

The Insights Discovery® Personal Profile, is probably the most accurate and dynamic personality profile in the world. Highly memorable and user-friendly it has literally transformed thousands of lives. Based solidly on the pioneering personality profiling work of the renowned psychologist Dr Carl G Jung, the Discovery Profile is a vital and dramatic tool to deepen the process of self-understanding.

*'Every advance, every conceptual achievement of mankind, has been connected with an advance in self-awareness'*

Carl G Jung

#### The concepts are nothing new .....

For centuries, philosophers have identified *four* broad types of personality. Dr Carl Jung further developed this idea in the 20th Century. He suggested that all four personality traits or energies are present in all of us and the different balances between them are what make us unique.

#### .... but the method of delivery certainly is!

The Insights Discovery® Personal Profile is a highly accurate and validated system for measuring those balances. It's accessibility both in terms of on-line completion of the Evaluator and transfer of learning to everyday situations is second to none. It creates a powerful buzz and excitement, stimulates debate and inspires development.

*'Everyone is unique, and so is their Discovery Profile'*

Insights Learning & Development



#### Stunning representation

The full range of psychological types are depicted on a circle called the Insights Wheel. At its simplest it identifies four groups or quadrants – in the Discovery model they are called *Fiery Red, Sunshine Yellow, Earth Green* and *Cool Blue*. Although we all possess all four 'colour energies', most of us will favour one as our dominant, preferred style of thinking, working and interacting with others.

Insights suggest that if we understand how we and others are likely to respond in a given situation, we can communicate with them in a way that allows everyone's best qualities to be celebrated and valued, ease any tension and reduce the likelihood of misunderstandings.

#### Stunning in depth and simplicity

The Insights Discovery® system encompasses a simple model: Understand me ..... Understand you ..... Adapt and connect for greater communication

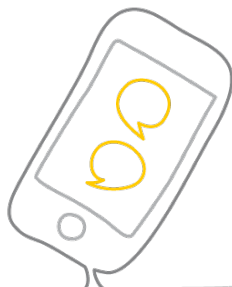
#### Understood by all

The Insights Discovery® system is now available in 30 countries and over 25 languages.

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**Try it for yourself .....** Call us now to discuss how Insights® Discovery could make a real difference to your organisation

