



**Using  
Neuroscience  
to improve  
personal and  
business  
performance**

Increase  
**Business**  
Performance  
using neuroscience



.....because **Brain** matters



“Enhancing business and personal performance by using brain science”

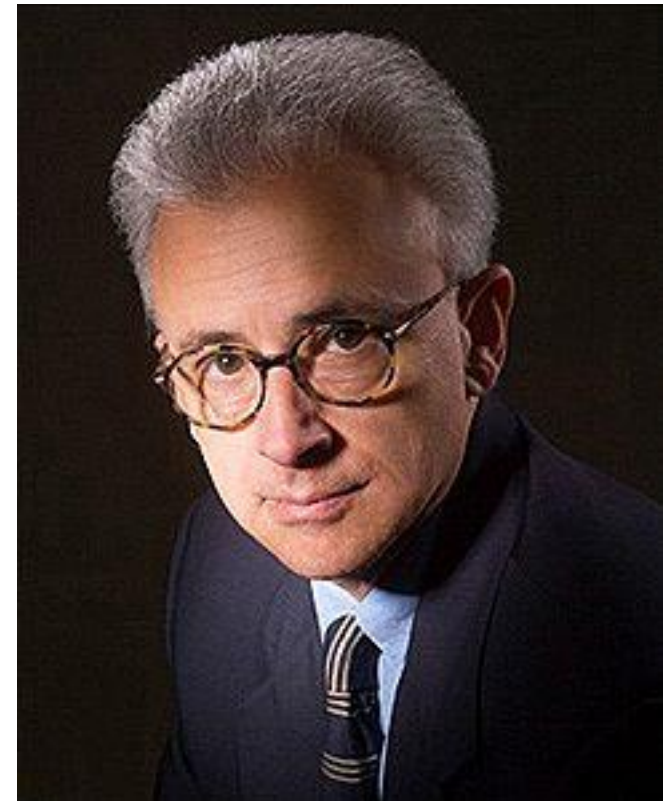
**PRISM**  
BRAIN MAPPING

## FINANCIAL TIMES

“The possibilities for neuroscience are almost limitless.”

*“We are not thinking machines that feel; rather, we are feeling machines that think.”*

**Professor Antonio Damasio, M.D., Ph.D.**  
Professor of Neuroscience and Director of the Brain and Creativity Institute at the University of Southern California





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## WHAT IS *PRISM* BRAIN MAPPING?

*PRISM* Brain Mapping is the world’s most comprehensive, online, neuroscience-based behaviour mapping instrument.





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## WHAT DOES *PRISM* DO?

The role of *PRISM* Brain Mapping 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 those cells are influenced by the environment.





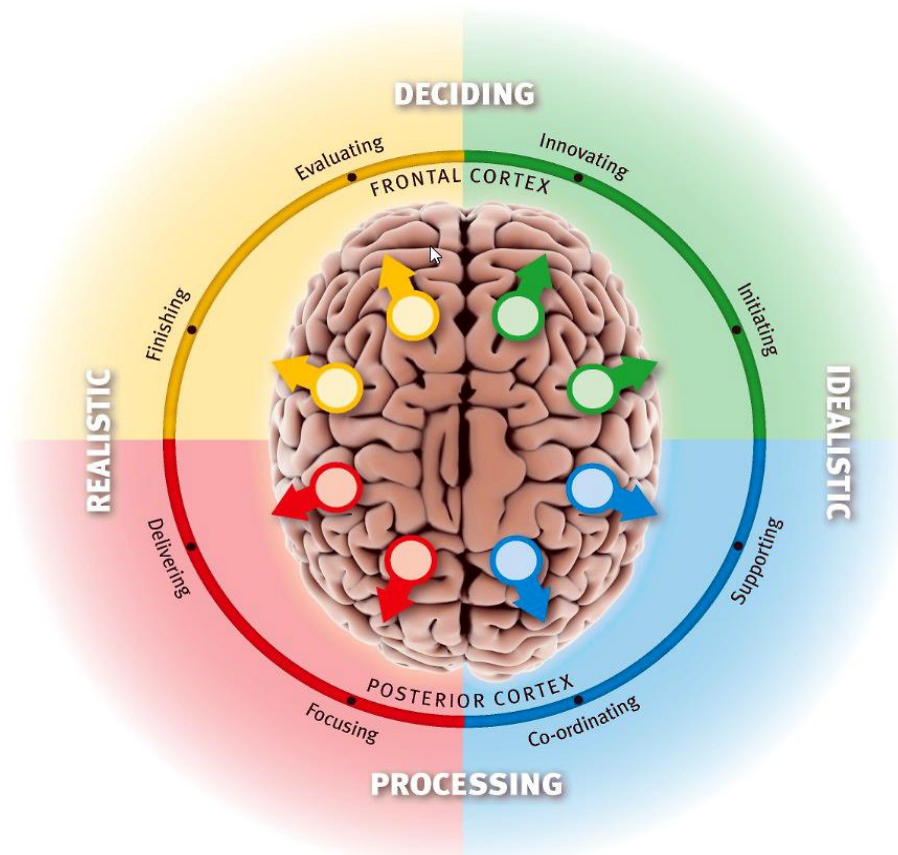


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## THE BRAIN AND BEHAVIOUR

*PRISM* Brain Mapping is based on the unchallengeable fact that the brain is the source of all human behaviour. Everything we know about the world around us, including what we know about our own bodies, comes from our brain. It processes all this information and chooses the appropriate responses (behaviours).



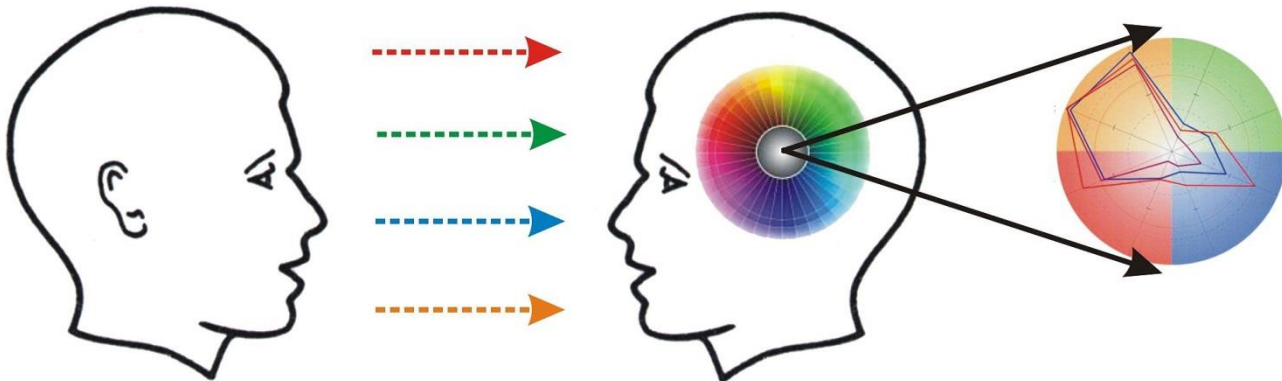


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## NEUROSCIENCE AND PSYCHOLOGY

*PRISM* and psychometric instruments stem from two different sciences and direct comparison is akin to comparing apples and oranges; they have some factors in common, but also some very fundamental differences.





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## WHY *PRISM* IS DIFFERENT - 1

**‘Plasticity’** is the neuroscience term for the brain’s ability to change. At one time, it was believed, and widely taught, that the adult brain could not change once a certain level of development had occurred. This ‘cradle to the grave’ approach taken by many traditional psychometric tests is now impossible to sustain in the light of neuroscience discoveries. Your brain is physically different today from how it was yesterday. That difference results from the effect of yesterday’s and today’s experiences, as well as the thoughts and feelings that you have entertained during the past 24 hours.





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## WHY *PRISM* IS DIFFERENT - 2

**Adapting behaviour:** Brain research has shown that people function best when they are able to make the most of their natural preferences and abilities. Adapting behaviour is the extent to which the person feels it necessary to modify their natural behavioural preferences on occasions when dealing with day-to-day life e.g. when they are at work. By comparing how the person prefers to behave and the extent to which he or she sometimes modifies that behaviour, the *PRISM* system can calculate how the person consistently tends to behave most of the time.





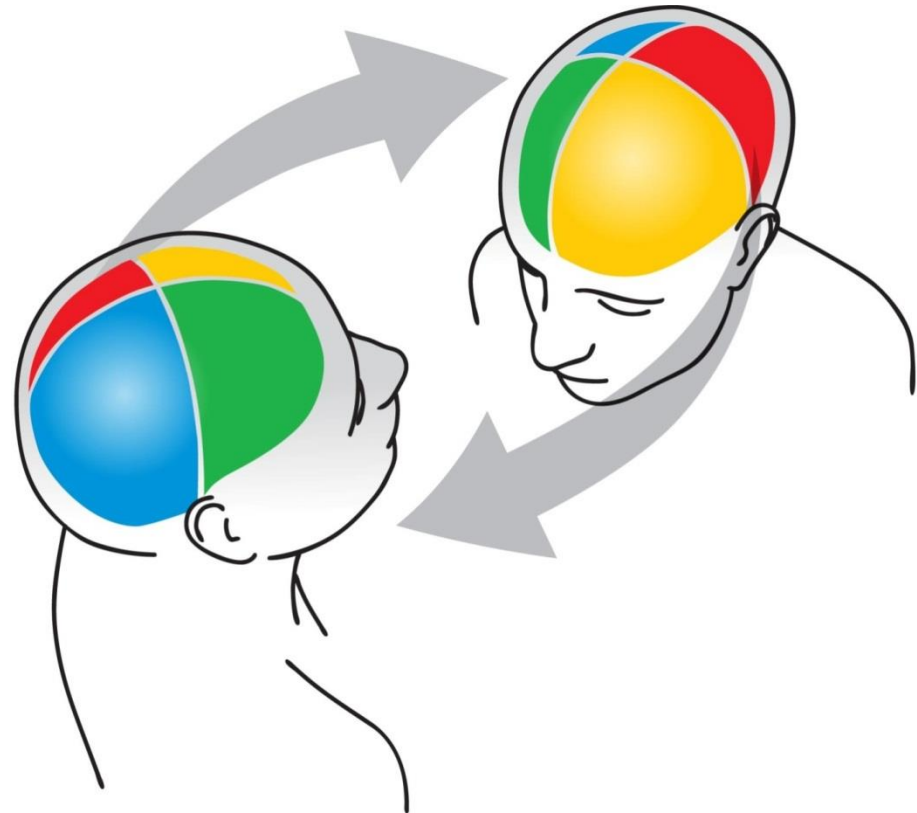


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## WHY *PRISM* IS DIFFERENT - 3

***Dichotomous profiling.*** The inadequacies of dichotomous (contradictory) views of behaviour have long been recognized. Despite the best intentions of test publishers, many psychological instruments are used to describe people in terms of “either / or” e.g. *Introvert v Extrovert*. *PRISM* shows that human behaviour is not “either/or”, and that people can, and do, exhibit opposite behaviours. For example, the way in which people behave at home is often very different from they way they behave at work.





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## BEWARE OF LABELS

One problem with many profiling instruments is that they can be used, deliberately, or unwittingly, to put people into hard and fixed categories which often make those individuals labelled, typecast or judged. It appears a simple matter to communicate through labelling. Labels are often not only misleading shortcuts, but also they can create resentment, thus distancing us from others, including work colleagues and customers.



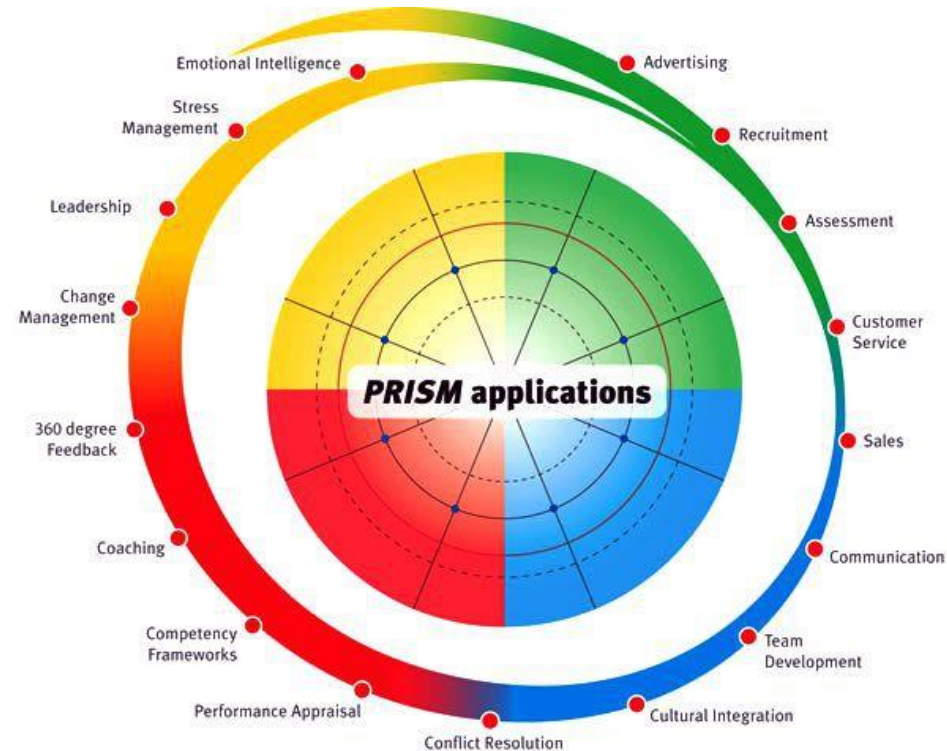


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## PRISM FOR BUSINESS

PRISM Brain Mapping helps users - especially business users - to see human behaviour in an entirely different way. It is also an integrated tool that has numerous uses and applications that could be invaluable in any modern business. These range from recruitment, 360 degree assessment and performance management to coaching, leadership development and sales enhancement.





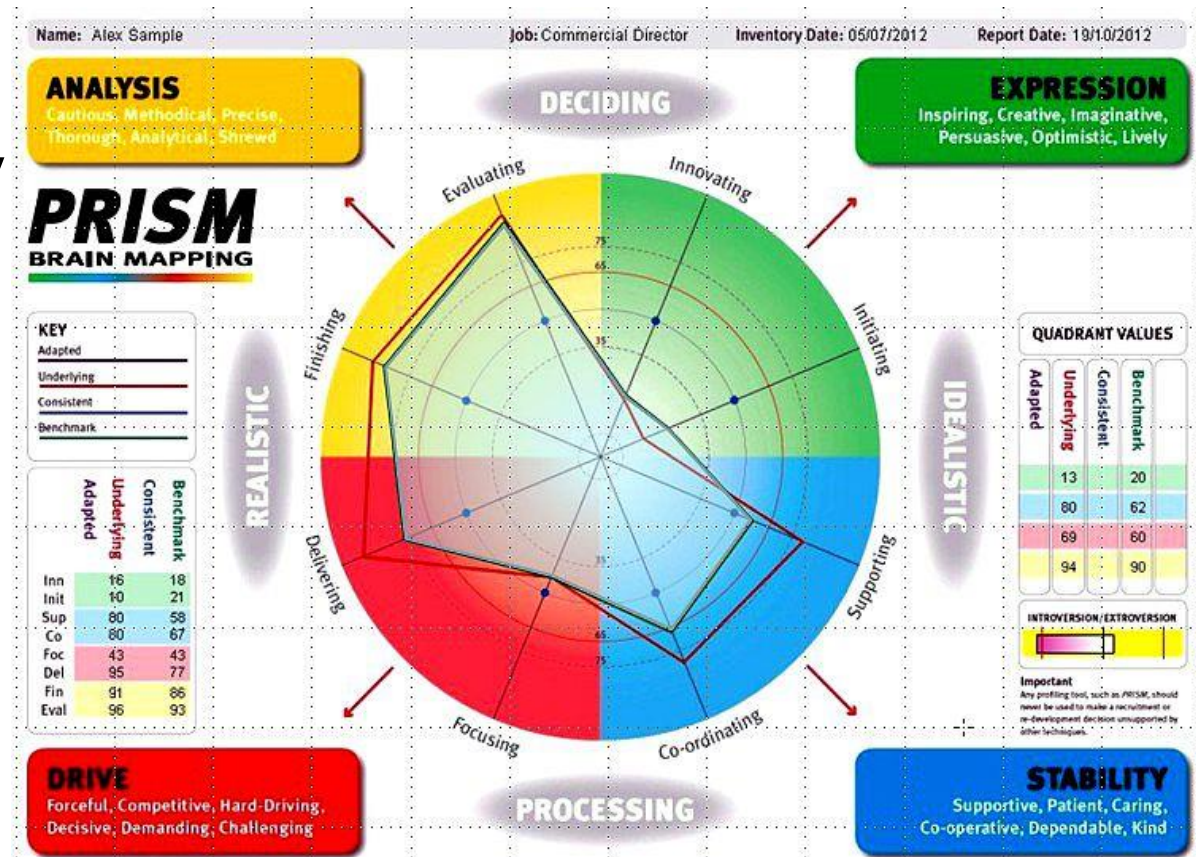


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# PRISM AND PERFORMANCE

PRISM can demonstrate and measure how closely a person matches the behavioural requirements of his or her job. Such information is invaluable for a wide range of development interventions, including coaching and performance appraisal.







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# PRISM AND RECRUITMENT

In recruitment, *PRISM* can benchmark the requirements of a job in terms of suitability, work aptitude and organisational culture. It can then pre-screen large numbers of candidates and identify and rank those who ‘best fit’ that role or vacancy

**NOTE:**

The total variation score is based on the top 3 and bottom 2 profile requirements according to the benchmark selected. The 'Work Aptitude' factors are not included when calculating the total variation.

Click on the 'Viewing' icon  to see the Candidate's Underlying Profile compared against the Benchmark Profile. To view a complete profile for a Candidate, please go to 'Select-Online' in the 'Output' menu.

	Profile Requirements								Work Aptitudes								Total Variation	Profile
	Inn	Init	Sup	Co	Foc	Del	Fin	Eval	Creative and artistic	Outgoing and expressive	Social and empathetic	Practical and mechanical	Competitive and entrepreneurial	Orderly and efficient	Mathematical and logical	Investigative and analytical		
<b>Commercial Director</b>	18	21	58	67	43	77	86	93	25	43	56	62	68	75	87	100	39	
Alex Sample	16 (2)	10 (11)	80	80	43	95 (18)	91 (5)	96 (3)	13	25	31	81	56	88	100	94	39	
Donald Wasterfall	36 (18)	45 (24)	80	30	22	87 (10)	91 (5)	91 (2)	56	50	63	63	31	38	56	44	59	
Leon Markham	50 (32)	75 (54)	92	95	9	19 (58)	91 (5)	91 (2)	25	88	50	25	88	63	81	44	151	
George Harrison	88 (70)	45 (24)	80	80	22	39 (38)	60 (26)	91 (2)	75	94	50	31	94	25	56	44	160	
Kenny Cheung	95 (77)	45 (24)	67	95	19	32 (45)	70 (16)	88 (5)	19	88	75	31	63	69	38	69	167	
Caroline Dempsey	95 (77)	45 (24)	92	92	22	32 (45)	52 (34)	88 (5)	63	81	75	25	81	38	50	56	185	
Clive Williams	95 (77)	36 (15)	67	95	15	95 (18)	13 (73)	96 (3)	50	44	31	56	56	75	75	44	186	
Geoffrey Denham	95 (77)	75 (54)	58	92	9	19 (58)	91 (5)	96 (3)	63	69	44	44	56	75	81	50	197	
Clive Miller	95 (77)	50 (29)	36	80	43	61 (16)	9 (77)	96 (3)	69	69	31	38	88	50	50	44	202	
Alex Prentice	75 (57)	75 (54)	80	92	32	46 (31)	43 (43)	70 (23)	75	88	69	44	100	13	38	25	208	



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## **PRISM WORLDWIDE**

*PRISM* Brain Mapping is already used by the business community around the world and is available in a wide range of languages including Arabic, Spanish, German, Chinese (Traditional and Simplified), Hindi, Gujarati and Russian.



*PRISM* Brain Mapping can generate a wide range of reports and measurements including.

- Work Preferences**
- Emotional Intelligence**
- Career Development**
- Mental Toughness**
- 360-degree Assessment**
- The 'Big Five'**
- Team Performance Diagnostic**
- Organisational Culture**
- Work Aptitude**
- Work Environment Compatibility**





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## PRISM DOES MAKE A DIFFERENCE!

*"PRISM Brain Mapping has been exceptionally accurate in assessing my own behavioural preferences. It not only helps one to understand one's own strengths and weaknesses, but also it assists in making judgements about one's own capacity or potential with spectacular precision. I would encourage anyone who is genuinely interested in understanding himself/herself better to try out PRISM . It truly makes a world of difference."*

**Professor Raghavendra**  
**Oriental Institute of Management**  
**University of Mumbai**

*"PRISM Brain Mapping uses simplified, but well established, neuroscience principles in conjunction with tried and tested psychometric techniques to achieve the best of both these sciences . I believe that PRISM is a highly reliable measurement" .*

**Dr Tendayi Viki**  
**Chartered Psychologist**  
**Senior Lecturer in Forensic Psychology**  
**Stanford University**

*"I have been using PRISM now for over 4 years and I never cease to be amazed at the difference it can make in the here and now. I just love seeing the real impact it can have on individuals and teams. It is visual, easily understandable, memorable and jargon-free."*

**David Mellor**  
**Chairman**  
**Viridian Corporate Finance**

*PRISM is unique! It is head and shoulders above any other means of assessing individual and team behaviour. I have used it with complete confidence in a wide variety of settings from realigning a charity's executive board to minimising the margin of error in employing retail staff. Probably as important as maximising the effectiveness of people is the amount of self awareness they gain from PRISM. It is the consummate 21st Century profiling tool."*

**Mike McGraw**  
**Managing Director**  
**Development Initiatives**



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## PRISM WORKS!

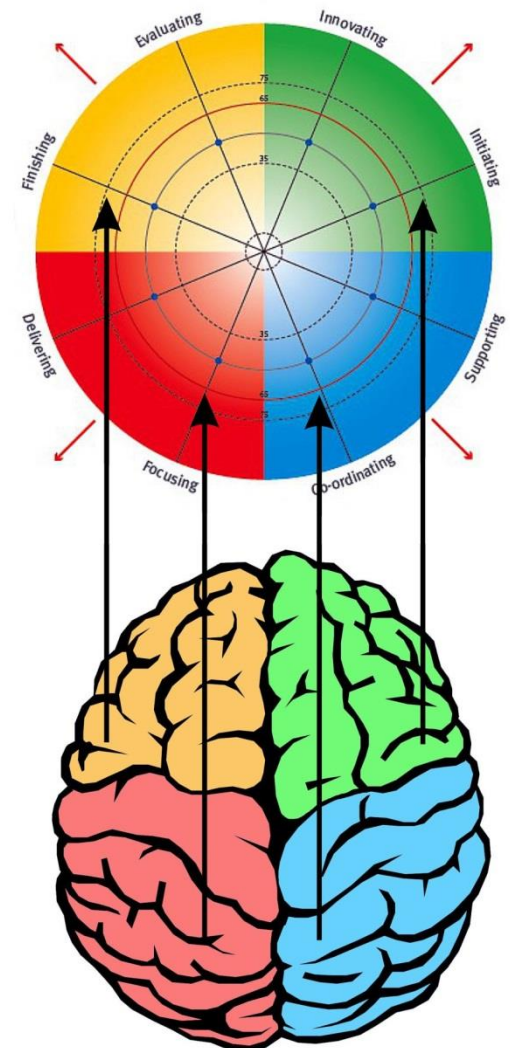
"We have used **PRISM Brain Mapping** for the past 4 years and it has helped us immensely in maximising our training provision, especially in Sales Management training and Executive Coaching. As a result, we have come to rely on **PRISM** as part of a very reliable and effective system to add value in these key areas.

**PRISM** is both easy to understand and use, and the profiles and reports generated are in-depth and informative, surprising users by their accuracy. We are extremely impressed with reliability and validity of the overall system.

**PRISM** is a great resource for line managers, HR specialists and, indeed, anyone interested in developing people, and can really add value to the service that they offer. It does not pigeonhole people by any other singular label, but treats them as the individuals they are and embraces the fact that people behave differently in different circumstances and environments.

I have no hesitation in recommending **PRISM** to anyone looking for a really effective profiling instrument."

**Lynne Plater**  
Senior Learning and Development Manager  
HSBC Bank plc







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## PRISM VERSIONS



### PERSONAL DEVELOPMENT

Foundation

Personal

Professional

Click button for  
more information



### RECRUITMENT

Select Online

Click button for  
more information



### CAREER EXPLORATION

Career Match

Click button for  
more information



### EDUCATION

4D

Click button for  
more information



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# ‘CAREER MATCH’



# FOR SCHOOLS





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## ONLINE CAREER EXPLORATION

**PRISM ‘Career Match for Schools’** is an online career exploration tool that gives powerful insights into the type of work that is most likely to be suitable for each student. It helps them to find out what their work-related interests are and what kinds of jobs they can do well and enjoy.

It can help them to recognise where their natural strengths are and which careers will enable them to capitalise on those strengths.

It can create a profile of each student’s behavioural strengths - what they have to offer an employer.

It can map their behavioural preferences with some 1,000 careers.

It can enable them to research careers in detail online to identify which ones could be most suitable for them.

It can compare any of 1,000 careers with each student’s own profile characteristics.





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## YOU HAVE GAINED YOUR DEGREE - NOW WHAT?

How prepared are you for the real world? Do you know what it takes to get into your preferred career? If you graduate and don't have a clue what you want, is there someone close by, trusted and knowledgeable, who can act as a sounding board for your ideas? If you cannot get into your preferred career, what are your options?



Understanding your behavioural and work preferences, or aptitudes, and the type of work environment you enjoy being in, is a crucial step in the career selection and development process. Some jobs provide harmony and stability; some are risky and challenging. Some are structured, some aren't. One job may require a lot of noisy socialising, while another may require quiet concentration. **Do you know exactly what kind of job suits you best? Have you ever even stopped to think about it?**





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## PRISM ‘CAREER MATCH’

**PRISM ‘Career Match’** gives you powerful insights into the type of work that is most likely to be suitable for you. It helps you to find out what your work-related interests are and what kinds of jobs you can do well and enjoy. It can help you to recognise where your natural strengths are and which careers will enable you to capitalise on those strengths.

### **What can PRISM ‘Career Match’ do for me?**

**Create** a profile of your behavioural strengths - what you have to offer an employer.

**Produce** a text narrative of your key strengths and areas for potential development.

**Identify** and measure your work aptitudes - what you are naturally good at doing.

**Show** which work environments will enhance your performance and which will potentially inhibit your performance.

**Map** your behavioural preferences with approximately 1,000 careers.

**Enable** you to research careers in detail to identify which ones could be most suitable for you.

**Measure** your profile preferences for 26 key business related characteristics.



Current education level: Bachelor's Degree

[Change level](#)

## Sample potential careers for this candidate

Include career matches for ALL education levels: 

Full code match

No career matches found.

Primary and secondary code match

No career matches found.

Secondary and tertiary code match

Reference	Occupation
15-1131.00	<a href="#">Computer Programmers</a>
13-2061.00	<a href="#">Financial Examiners</a>
11-3031.02	<a href="#">Financial Managers, Branch or Department</a>
53-6051.08	<a href="#">Freight and Cargo Inspectors</a>
13-1081.00	<a href="#">Logisticians</a>
11-3071.03	<a href="#">Logistics Managers</a>
11-2021.00	<a href="#">Marketing Managers</a>
29-9011.00	<a href="#">Occupational Health and Safety Specialists</a>
11-3061.00	<a href="#">Purchasing Managers</a>
11-9199.01	<a href="#">Regulatory Affairs Managers</a>
41-3031.02	<a href="#">Sales Agents, Financial Services</a>
41-3031.01	<a href="#">Sales Agents, Securities and Commodities</a>
11-2022.00	<a href="#">Sales Managers</a>
41-4011.00	<a href="#">Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</a>
11-3071.02	<a href="#">Storage and Distribution Managers</a>
11-9199.04	<a href="#">Supply Chain Managers</a>
11-3071.01	<a href="#">Transportation Managers</a>

## Sales Representative - sample career for this candidate

### PRISM CAREER MATCH - POTENTIAL CAREER MATCH LISTING

#### Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education.

Show All Details

Back to Candidate Details

Tasks

Work Activities

Knowledge

Skills

Abilities

Work Styles

Education

Importance	Task Type	Task Detail
87	Core	Contact new and existing customers to discuss their needs, and to explain how these needs could be met by specific products and services.
83	Core	Answer customers' questions about products, prices, availability, or credit terms.
81	Core	Quote prices, credit terms, or other bid specifications.
79	Core	Emphasize product features based on analyses of customers' needs and on technical knowledge of product capabilities and limitations.
78	Core	Maintain customer records, using automated systems.
78	Core	Negotiate prices or terms of sales or service agreements.
77	Core	Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.
76	Core	Prepare sales contracts for orders obtained, and submit orders for processing.
74	Core	Select the correct products or assist customers in making product selections, based on customers' needs, product specifications, and applicable regulations.
73	Core	Collaborate with colleagues to exchange information, such as selling strategies or marketing information.





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## ADAPTIVE SELLING

New discoveries in neuroscience are revolutionising 21<sup>st</sup> Century business life and nowhere more than in the approach to selling.

We have learned how the buying brain functions; what’s attractive to it; how it decides what it likes and doesn’t like; and, ultimately, how it makes that all-important transition from being a *‘shopping brain’* to becoming a *‘buying brain’*.

**ADAPTIVE  
SELLING IS ...**



**.... BRAIN TO  
BRAIN SELLING!**





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## THE BENEFITS OF ADAPTIVE SELLING

“In the midst of increased competition and rising training costs, management should consider incorporating adaptive sales training into their training structure.

**Salespeople in this study bought into adaptive selling as an effective method. It has been shown to increase sales performance, and salespeople have indicated in this study that more adaptive sales training is necessary, in relation to other training topics.”**

Extract from a study into Adaptive Selling  
Louisiana State University





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## **PRISM 360 DEGREE FEEDBACK**

Effective, objective, developmental feedback is not only a cornerstone of employee development, but also a powerful way of continuously improving business performance.

By using the **PRISM 360** feedback system, employee behaviours and competencies can be rated by those who work with them, not just the line manager and colleagues, but also customers.

**PRISM 360** is a very flexible, fully automated system that manages the full 360 degree process and includes up to 25 observations spread over 5 categories. It can also cater for both generic and in-house competences in a variety of rating formats.



## PRISM 360 PROFILE SUMMARY

Please note, the dimension values shown below are extracted from the Candidate's/Observers' **"Consistent"** Profile

Name	Innovating	Initiating	Supporting	Coordinating	Focusing	Delivering	Finishing	Evaluating
<b>Sample 360 Feedback</b>	13	7	60	60	36	53	95	92
<b>Boss</b>	69	60	36	51	51	56	64	53
<b>Assistants 1</b>	10	10	56	43	52	53	95	91
<b>Colleagues 1</b>	49	36	69	60	56	64	32	53
<b>Colleagues 2</b>	38	76	76	46	47	21	78	64
<b>Customer 1</b>	38	76	76	46	47	21	78	64
<b>Employees 1</b>	38	64	60	51	43	67	45	59
<b>Employees 2</b>	38	76	76	46	47	21	78	64



<b>Averages</b>	36	50	63	50	47	44	70	67
<b>High</b>	69	76	76	60	56	67	95	92
<b>Low</b>	10	7	36	43	36	21	32	53



# 11

## 360 Degree Feedback Report - Behaviour Preference Overview [Continued]

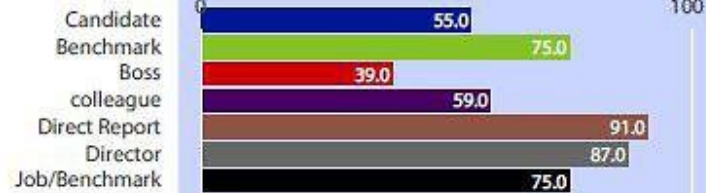
### Focusing

Forthright, demanding and impatient.  
Stubborn, blunt and challenging.  
Copes well with adverse conditions.  
Driven to win and achieve status.  
High pressure negotiating skills.



### Delivering

Controlling, single-minded and loyal.  
Independent and self-motivated.  
Practical, determined and autocratic.  
Works well when under pressure.  
Likes structure and organisation.



### 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.



# 11

## 360 Degree Feedback Report - Competencies

Competency		Target Rating	Observed Rating
1	<b>Leadership</b> Demonstrates the ability to inspire others to contribute to their full potential by providing strong vision, direction and personal example, and by adapting own leadership style effectively to manage different situations.	9	7.3
	Inspires others to contribute to their full potential by providing strong vision, direction and personal example, and by adapting own leadership style effectively to suit the situation.		7
	Displays a readiness to make tough decisions, give judgements or take actions having considered all available options and implications.		7
	Expresses well informed, convincing and enthusiastic strategies to gain agreement, or to convince others to adopt particular courses of action.		8.5
	Communicates a vision for the organisation or team that generates excitement, enthusiasm and commitment.		7
	Makes and keeps meaningful promises and commitments.		7
2	<b>Delivering results</b> Demonstrates the ability to focus self and others on achieving specific outcomes by setting clear goals and priorities, monitoring performance and priorities, and achieving objectives on time and to a high standard.	6	4.9
	Sets realistic, but stretching, deadlines, tasks and standards for others.		5.5
	Focuses effort on priority tasks and activities to achieve optimum results.		4.5
	Has the all skills, knowledge and experience necessary to carry out the role.		5
	Encourages others to exceed normal expectations and fosters a process of continuous improvement.		5.5
	Challenges those who fail to achieve the required standards or results.		4



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## WHY YOU SHOULD USE *PRISM*

"I have been working with *PRISM* for over 6 years in totally different businesses, it is quite simply, the most effective and versatile profiling tool I have ever come across.

In recruitment, one of the most common failings is to mismatch a person to the behavioural requirements of the job. *PRISM* allows you to avoid that pitfall completely. It is also a powerful tool when coaching individuals, it provides insights for exploration which are not always obvious to the coachee, particularly in the area of untapped potential and this has proved really useful for developing talent.

Finally, the ease and speed of use is a major benefit, coupled with the quality of reports and value for money it provides. I would certainly recommend the use of *PRISM* to any Business or HR Professional."

**Brian Benneyworth FCIPD FIoD MCIH**  
Group HR Director  
Member of the M&PD Committee  
The Chartered Institute of Personnel and Development Board.

