

**PRISM**  
Personal Performance Mapping

**Improving performance isn't  
rocket science...**



**...It's Neuroscience**

# What is PRISM?

PRISM is a revolutionary profiling instrument for identifying human behaviour and enhancing performance.

PRISM makes use of the latest discoveries in neuroscience to generate a comprehensive, yet easy to understand, 'map' which illustrates how a person is likely to behave in different situations.

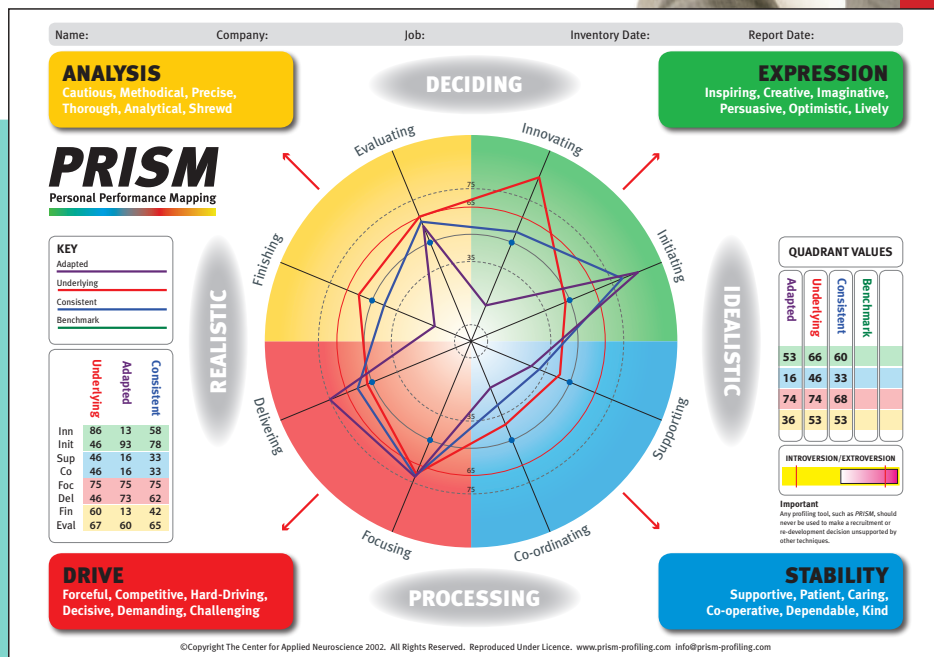
PRISM is about the way people see each other's behaviour. What is perceived as 'good' behaviour by one person is often seen as 'bad' behaviour by another.

Each of us has a pattern of inherent behaviour that makes us unique. To be aware of these preferences enables us to adapt our behaviour to be more effective in our relationships with others.



*“ I really feel for the first time that we have discovered in PRISM a model of human behaviour that we can readily incorporate into our team and that will lead to improved motivation, performance and results ”*

David Pickup, Customer Business Development Director, Procter & Gamble



The PRISM model is a metaphor of the dynamic interaction that takes place between the brain's functional areas and provides a visual representation of the behaviour preferences that result from this interaction.

*“Cognitive Neuroscience, with its concern about perception, action memory, language and selective attention, will increasingly come to represent the central focus of all neurosciences in the 21st Century”*

Professor Eric Kandel, Nobel Prize Winner for Medicine

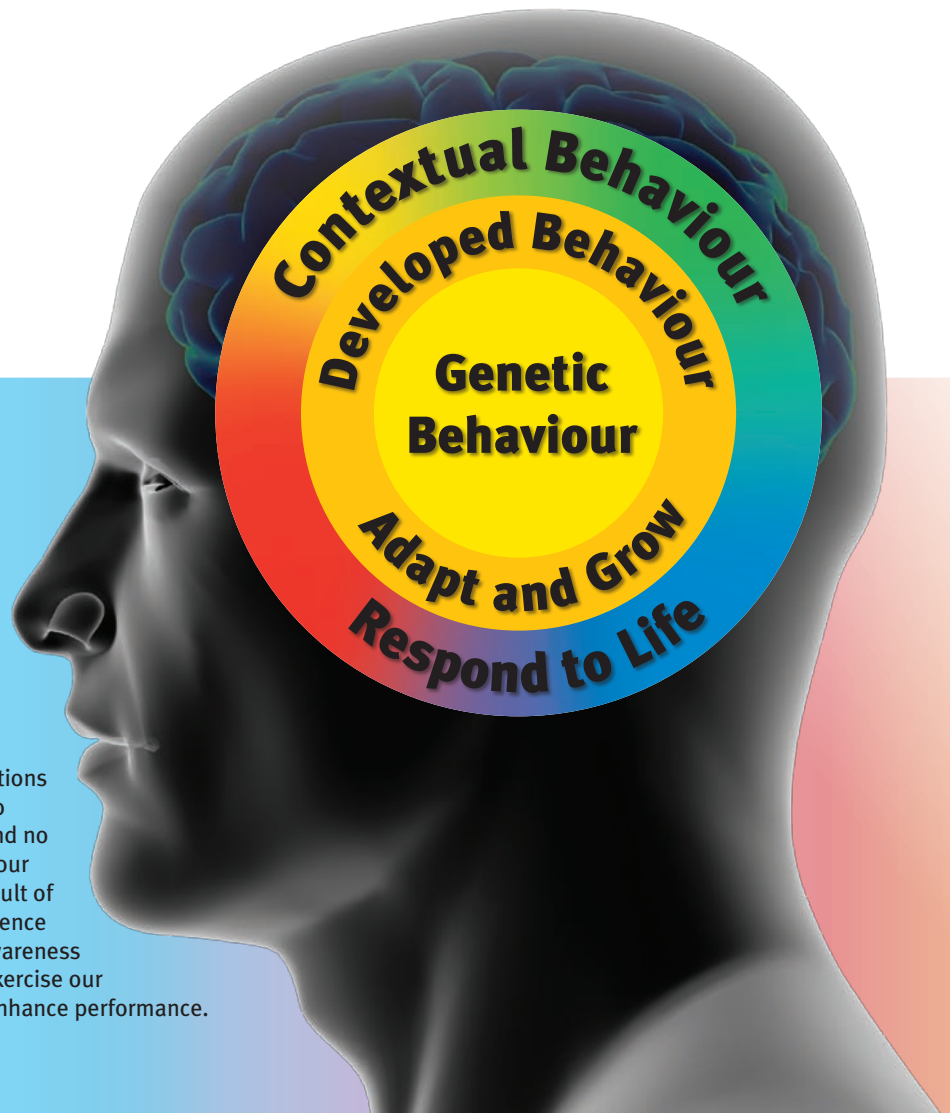
## What is Neuroscience?

The task of neuroscience is to explain behaviour in terms of the activities of the brain – how it marshals its billions of individual nerve cells to produce behaviour, and how these cells are influenced by the environment.

For decades scientists maintained that once its physical connections were completed during childhood, the brain had become hardwired and remained like that for life. Now, thanks to sharp imaging technology, we have proof that the brain is remarkably elastic in terms of its capacity for change, and we can explore what is actually occurring in our brain as we go about our daily lives. As a result, neuroscience is capable of providing us with insights into the human mind that only a few decades ago would have been considered the stuff of science fiction.

### Your brain and how it works – The science **BEHIND PRISM**

Our brain – the most complex system in the universe – makes us who we are. It has often been likened to a fantastic super computer, but even this flattering analogy understates its immense capacity to learn, adapt and develop. All our experiences, thoughts, actions and emotions constantly change the structure of our brain. No single part of the brain does solely one thing and no part of the brain acts alone. The ways in which our billions of brain cells are wired together is a result of our genes and our life experiences. Each experience adds to the brain's vast database. By raising awareness of our natural and adapted behaviour we can exercise our ability to determine our future behaviour and enhance performance.



# How *PRISM* helps you and your business

## Recruiting for success

Recruitment is one of the most direct ways to transform an organisation's culture and its responsiveness to the marketplace. Yet strategic, successful recruitment often remains the exception in corporate life. Finding the 'right' people is now one of the biggest and most important business challenges. To be truly successful, candidates must be both eligible and behaviourally suitable for their role.

***How often have you found that a candidate whose qualifications seemed ideal, didn't quite fit?***

*PRISM* can help organisations of all sizes recruit the right people for the right jobs first time, every time.

## Increasing sales

Building rapport is at the heart of increasing sales. Incremental sales grow out of effective and durable relationships. Key to this is a good understanding of what appeals to your customers – what they like and dislike. Stepping into your customers shoes and speaking their language are fundamental to success.

***Are you confident your sales force can flex their style to suit your customers, or is it more a case of one size fits all?***

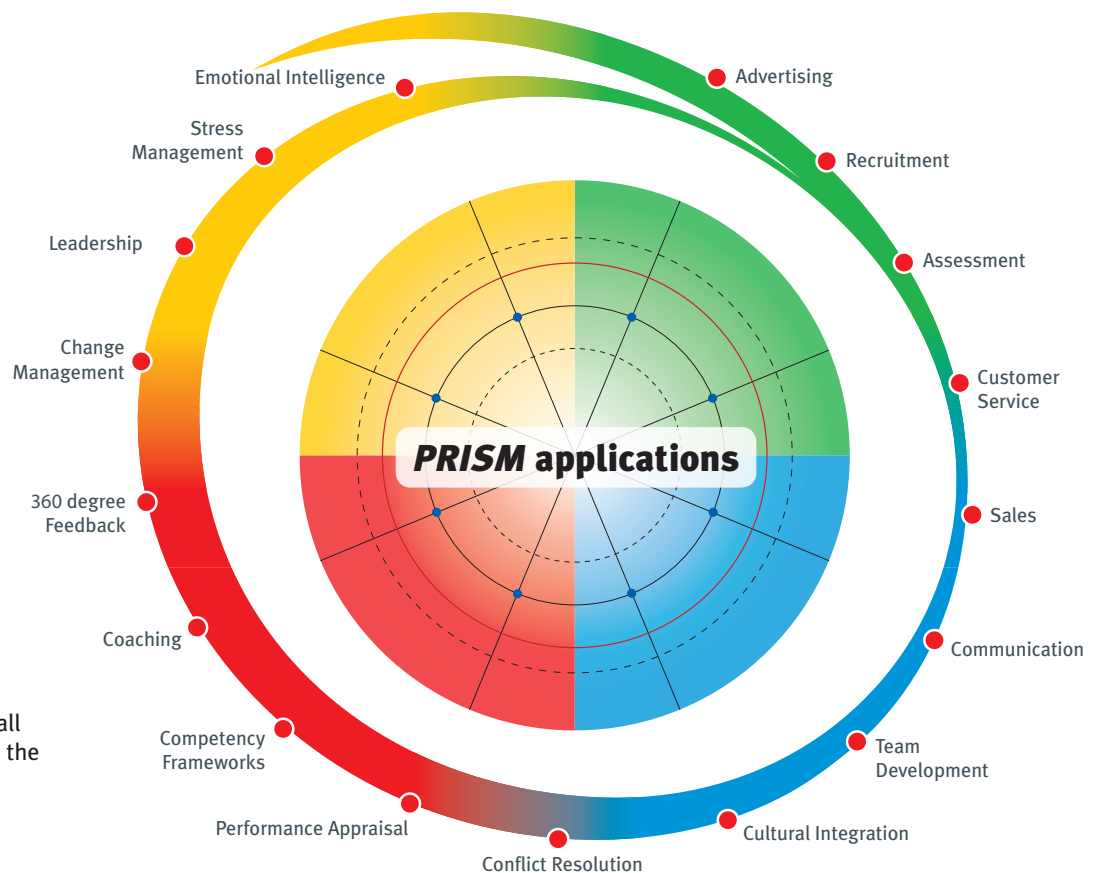
*PRISM* provides a common language to help your sales force recognise not only their own behavioural styles, but also those of your customers.

## High performing teams

Organisations are essentially about people working together. Developing high performance teams should be a priority for all who seek sustainable business success. When a team is firing on all cylinders it has the capability to achieve outstanding results. Sadly, all too often teams fail to maximise their true potential.

***Why does a team of stars so often fail to become a star team?***

*PRISM* identifies team strengths and weaknesses



highlighting key areas of focus to unleash the teams true potential.

## Coaching

Regarded by many as the ultimate coaching tool, *PRISM* is widely used by coaches of all disciplines. *PRISM* quickly highlights the coachee's preferences enabling the coach to build rapport faster. One of the key coaching requirements is to raise awareness – *PRISM* achieves this with unerring accuracy inspiring the coachee and reinforcing the credibility of the coach.

***How often have you found a coachee to be defensive and dismissive about their performance?***

*PRISM* easily overcomes this blockage providing a wealth of valuable insights which enrich and enlighten the coaching relationship.

# Why PRISM is different

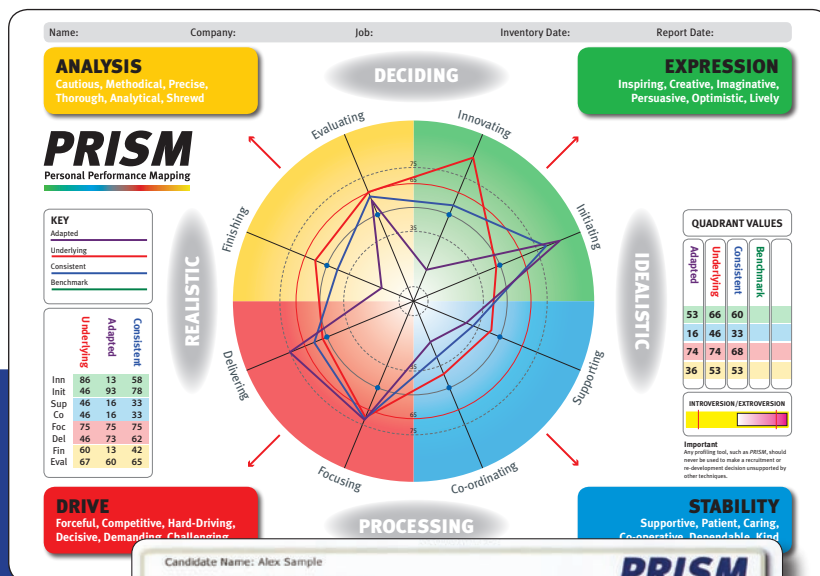
Many tools categorize a person into a single type. These over simplified labels make no allowance for the subtle, yet crucial, differences between people or the reasons why they behave in certain ways. PRISM is not a 'psychometric test'. It does not label individuals by telling them what they are, it demonstrates why they tend to behave in certain ways in different situations.

The core of the PRISM Model is an easy-to-use, online inventory which can be completed in approximately 20 minutes. Due to its highly visual content and practical focus PRISM is easily grasped and immediately useful.

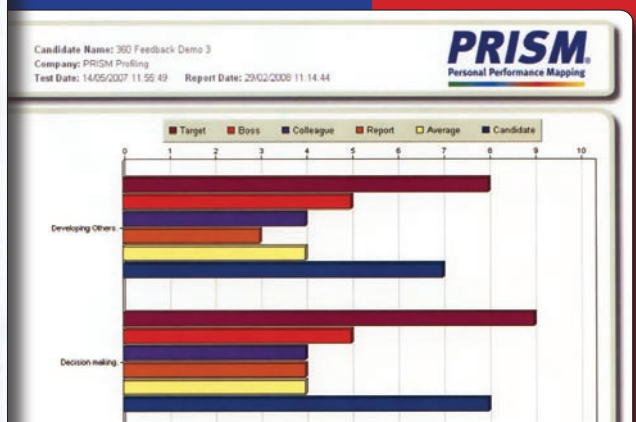
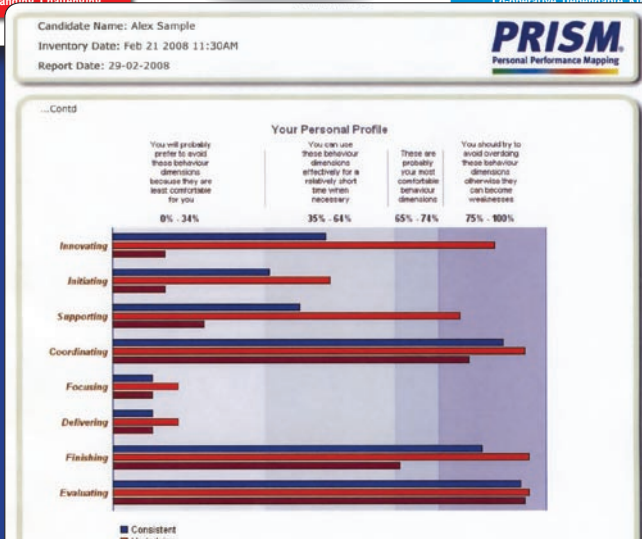
## PRISM validity

PRISM has recently been the subject of a two-year university study using Cronbach Alpha coefficients to measure inter-item correlation for internal validity. The PRISM eight dimensions scored between 0.86 and .92. In separate studies, temporal stability (test-retest reliability), ranged from 0.88 to 0.89 after 1 week, 0.74 to 0.87 after 6 months and 0.71 to 0.82 after 1 year.

Although the human brain is immensely complicated, we have known for some time that it carries out four basic functions: getting information, making meaning of information, creating ideas from these meanings, and acting on those ideas



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





Now in use by some of the world's leading organisations, *PRISM* is a must for all those who want to improve personal or business performance. Those who use *PRISM* include: Proctor and Gamble, HSBC, Maersk, Kleinwort Benson, Goodyear Dunlop, Morrisons, AXA PPP and EDF.

If you would like to know more about *PRISM* and how it can enhance your business, or try a free sample profile, please visit our website: [www.prism-profiling.com](http://www.prism-profiling.com) or contact us at: [info@prism-profiling.com](mailto:info@prism-profiling.com)

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# **PRISM**

**Personal Performance Mapping**

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