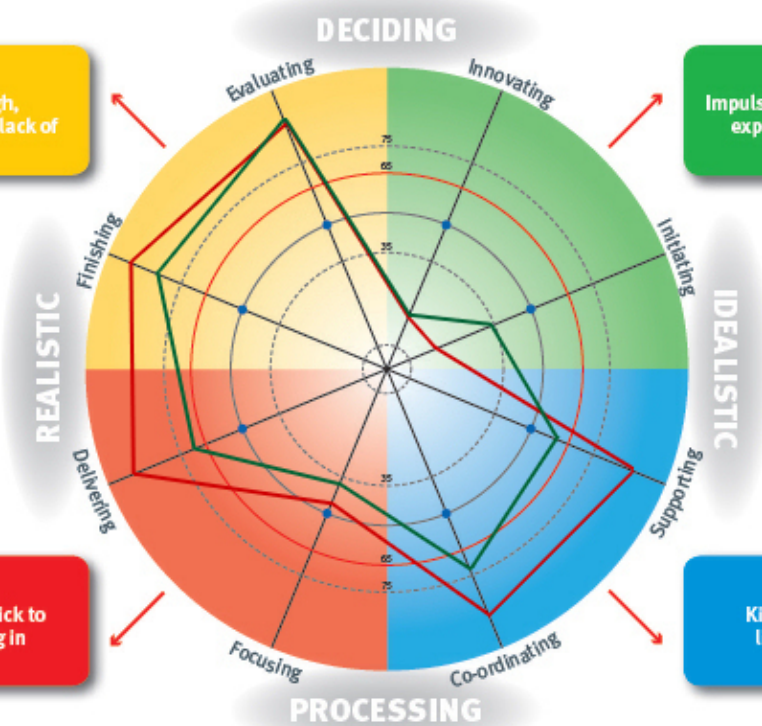
Study carefully any of the 8 dimensions in particular where a significant mismatch has been identified. It is critical that you appreciate that a significant overshoot in a trait deemed 'Unhelpful' can be every bit as negative as a significant undershoot in a trait deemed 'Critical for Excellence'. After 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.

Job/Role Benchmark vs. Actual Profile Comparison [Continued]

ANALYSIS
Careful, accurate, self-contained, attentive to detail, thorough, follows rules closely and prefers to work alone, but dislikes lack of clarity, mistakes and untidiness.



EXPRESSION
Impulsive, talkative, imaginative, entertaining, excitable, fun-loving, expressive, optimistic and enthusiastic, but dislikes routine work, planning and having to follow rules.

Candidate:
Sample Pro-Select

Job or Role:
PRISM Test Benchmark

Inventory Date:
12/11/2008

Quadrant Values
10
25
50
75
93

DRIVE
Competitive, forceful, outspoken, challenging, impatient, quick to anger, takes risks, pushy and decisive, but dislikes not being in charge and being told what to do.

STABILITY
Kind-hearted, caring, considerate, gentle, patient, co-operative, likes routine, reliable, supportive and unassertive, but dislikes conflict, change and making tough decisions.

Importance	Behaviour dimension	Job/Benchmark vs Actual		Match	Comments – The candidate's preference for:	
Potentially counter-productive	Innovating	12		11	Strong Match	The candidate's preference for creativity, imagination, abstract thinking, innovation, and the generation of new ideas appears to be a strong match with the agreed benchmark for this behavioural dimension.
Potentially counter-productive	Initiating	33		10	Moderate 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 moderate match with the agreed benchmark for this behavioural dimension.
Occasionally useful	Supporting	60		92	Likely Mismatch	The candidate's preference for putting people at ease, building team spirit, mediating conflict, being empathetic and caring for others appears to be a likely mismatch with the agreed benchmark for this behavioural dimension.
Very important	Coordinating	73		92	Strong Match	The candidate's preference for working co-operatively, seeking consensus, enabling others to take part and consulting others appears to be a strong match with the agreed benchmark for this behavioural dimension.
Unhelpful or Not relevant	Focusing	38		46	Strong Match	The candidate's preference for being forthright and outspoken, taking tough decisions and working in an aggressive environment appears to be a strong match with the agreed benchmark for this behavioural dimension.
Important	Delivering	70		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	85		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	93		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.

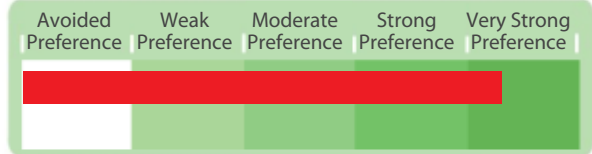
Work Preference Profile

This report summarises some of Sample's natural work preferences and plots them against preference segments ranging from 'Avoided Preference' i.e. a work behaviour which he tends to be uncomfortable using, to 'Very Strong Preference' i.e. a behaviour which he tends to use instinctively most of the time, but which could become an 'overdone strength', and therefore counter-productive, when he is under pressure or in conflict with others. This report reflects Sample's self-expressed preferences. Whether or not he uses his preferences as stated will, of course, depend on a variety of factors such as organisational culture and the way in which he is 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.

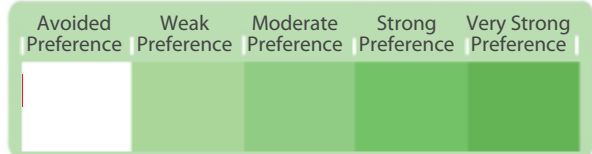


Work Preference Profile [Continued]

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



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.



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



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



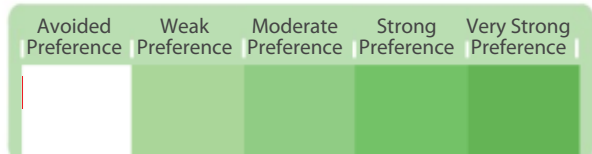
Building group consensus and making good use of others' talents. Consulting and enabling others to take part in the decision making process



Creating imaginative and innovative concepts, or visualising outcomes or solutions

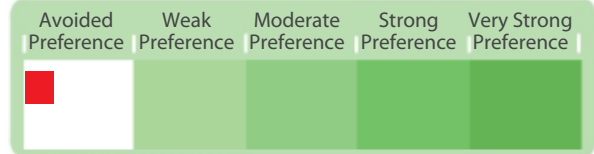


Likely to be able to adapt to a range of situations and to tolerate both criticism and challenge. Also likely to be able to maintain consistent performance in a wide range of situations and when under considerable pressure.

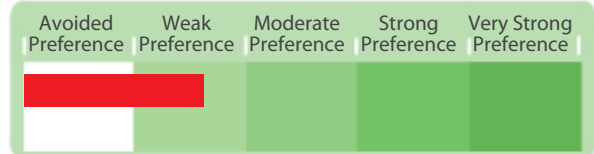


Work Preference Profile [Continued]

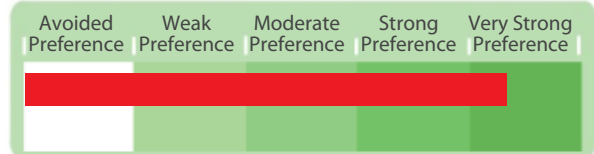
Being cheerful, talkative and outgoing with strangers. Having a strong need to interact socially with others for most of the time



Taking and implementing tough, unpopular decisions despite strong opposition. Confronting or challenging others in a forthright or provocative manner



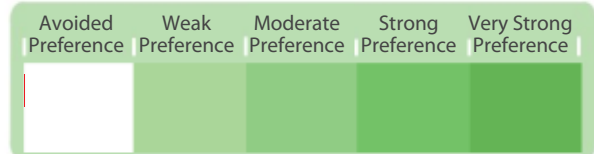
A tendency to be sympathetic, co-operative and considerate, and have a strong preference for deferring to others and for relating to them by being tolerant and accommodating.



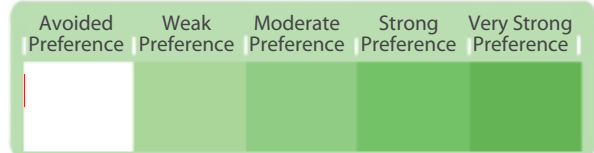
A tendency to be independent, forthright and demanding, and to have a strong preference for relating to others by being tough, distant and persistent.



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 - 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.

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 • Opportunities to gain status • Practicality • Power and control • Productivity • Speed • Taking charge • Winning • 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.

PRISM Quadrant Colour Characteristics - Greens



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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.

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.

PRISM Quadrant Colour Characteristics - Blues



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

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

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

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

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

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

PRISM Quadrant Colour Characteristics - Golds

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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.

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.