



PRISM Brain Mapping

The comprehensive, online, neuroscience-based behaviour mapping instrument

It is hard to escape reading about neuroscience in the press these days, and it's easy to see why the topic fascinates so many people. The latest developments have important implications not just for our long-term health and well-being, but also for our understanding of human behaviour and potential. The commercial world is now turning its attention to neuroscience to see how its exciting advances in helping to understand human behaviour can be used to improve business effectiveness.

During the past 12 years, the role of PRISM Brain



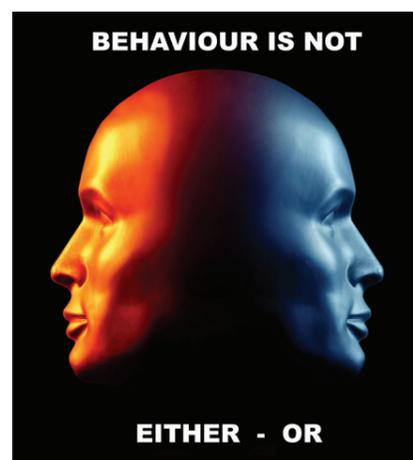
Mapping has been to adapt and simplify some of the discoveries of neuroscience and present them in such a way that they can help organisations and individuals to enhance performance. PRISM is not presented as an alternative to traditional psychometric instruments, rather as a means to enhance understanding of how behaviour is created and how it can be managed. Neuroscience has shown us that we humans 'experience' life differently and that different experiences mould the brain in different ways.

So, how does PRISM differ from traditional profiling instruments? Well, for decades people have been taught that once the brain's physical connections are completed during childhood, the brain remains fixed like that for the duration of life. Even at a superficial level, such a claim is simply not credible, but the myth is still perpetuated by some organisations. Neuroscience can also play a significant role in laying to rest many of the myths that surround gender issues that have disadvantaged so many women in the workplace.

Similarly, the inadequacies of traditional dichotomous views of behaviour have long been recognised. However, they still continue to exert a powerful influence on current thinking about behaviour, often by way of metaphors that

simply recast these old dogma in a more modern technical vocabulary that describes people in terms of 'either / or'. Activities anywhere in the brain are connected to, and potentially have consequences for, other brain regions. PRISM highlights this fact because it is important to discourage simplistic functional dichotomising. No single part of the brain does solely one thing and no part of the brain acts alone. All our thoughts, emotions and actions are the results of many parts of the brain acting together.

The problem with so many classification



BEHAVIOUR IS NOT

EITHER - OR



systems, is that their labels often make people feel boxed in, typecast or judged. With traditional classifications, people are often put into hard and fixed categories - introverted or extroverted, dominant or submissive, subjective or objective. The basic position in PRISM theory is that people can be all of these things at times, to a greater or lesser extent - a unique blend. Labels are not our limits. Labels can be very disabling.

'Neuroplasticity' is the neuroscience term describing the way the human brain changes and restructures itself. But what does neuroplasticity have to do with business? To put it simply, our business success, indeed our survival as a species, depends on it. Brain research has shown that beliefs, values, perceptions and behaviours alter the way we think. If we change our way of thinking, we also change the physical structures of our brain. Our plasticity, our neuro-flexibility, determines how easily we can accept, respond to, and adapt to the changing world around us. If the brain did not have 'plasticity', all learning activities, including coaching, would be pointless.

PRISM does not measure behavioural preferences as a single entity. It measures the intensity of a person's expressed, ideal behavioural preferences,

plus the extent to which the person feels it necessary to modify those natural preferences on occasions when dealing with day-to-day life e.g. when they are at work. These two measurements also enable the system to show how the person consistently tends to behave most of the time.

PRISM is not just another online profiling tool; it provokes users to think about human behaviour in an entirely different way. It is also an integrated tool that has numerous uses and applications that can be invaluable in any modern business. These range from recruitment and performance management to coaching and sales enhancement.

Although much of the initial research that underpins PRISM originated in the United States, it has now caught the attention of the business community around the world and is available in a wide range of languages. At the core of the PRISM model is a chart which is a metaphorical representation of the brain, and on which users' expressed behavioural preferences are plotted to create eight-sided shapes referred to as 'maps'. These maps make it easy for users to see the extent of their behaviour preferences as expressed through an inventory of behavioural choices.

"Learn as much as possible about how the brain works. Everything we think and everything we choose to do alters our brain and fundamentally changes who we are - a process that continues until the end of our lives."

Professor Richard Restak
Neuro-psychiatrist and Clinical
Professor of Neurology
The George Washington University
Medical Center

To discover how PRISM could benefit your organisation, visit www.prismbrainmapping.com or email info@prismbrainmapping.com or call 01892 535432.

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