



## Insights Discovery

The success of any business is built on the performance of its people.

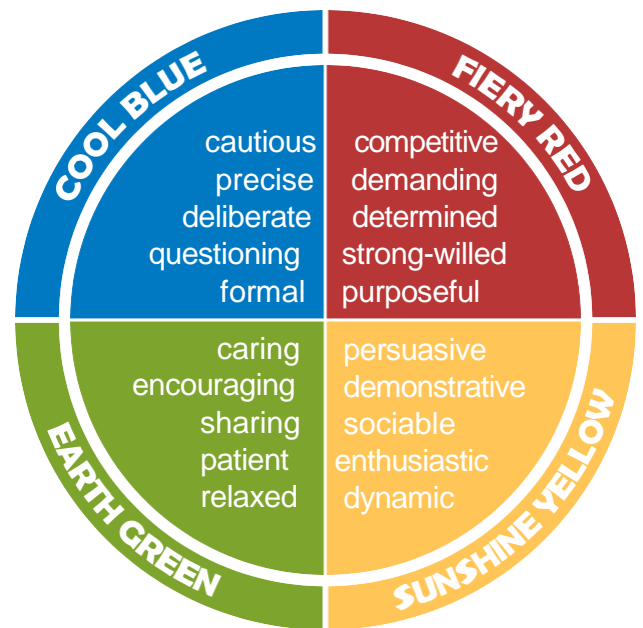
We help people to perform at their highest level by improving their understanding of themselves. People can then easily adapt and connect with others, which leads to workplaces where innovation, creativity and productivity thrive.

### Learning that sticks

Insights Discovery uses a language of colour that is simple to understand and remember. That means people can continue to use the Insights Discovery terminology on a daily basis, which is vital when conflicts arise, team dynamics change or there is a change in leadership.

### How it works

Insights Discovery is a simple and accessible four colour model that helps us to understand ourselves and others. Every person has all four colour energies within them; it is the combination of these energies which creates each unique personality. Our colour energies refer to a set of characteristics that tend to be our most preferred or most natural way to be:





### Fiery Red

Usually strong minded and focused on results, Fiery Red energy shows up as a strong determination that influences a person's interactions with others.



### Sunshine Yellow

Radiating enthusiasm and encouraging participation, people with a lot of Sunshine Yellow energy tend to relish the company of others and desire to be involved.



### Earth Green

Individuals with a high amount of Earth Green energy view the world through what they value and what is important to them, often seeking harmony and meaningful relationships.



### Cool Blue

With a desire to know and understand the world around them, often those with a Cool Blue preference like information to be accurate and complete before making a decision.

When an organization helps its people reveal their individual combination of colour energies, they are better equipped to stay motivated and engaged, whether working individually, in a team or as a leader.

Once our online evaluator is completed, each person receives an Insights Discovery Personal Profile. An extremely powerful tool, it can be used to resolve conflict, improve communication and help teams see the value of each other's contribution at work. Insights Discovery can be used in a workshop setting or in one-to-one coaching.

## Solving real business problems

When you start your journey with Insights Discovery, you're investing in your people and giving them the tools to be able to work better together, forever.

Insights also offers other models, based on Insights Discovery, that are designed to further help teams, leaders and sales people.

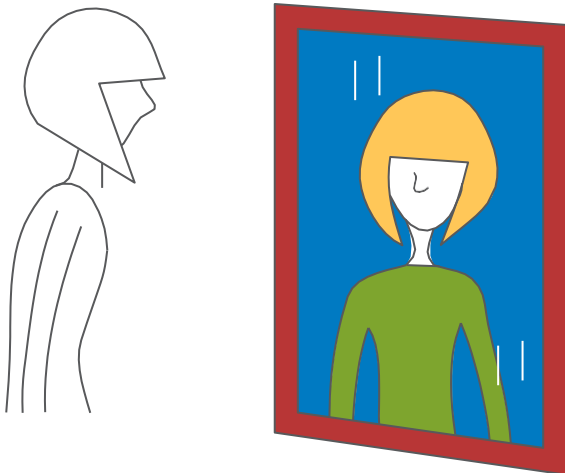
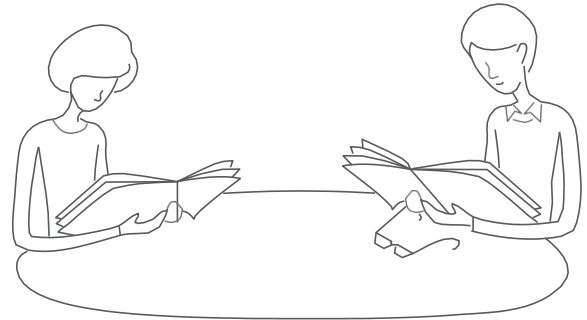
Our models can be combined to create a solution for your team or organization that helps solve a vast range of business problems, including managing change, creating a diverse and inclusive culture, and building successful customer service and sales teams. And these are just a few examples. Really, the possibilities are endless.

### Contact

To find out how we can help you, your team, your leaders and your organisation be even more effective, please visit [www.vital-talent.com](http://www.vital-talent.com).

## The Chapters of the Insights Discovery Personal Profile

Our promise to our customers is that we'll deliver insights for your people that will lead to serious breakthroughs for your business. That's a journey that often begins when people receive their own unique Insights Discovery Personal Profile.



The profile is a personal development tool which gives people a uniquely compelling insight into themselves and others. It's got five chapters, delivering in-depth insight into how people like to work, how they like to manage and be managed, and their ideal work environment, amongst other things.

In this document we'll give an overview of the chapters and show you how they can be used to increase self-awareness, boost the effectiveness of leaders, and make team relationships great.

- Foundation Chapter
- Team Effectiveness
- Sales Effectiveness
- Leadership Effectiveness

## Foundation Chapter

Every Insights Discovery Personal Profile begins with the Foundation Chapter. It gives people a general overview of their own personal style. It's the cornerstone of the profile, and must be included before you can access any other chapters.

The Foundation Chapter includes the following sections:

- Overview
- Key strengths and weaknesses
- Value to the team
- Communication
- Possible blind spots
- Opposite type
- Suggestions for development

### When to use the Foundation Chapter

Insights' approach to personal development is based on self-awareness. By increasing self-awareness, people can improve their most important workplace relationships. That's why the Foundation Chapter is key – it can help to address any business issue that involves helping people become more effective at work.

## Team Effectiveness

Our team development program convert self-awareness into team-awareness so teams can focus more on delivering results as a unit and with a greater appreciation for anyone's unique contribution.

This chapter focusses on:

- Exploring strengths, weaknesses, motivations, challenges and objectives
- Improving cohesion and collaboration
- Building an identity
- Giving insight into potential issues that may be affecting their performance
- Tackle problems and challenges

### When to use the Team Effectiveness Chapter

We often think of team development when we experience a problem as a team. And of course team development can help. But you don't have to be sick to get better. For successful teams, team development is a permanent part of the job. It keeps them on their toes and keeps them improving.

## Sales Effectiveness

The Sales Effectiveness Chapter helps salespeople understand how they can use their unique style to influence their customers, peers and managers, exceed their potential and form part of a truly exceptional sales team.

### This chapter focusses on:

- Selling style of the individual
- Before the sale begins
- Identifying needs
- Proposing
- Handling buying resistance
- Gaining commitment
- Follow up and follow through
- Sales preference indicators

### When to use the Sales Effectiveness Chapter

This chapter is not only for salespeople. It is for anyone who needs to influence others within their role. By focusing first on increasing self-awareness, and helping them adapt their approach to others, we help people identify their customer's needs upfront and spend less time on overcoming objections. This chapter is vital for quickly building better relationships with customer and key stakeholders alike.

## Leadership Effectiveness

Good leadership is about mastering more than a set of management skills. Great leaders create a compelling vision, produce results and maximize the effectiveness of their team through shared goals and values.

### This chapter focusses on:

- How people like to manage and be managed
- How to motivate others and be motivated
- Creating an ideal work environment

### When to use the Leadership Effectiveness Chapter

Transformational Leadership has been empirically linked to increased employee satisfaction, organizational commitment, increased productivity and profitability, and overall employee performance.

So it's vital that the leadership in any organization is highly aware of how their personal style impacts on others, and how effective they are as a leader. By developing an understanding of how to manage and motivate others, and how to create an environment that leads to increased productivity and morale, this chapter is vital for leaders.



**Discovery** Insights®

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*Take the Next Step*

Bring Insights Discovery to your organization and discover how people gain a better **insight in themselves and others.**

Call +31 (0)85 020 11 55 or visit us at [vital-talent.com](http://vital-talent.com)