Using Neuroscience to improve personal and business performance
WHAT IS PRISM BRAIN MAPPING?

PRISM Brain Mapping is the world’s most comprehensive, online, neuroscience-based behaviour mapping instrument.
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.
“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
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).
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.
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.
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.
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 the way they behave at work.
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.
PRISM FOR BUSINESS

PRISM Brain Mapping helps users - especially business users - to see human behaviour in an entirely different way. It is also a 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.
The PRISM Team Performance Diagnostic Application enables team leaders to measure their team’s performance on 25 key performance-related factors that impact on team performance. The Application also identifies the team culture and measures team morale.
PRISM can demonstrate and measure how closely a person matches the behavioural requirements of his or her job. Such information is also invaluable for a wide range of development interventions, including coaching and performance appraisal.
In recruitment, PRISM ‘Talent Finder’ 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.
PRISM
Career Explorer

CAREER EXPLORATION IS NOT A GAME!

- PRACTICAL
- ANALYTICAL
- CREATIVE
- EMPATHETIC
- RESOURCEFUL
PRISM ‘Career Explorer’ is an online facility that gives powerful insights into the type of work and degree programmes that are 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.
### Explore Careers

#### Categories

- **Architecture and Construction**
- **Arts, Audio/Video Technology and Communications**
- **Business Management and Administration**
  - Administrative and Information Support
  - Business Analysis
  - Business Financial Management and Accounting
  - Human Resources
  - Management
  - Marketing

#### Careers

<table>
<thead>
<tr>
<th>Title</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Teachers, Postsecondary</td>
<td></td>
</tr>
<tr>
<td>Communications Teachers, Postsecondary</td>
<td></td>
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<tr>
<td>Driver/Sales Workers</td>
<td></td>
</tr>
<tr>
<td>Editors</td>
<td></td>
</tr>
<tr>
<td>Marketing Managers</td>
<td></td>
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<tr>
<td>Sales Managers</td>
<td></td>
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<tr>
<td>Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</td>
<td></td>
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<tr>
<td>Technical Writers</td>
<td></td>
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</tbody>
</table>

Showing 4 to 11 of 11 entries
Sales Representative Tasks - sample career for this candidate

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.

<table>
<thead>
<tr>
<th>Importance</th>
<th>Task Type</th>
<th>Task Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>87</td>
<td>Core</td>
<td>Contact new and existing customers to discuss their needs, and to explain how these needs could be met by specific products and services.</td>
</tr>
<tr>
<td>83</td>
<td>Core</td>
<td>Answer customers’ questions about products, prices, availability, or credit terms.</td>
</tr>
<tr>
<td>81</td>
<td>Core</td>
<td>Quote prices, credit terms, or other bid specifications.</td>
</tr>
<tr>
<td>79</td>
<td>Core</td>
<td>Emphasize product features based on analyses of customers’ needs and on technical knowledge of product capabilities and limitations.</td>
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<tr>
<td>78</td>
<td>Core</td>
<td>Negotiate prices or terms of sales or service agreements.</td>
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<tr>
<td>78</td>
<td>Core</td>
<td>Maintain customer records, using automated systems.</td>
</tr>
<tr>
<td>77</td>
<td>Core</td>
<td>Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.</td>
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<tr>
<td>76</td>
<td>Core</td>
<td>Prepare sales contracts for orders obtained, and submit orders for processing.</td>
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<tr>
<td>74</td>
<td>Core</td>
<td>Select the correct products or assist customers in making product selections, based on customers’ needs, product specifications, and applicable regulations.</td>
</tr>
<tr>
<td>73</td>
<td>Core</td>
<td>Collaborate with colleagues to exchange information, such as selling strategies or marketing information.</td>
</tr>
</tbody>
</table>
New discoveries in neuroscience are revolutionising 21st 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’.
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
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.
Please note, the dimension values shown below are extracted from the Candidate's/Observers' "Consistent" Profile

<table>
<thead>
<tr>
<th>Name</th>
<th>Innovating</th>
<th>Initiating</th>
<th>Supporting</th>
<th>Coordinating</th>
<th>Focusing</th>
<th>Delivering</th>
<th>Finishing</th>
<th>Evaluating</th>
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<tr>
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<td>46</td>
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<tr>
<td>Customer 1</td>
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<td>76</td>
<td>76</td>
<td>46</td>
<td>47</td>
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<th>Highest Value</th>
<th>Lowest Value</th>
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<td>High</td>
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<td>Low</td>
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360° Feedback Report - Behaviour Preference Overview

**INNOVATING**
- Imaginative, innovative thinker.
- Generates ideas and concepts.
- Visualises outcomes.
- Creates original solutions.
- Unorthodox, fertile-minded and radical.

![Innovating Chart]

**INITIATING**
- Outgoing, animated and entertaining.
- Articulate and persuasive.
- Establishes rapport easily.
- High-spirited, jovial and light-hearted.
- Good at achieving ‘win-win’ negotiations.

![Initiating Chart]

**SUPPORTING**
- Kind-hearted, harmonious and caring.
- Supportive of others.
- Handles repetitive or routine work well.
- Good natured and accommodating.
- Considerate, kindly and compassionate.

![Supporting Chart]
# 360° Feedback Report - Competencies

<table>
<thead>
<tr>
<th>COMPETENCY</th>
<th>Target Rating</th>
<th>Observed Rating</th>
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<tbody>
<tr>
<td><strong>Interactive Communication</strong>&lt;br&gt;Listening to others and communicating articulately, fostering open communication.</td>
<td>4</td>
<td>3.3</td>
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</tbody>
</table>

**LEVEL 1** - Listens and clearly presents information<br>- Listens/pays attention actively and objectively<br>- Presents information and facts in a logical manner, using appropriate phrasing and vocabulary<br>- Shares information willingly and on a timely basis<br>- Communicates honestly, respectfully and sensitively

**LEVEL 2** - Fosters two way communication<br>- Recalls others’ main points and takes them into account in own communication<br>- Checks own understanding of others’ communication (eg paraphrases, ask questions)<br>- Elicits comments or feedback on what has been said<br>- Maintain continuous open and consistent communication with others

**LEVEL 3** - Adapts communication<br>- Tailors communication (eg content, style and medium) to diverse audiences<br>- Reads cues from diverse listeners to assess when and how to change planned communication approach to effectively deliver message<br>- Communicates equally effectively at varied organisational levels<br>- Understands others’ underlying needs, motivations, emotions or concerns and communicates effectively despite the sensitivity of the situation

**LEVEL 4** - Communicates complex messages<br>- Communicates complex issues clearly and credibly with widely varied audiences<br>- Handles difficult on-the-spot questions (eg apart from officials, interest groups or the media)<br>- Overcomes resistance and secures support for ideas or initiatives through high impact communication

**LEVEL 5** - Communicates strategically<br>- Scans the environment for key information and messages to form the development of communication strategies<br>- Communicates strategically to achieve specific objectives (eg considers optimal ‘messaging’ and timing of communication)<br>- Uses varied communication vehicles and opportunities to promote dialogue and develop shared understanding and consensus
"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
Former Visiting Fellow at 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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"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
"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 because it provides insights for exploration which are not always obvious to the coachee, particularly in the area of un-tapped 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 Membership and Professional Development Committee
The Chartered Institute of Personnel and Development Board.
**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
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
PRISM – ONE TOOL MANY USES

Performance management
Selling skills
360 degree assessment
Job benchmarking
Recruitment
Leadership skills
Coaching
Career exploration
Talent management
Team building
Career transition
360 degree assessment
Conflict management
Mental toughness
Emotional intelligence