



# **PRISM**



CONFIDENTIAL

## *PRISM* 'Foundation' Report

This report has been prepared for:  
Sample iMap Foundation

03/05/2021

Using brain science to enhance personal and business performance

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# CONFIDENTIAL

## *PRISM* Report Contents:

### SECTION 1. Introduction

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- How can *PRISM* help me?
- Why is *PRISM* different?
- Interpreting your *PRISM* Report

### SECTION 2. Personal Profile

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- Your *PRISM* 8-Dimensional Map
- Dimension Key Points

### SECTION 3. Your *PRISM* Profile Narrative - Summary

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### SECTION 4. Benchmark vs. Candidate Comparison [Not requested]

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### SECTION 5. Work Preference Profile

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- Work Preference Profile
- Work Aptitude Overview
- Work Environment - Performance Predictions

### SECTION 6. *PRISM* Quadrant Colour Characteristics

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### SECTION 7. *PRISM* Career Development Analysis

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### Appendices

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# 1

## How can *PRISM* help me?

Dear Sample iMap,

You recently completed a *PRISM* questionnaire - the self-reporting behavioural instrument. This report has been given to you to provide some feedback about the analysis of your responses to the questionnaire. When considering this report's descriptions of your behavioural preferences, it is important to recognise that they are based on the answers you gave and it represents, therefore, the way you see your behaviour, rather than how your behaviour might be described by another person.

It is important to stress that no profiling tool is infallible. As with all self-report instruments, the accuracy of this report depends on the frankness and accuracy with which you completed the questionnaire.


An important objective of this report is to help you to learn more about yourself and your behaviour preferences, so that you will be able to exploit your strengths to your best advantage and also minimize the likely impact of those strengths if they are overdone. The more you understand how you approach situations, the better you will be able to work to your full potential and make decisions that result in greater satisfaction. The planning steps below should help you increase your self-knowledge and identify areas of strength and development.

It is important that you set aside some quiet time to read through your report a number of times. Please pay close attention to what it says about you and highlight the statements you believe most accurately describe you.

Next, mark any comments that surprise you or indicate areas where you feel you could improve your effectiveness. Consider these qualities and ask people who know you well about them to see if they are true. If, after reflection, the information still seems to be at odds with your experience, you may find it valuable to discuss the contents with someone who knows you well. No questionnaire will ever know you as well as you know yourself. However, it is possible that in some circumstances, you may not have thought about certain aspects of your behaviour.

Having studied the report carefully, it is important that you draw up a list of those areas that you intend to focus on to help you improve your work and personal life. Carefully examine your current situation and set some realistic goals for increasing your effectiveness. In particular, plan what you are going to do to avoid or guard against those behaviours that may inhibit your effectiveness and performance in the future.

We hope you will find this report both enlightening and rewarding.



*PRISM* Brain Mapping

# 1

## Why is *PRISM* different?

*PRISM* is a neuroscience-based instrument specifically designed to identify the behavioural preferences that directly relate to personal relationships and work performance.

Neuroscience – which has seen most of its major discoveries made in the last 30 years – has proved that the brain is remarkably elastic in terms of its capacity for change. *PRISM* focuses, not only on the brain's functional architecture, but also on how the neural networks interact with brain chemicals such as glutamate, dopamine, noradrenaline, serotonin, testosterone and oestrogen to create behaviour. Modern neuroscience rests on the assumption that our thoughts, feelings, perceptions, and behaviours emerge from electrical and chemical communication between brain cells. It is these very same neuroscientific discoveries that have facilitated the development of the *PRISM* Brain Mapping Method.

Rather than the theoretical concepts of many traditional tests, *PRISM* measures the things that people like doing and the behavioural characteristics related to those things. Research shows that people whose interests match their occupations and activities find greater satisfaction, are more productive, and have higher levels of motivation. These results can increase the individual's work performance and enhance the chances of career success. Indeed, a Harvard Business Review study has shown that staff turnover almost doubles when no job suitability match has been undertaken. The study also concluded that 80% of staff turnover can be attributed to mistakes made during the employee selection and recruitment process.

To facilitate understanding, *PRISM* uses colours to illustrate the behaviour preferences. Although the *PRISM* model is a metaphor for brain functioning, the *PRISM* maps represent the dynamic interaction that takes place within the brain and is based on the principle that no one part of the brain does solely one thing, and no one part of the brain acts alone. All our thoughts, emotions and actions are the results of many parts of the brain acting together.

The *PRISM* chart represents the relationships between the right hemisphere (Green and Blue) and the left

hemisphere (Gold and Red) of the brain, plus the front half of the brain - the motor cortex (Gold and Green) and the rear half of the brain - the sensory cortex (Red and Blue). Red and Gold preferences indicate how a person will tend to behave when engaged in a task and/or when under pressure to achieve results. Green and Blue preferences indicate how a person will tend to behave in a social setting when establishing rapport with others. As the person switches between these two preferences, he or she may display very different - even opposite - behaviours.

Many personality and individual assessment tests are based on bi-polar scales (either/or) type of questions. In other words they identify people as either one thing or another. *PRISM* differs in how data is gathered and reveals balances and imbalances instead of the 'typecasting' that comes from bi-polar methods.

In addition to *PRISM*'s eight behaviour dimensions, the 'Professional' and 'Personal' report identifies and measures 26 key aspects of work preference. This information allows you to make many links between your natural behaviour preferences and your work behaviour.

The report also enables you to gain an insight into your behavioural preferences from several points of view. In addition to the normal *PRISM* reports, you can receive outputs on Emotional Intelligence and on 'The Big Five' - one the most widely accepted and used models of personality.

*PRISM* 'Professional' has a number of added facilities. For example, it manages a 360-degree process with the option to include generic or in-house competencies. It can create team maps and match a team with a team benchmark. There is also a team diagnostic facility which measures a team performance as well as the quality of inter-personal relationships within the team. For information about these facilities, please contact your *PRISM* Practitioner.

# 1

## Interpreting your *PRISM* Report

*PRISM* 'Professional' and 'Personal' provide three 'maps' of an individual's behavioural preferences. The 'maps' are referred to as: '**Underlying**', '**Adapted**' and '**Consistent**'.

The '**Underlying Map**' can be described as 'the real you'; your natural, inherent behaviour, or the behaviour used by you when under pressure. It is, therefore, an indication of how you tend to behave when you are either totally relaxed, or, occasionally, when you are under stress and when you feel no need to manage or control your behaviour to present the most appropriate response to the world. It, therefore, indicates the extent to which you are comfortable using these instinctive behaviours. Although it is likely to be your most comfortable behaviour pattern, you will find it necessary to adapt that behaviour from time to time to cope with the demands of everyday living.

The '**Adapted Map**' is the behaviour pattern that you tend to create to interact with the world at large. It indicates how you believe you need to adapt your '**Underlying**' behaviour to achieve success in specific environments e.g. what you think others expect of you, or how you feel others want you to act. In other words, it is the behaviour you borrow on occasions in order to 'get the job done'. For example, how much you feel a need to adjust your natural, instinctive behaviour to meet the demands of your work. The '**Adapted Map**' shows a pattern of movement away from the '**Underlying Map**' - either outside it or inside it. If you adapt to a significant extent inside the '**Underlying Map**', you may feel a degree of frustration at being unable, on occasions, to use your natural preferences to the full. On the other hand, if you adapt outside your '**Underlying Map**', you may feel stressed at times, especially if the adapting carries on for a prolonged period of time.

Like everyone else, your overall behaviour is not based totally on either your '**Underlying**' or '**Adapted**' profiles which are, inevitably, only used by you for a relatively small proportion of your overall time. On the other hand, the '**Consistent Map**' takes into consideration your responses which are consistent with both your '**Adapted**' and '**Underlying Maps**' and presents a picture of how you tend to behave for most of your time - the view that most other people probably have of you.



ANALYSIS

DECIDING

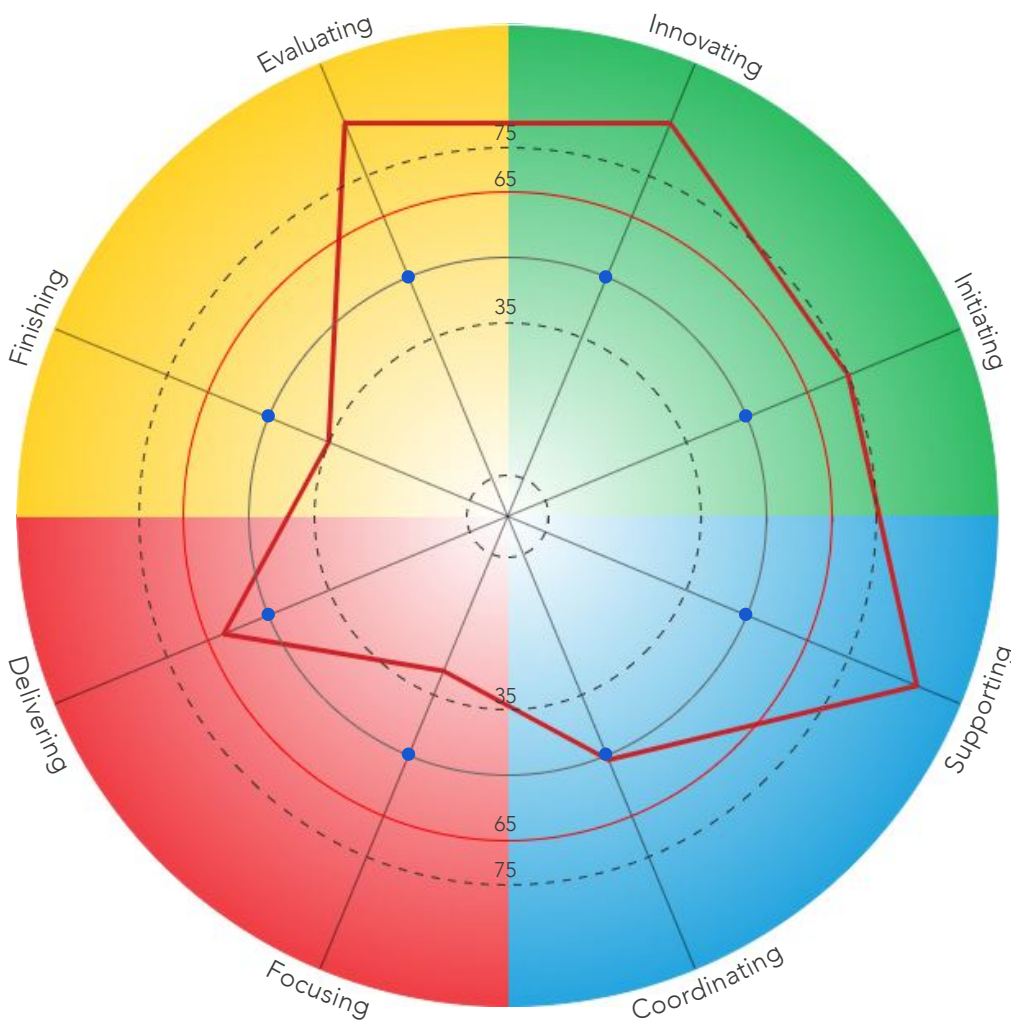
EXPRESSION

**KEY**

- Underlying (Red line)
- Adapted (Purple dashed line)
- Consistent (Blue solid line)
- Benchmark (Green solid line)

REALISTIC

Cautious  
Methodical  
Precise  
Thorough  
Analytical  
Shrewd



Inspiring  
Creative  
Imaginative  
Persuasive  
Optimistic  
Lively

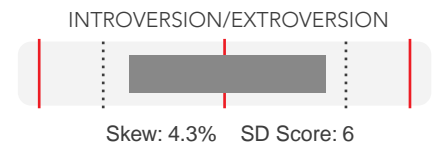
IDEALISTIC

**QUADRANT VALUES**

82			
72			
45			
62			

**DIMENSION VALUES**

INN	88			
INIT	75			
SUP	92			
CO	51			
FOC	29			
DEL	61			
FIN	35			
EVAL	88			



DRIVE

PROCESSING

STABILITY

Forceful  
Decisive  
Hard-driving  
Demanding  
Challenging  
Competitive

Kind  
Patient  
Caring  
Co-operative  
Dependable  
Supportive

**Important:** Any profiling tool, such as *PRISM*, should never be used to make a recruitment or re-deployment decision unsupported by other techniques.

# 2

## Dimension Key Points

DIMENSION	CHARACTERISTICS	
	STRENGTHS	POTENTIAL WEAKNESSES IF STRENGTHS ARE OVERDONE
<b>Innovating</b>	<ul style="list-style-type: none"> <li>Imaginative, innovative thinker.</li> <li>Generates ideas and concepts.</li> <li>Visualises outcomes.</li> <li>Creates original solutions.</li> <li>Unorthodox, fertile-minded and radical.</li> </ul>	<ul style="list-style-type: none"> <li>Low attention to detail.</li> <li>Has difficulty explaining own ideas.</li> <li>Absent minded and forgetful.</li> <li>Dislikes criticism and following rules.</li> <li>Can be wayward and independent.</li> </ul>
<b>Initiating</b>	<ul style="list-style-type: none"> <li>Outgoing, animated and entertaining.</li> <li>Articulate and persuasive.</li> <li>Establishes rapport easily.</li> <li>High-spirited, jovial and light-hearted.</li> <li>Good at achieving 'win-win' negotiations.</li> </ul>	<ul style="list-style-type: none"> <li>Over optimistic and unrealistic.</li> <li>Fails to follow through or deliver.</li> <li>Easily bored and distracted.</li> <li>Need to be entertaining and popular.</li> <li>Makes impetuous, intuitive decisions.</li> </ul>
<b>Supporting</b>	<ul style="list-style-type: none"> <li>Kind hearted, harmonious and caring.</li> <li>Supportive of others.</li> <li>Handles repetitive or routine work well.</li> <li>Good natured and accommodating.</li> <li>Considerate, kindly and compassionate.</li> </ul>	<ul style="list-style-type: none"> <li>Dislikes conflict and aggressive people.</li> <li>Unassertive and over sensitive.</li> <li>Uncomfortable making tough decisions.</li> <li>Dislikes pressure or fast pace.</li> <li>Uncomfortable with change.</li> </ul>
<b>Co-ordinating</b>	<ul style="list-style-type: none"> <li>Makes good use of other people's skills.</li> <li>Encourages opinions and participation.</li> <li>Broad minded and collaborative.</li> <li>Remains calm when under pressure.</li> <li>Consultative and open-minded.</li> </ul>	<ul style="list-style-type: none"> <li>Lacks drive and independence of mind.</li> <li>Relies heavily on gaining agreement.</li> <li>Laid-back and casual.</li> <li>Can appear detached and laid back.</li> <li>Too tolerant of inappropriate behaviour.</li> </ul>
<b>Focusing</b>	<ul style="list-style-type: none"> <li>Blunt, outspoken, forceful and dominant.</li> <li>Authoritative, assertive and challenging.</li> <li>Copes well with adverse conditions.</li> <li>Driven to win and achieve status.</li> <li>High pressure negotiating skills.</li> </ul>	<ul style="list-style-type: none"> <li>Irritable and easily frustrated.</li> <li>Provocative and argumentative.</li> <li>Poor listener when under pressure.</li> <li>Suspicious of the motives of others.</li> <li>Quick to anger and volatile.</li> </ul>
<b>Delivering</b>	<ul style="list-style-type: none"> <li>Self-reliant and venturesome.</li> <li>Independent and self-motivated.</li> <li>Practical, determined and autocratic.</li> <li>Works well when under pressure.</li> <li>Likes structure and organisation.</li> </ul>	<ul style="list-style-type: none"> <li>Can be over-competitive for status.</li> <li>Inflexible and single-minded.</li> <li>Uncomfortable with sudden change.</li> <li>Frustrated by others' low commitment.</li> <li>Insensitive to others' emotional needs.</li> </ul>
<b>Finishing</b>	<ul style="list-style-type: none"> <li>Strong attention to detail and accuracy.</li> <li>Conscientious, painstaking and orderly.</li> <li>Good at communicating complex data.</li> <li>Focuses on accuracy and high standards.</li> <li>Follows tasks through to completion.</li> </ul>	<ul style="list-style-type: none"> <li>Insular, pedantic and slow moving.</li> <li>Dislikes delegating to others.</li> <li>Uneasy making contact with strangers.</li> <li>Intolerant of errors or disorganisation.</li> <li>Prone to worrying unduly or anxiety.</li> </ul>
<b>Evaluating</b>	<ul style="list-style-type: none"> <li>Questions the validity of data.</li> <li>Checks the pros and cons of all options.</li> <li>Does not accept things at face value.</li> <li>Makes astute decisions based on facts.</li> <li>Fair-minded and unemotional.</li> </ul>	<ul style="list-style-type: none"> <li>May be seen as sceptical and cynical.</li> <li>Can be uninspiring and negative.</li> <li>Appears indifferent to others' feelings.</li> <li>Slow and cautious when deciding.</li> <li>Unreceptive to new, untried ideas.</li> </ul>

# 3

## Your *PRISM* Profile Narrative - Summary

This is based on your **Underlying** profile

### Overview of your profile

The following text narrative is based on the responses that you gave in the *PRISM* Inventory. According to those responses, you rated the following descriptors as most accurately describing your preferred behaviours and, therefore, the ones which you are most comfortable using:

**Ambitious, Authoritative, Caring, Compassionate, Competitive, Demanding, Effervescent, Entrepreneurial, Generates ideas, Generous, Gentle, Helpful, Ingenious, Innovative, Lateral thinking, Orderly, Original thinking, Patient, Questioning, Radical thinking, Seeks agreement, Self-assured, Self-confident, Self-reliant, Shrewd, Supportive, Unorthodox, Unselfish, Venturesome, Visionary.**

You also rated the following descriptors as least accurately describing your preferred behaviours and, therefore, the ones that you are least comfortable using and the ones which you prefer to avoid:

**Accurate, All-inclusive, Asks for opinions, Attentive to detail, Blunt-speaking, Candid, Categorical, Choosey, Confers with others, Confronts others, Consultative, Dominant, Enthusiastic, Envisioning, Exact, Forceful, Forthright, Full of life, Harmonious, Involves others, Methodical, Meticulous, Outspoken, Perfectionist, Precise, Selects carefully, Self-sufficient, Systematic, Tough-minded, Well-organised.**

You are outgoing and friendly, but not overly so. Although you enjoy crowds, at times you also just enjoy the company of a few close friends. Because of your warm people skills, others relate to you emotionally almost at once. This style of behaviour means that you go out of your way to help because you want to be liked. You tend to be fairly 'street-wise' and enjoy negotiating a good deal. Your task skills help you to complete a job, but you are not satisfied if people are excluded or 'walked over' in the process. An apparent lack of strong ambition or need for personal success means that you can sometimes be seen by others as lacking drive or motivation. You operate well on a social level, but you are not aggressively competitive or dominant, albeit you can be competitive in a technical sense. There are a wide range of positive elements in your profile, but one weakness is your discomfort at dealing well with pressure and conflict. You find aggressiveness and confrontation extremely uncomfortable, and will thus prefer to work in a calm and positive environment, where your ideas will be accepted and considered by others, and the need for direct and assertive action are minimised. You need to feel that you are liked and respected by those around you if you are to work at your best.

Your profile indicates that you do not demonstrate a strong preference for either extroversion or introversion and you will, therefore, shift easily from working with other people, or taking part in outgoing social situations, to the relative isolation of working alone. You will tend to find too much of either kind of environment or activity dissatisfying. You are more likely to display extroverted behaviour when in the company of people you know well and feel comfortable with, and display introverted behaviour when in the company of strangers.

### Your profile indicates that you:

- Work best when given freedom and flexibility.
- Are optimistic, enthusiastic and articulate.

[Continued]



# 3

## Your *PRISM* Profile Narrative - Summary [Continued]

- Are good at initiating contact with strangers.
- Are a creative and innovative problem-solver.
- Can be a willing and effective team player.
- Enjoy being valued for the support you give to others.
- Get along well with most people.
- Take responsibilities seriously.
- Are competent, industrious and reliable.
- Can work well alone and with the minimum of supervision.

Taking into consideration your strongest behaviour preferences, you need to be aware of the potential problems that could arise if those strengths are overdone when you are under considerable pressure, stressed, or in conflict with others. In such circumstances, it is possible that you may demonstrate some or all of the following characteristics:

- Inaccurate
- Fails to take some matters seriously
- Unrealistic
- Disregards or breaks rules
- Unfocused
- Rebellious
- Disorganised
- Careless
- Emotional
- Critical

**To enhance your overall performance, you should consider:**

- Not promising more than you can deliver.
- Learning how to deal with conflict and rejection more effectively.
- Disciplining yourself to deal with issues as they occur rather than let them accumulate.
- Talking less and listen more.
- Developing greater attention to follow-through.
- Being less sensitive to comments and remarks made by others.
- Making more decisions on the basis of what is in your best interests.
- Not being too critical or judgemental when others are telling you their problems.

**Least preferred behaviours - Your least preferred behaviours indicate that:**

You will try to avoid situations which require you to pay great attention to small detail and quality. You are not good at following through lengthy projects to completion and are unlikely to be comfortable in roles which require a highly structured approach to work and where strict rules of procedures have to be followed. You are also unlikely to be effective at ensuring that the detailed aspects of a project, such as testing, rehearsing and general administrative matters, are planned and carried out properly.

[Continued]

# 3

## Your *PRISM* Profile Narrative - Summary [Continued]

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You will try to avoid situations which require you to demonstrate the confrontational approach necessary to succeed in stressful or demanding situations. Although you can be very determined on occasions, you are not a self-centered individual who is concerned solely with meeting your own personal goals and may be less comfortable coping with harsh, aggressive or competitive environments. You display no particular need to be in control of others or to use aggressive behaviour.

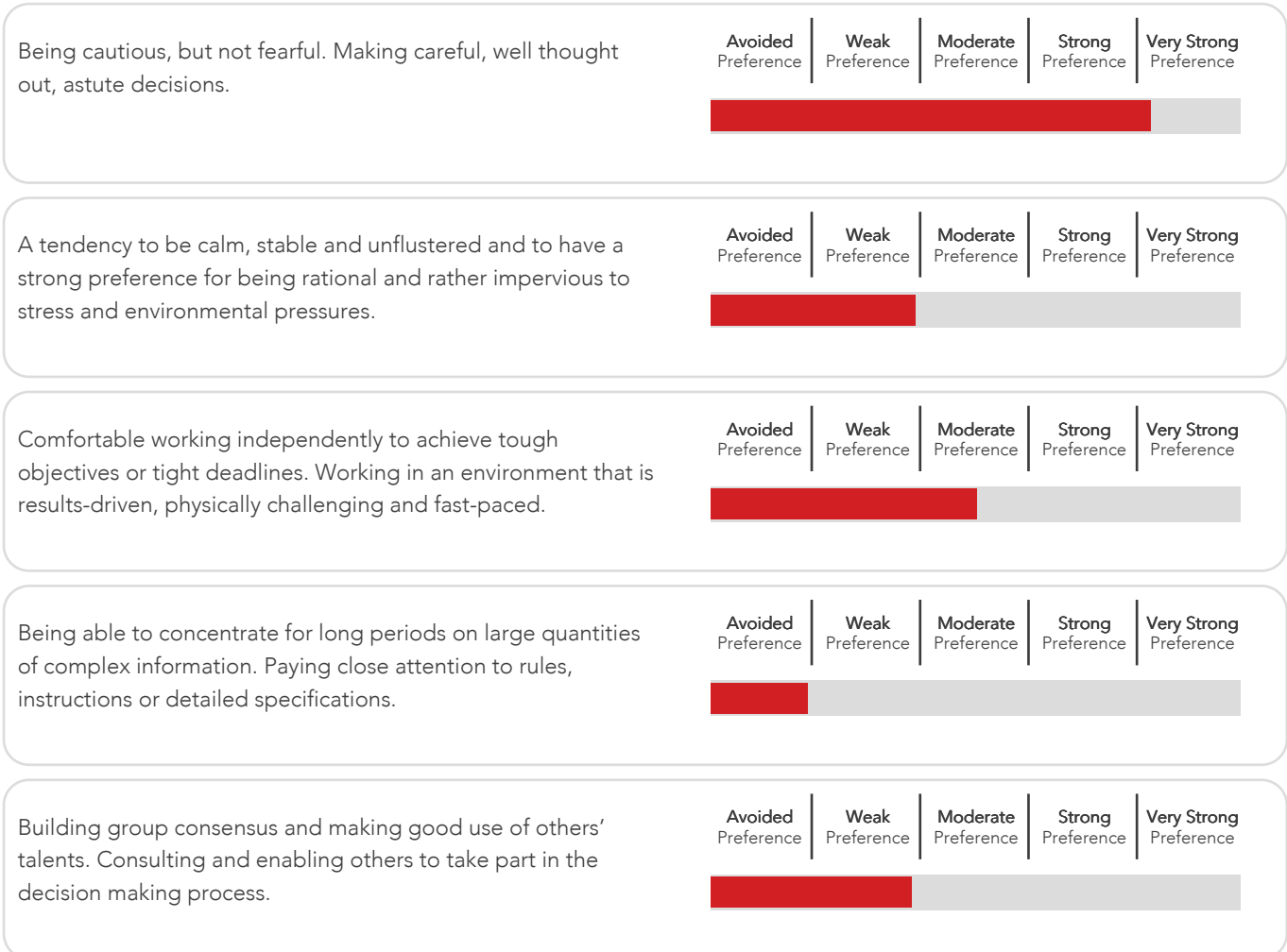
# 5

## Work Preference Profile

This report summarises some of your natural work preferences and plots them against preference segments ranging from 'Avoided Preference' i.e. a work behaviour which you tend to be uncomfortable using, to 'Very Strong Preference' i.e. a behaviour which you tend to use instinctively most of the time, but which could become an 'overdone strength', and therefore counter-productive, when you are under pressure or in conflict with others. This report reflects your self-expressed preferences. Whether or not you use these preferences as stated will, of course, depend on a variety of factors such as organisational culture and the way in which you are managed on a day-to-day basis. It is also important to remember that people switch between social and task behaviours. A person can, therefore, be "outgoing" and "talkative" socially, but also be "demanding" and "single-minded" when engaged on a task or project.

Your scores in this section are based on your instinctive or underlying behaviours and reflect your ideal level of comfort with the relevant activities. It is, however, likely that you will feel the need to modify these preferences from time to time to cope with the demands of your everyday life.

KEY: ■ Candidate (Underlying profile)



# 5

## Work Preference Profile [Continued]

KEY: ■ Candidate (Underlying profile)

	Avoided Preference	Weak Preference	Moderate Preference	Strong Preference	Very Strong Preference
Creating imaginative and innovative concepts, or visualising outcomes or solutions.					
Likely to be able to adapt to a range of situations and to tolerate both criticism and challenge. Also likely to be able to maintain consistent performance in a wide range of situations and when under considerable pressure.					
Being cheerful, talkative and outgoing with strangers. Having a strong need to interact socially with others for most of the time.					
Taking and implementing tough, unpopular decisions despite strong opposition. Confronting or challenging others in a forthright or provocative manner.					
A tendency to be sympathetic, co-operative and considerate, and have a strong preference for deferring to others and for relating to them by being tolerant and accommodating.					
A tendency to be independent, forthright and demanding, and to have a strong preference for relating to others by being tough, distant and persistent.					
Likely to have a high level of motivation and to show high levels of commitment to long-term goals and results which are pursued in the face of obstacles and setbacks.					
Likely to be effective in persuading others to change their viewpoint or to adopt their interpretation of a situation, or the need for action.					

# 5

## Work Aptitude Overview

Aptitudes are natural mental or physical talents - special abilities for doing, or learning to do, certain kinds of things easily and quickly. Work aptitude measurements are designed to predict someone's potential to enjoy, learn or undertake specific activities. This is important because the information helps identify what types of tasks are most readily mastered by that individual. Given sufficient intelligence and drive, you can become competent in just about anything you set your mind to. But if you do not have an innate aptitude for a job, you are not likely to be very happy doing it.

Your Work Aptitude scores are based on questions that are entirely separate from those associated with your three behavioural preference maps. For this reason, the bar chart colour for displaying this measurement is different from the colours used in the Underlying, Adapted and Consistent maps.

### Practical and mechanical

I enjoy hands-on activities and prefer a work environment that not only fosters technical and mechanical competence, but also provides work that produces tangible results. I have an aptitude for working with tools and operating machines, and enjoy working outdoors and physical activity. I prefer to use tried and tested methods and to follow established patterns, but I also like physically challenging activities.

Weak | Moderate | Strong

Candidate's expressed aptitude



### Investigative and analytical

I enjoy investigating things and solving complex problems. I enjoy working alone and would rather analyse data and formulate ideas than take part in tasks that involve leading, selling, or persuading others. I have an interest in the realities of the physical world, but prefer thinking over doing. I would prefer to avoid highly structured situations with externally imposed rules and I sometimes feel uncomfortable in social situations, especially with strangers.

Weak | Moderate | Strong

Candidate's expressed aptitude

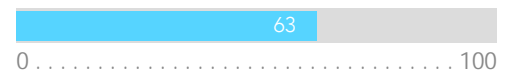


### Creative and artistic

I enjoy creative work in the areas of music, writing, dance, performance and art, and prefer to be in environments which offer freedom from strict operating procedures and structured activities. I am comfortable working alone and have a need for personal expression. I can be sensitive and emotional at times. I enjoy attention and praise for my own artistic and creative achievements, but can be sensitive to criticism.

Weak | Moderate | Strong

Candidate's expressed aptitude



### Social and empathetic

I enjoy dealing with people and dislike impersonal tasks that revolve around working with data and material things. I prefer to form close interpersonal relationships with others, and like teaching, helping and solving social problems. I tend to be concerned about human welfare, and am motivated by work that helps to overcome interpersonal problems and mediate disputes. I have good social and inter-personal skills, but I am less comfortable with mechanical and scientific activities.

Weak | Moderate | Strong

Candidate's expressed aptitude



# 5

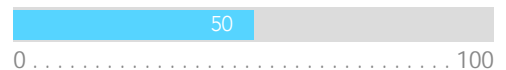
## Work Aptitude Overview [Continued]

### Competitive and entrepreneurial

I enjoy leading, influencing, persuading or motivating others and place high value on status, power, money, and material possessions. I am competitive and ambitious and thrive on taking risks and making decisions. I take a spontaneous approach to challenges and enjoy work activities that have to do with starting up and carrying out projects, especially business ventures. I prefer to avoid routine or systematic activities which require attention to detail and adherence to a set routine.

Weak | Moderate | Strong

Candidate's expressed aptitude



### Orderly and efficient

I am methodical, logical, orderly and efficient and I like to follow clearly defined procedures that keep things running smoothly. I prefer structure and order to ambiguity. As a result, I prefer to work with the paper and/or computer based aspects of a business such as accounting, record keeping, and data processing. I am most comfortable working in situations and on tasks in which personal responsibilities are clearly defined. As a result, I like things to go as planned and prefer not to have my routines changed or upset.

Weak | Moderate | Strong

Candidate's expressed aptitude



### Mathematical and logical

I enjoy analyzing and reasoning with numbers and can focus on large quantities of data for long periods without losing concentration. I have a high level of comfort with mathematical calculations and methods, and demonstrate strong numerical ability and accuracy. I use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Weak | Moderate | Strong

Candidate's expressed aptitude

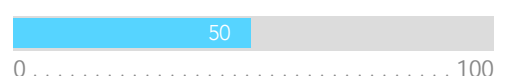


### Outgoing and expressive

I enjoy interacting with a wide range of people, and I am comfortable expressing my own feelings and opinions. I do not enjoy working alone. I have high self-esteem and a positive and enthusiastic approach to life, and establish rapport quickly with strangers. I am self-confident and talkative, and tend to be naturally outgoing and persuasive. I am sometimes impulsive and easily bored, and, on occasions, I can be distracted and fail to follow tasks through to completion.

Weak | Moderate | Strong

Candidate's expressed aptitude



# 5

## Your Work Environment Preferences

Setting aside whether or not a candidate is eligible for a job or role, his or her success will depend in large part on the extent of match between them and their work environment.

Having a positive alignment between the employee and the work environment benefits the organisation in many ways. Important benefits include high levels of productivity and lower turnover rates.

The closer the match between people and their work environment, the more they enjoy and value their work. Individuals should, therefore, be given assignments that are consistent with their strengths and interests, and opportunities for continued learning and growth to reinforce those strengths and interests should be provided as well. Some work environments enhance an employees's performance, others inhibit that performance.

This Report highlights the impact of various work environment factors on your performance and it is predicted that your work performance is likely to be affected by the undermentioned work environments as follows:

ENHANCED

NEUTRAL

INHIBITED

# 5

## Your Work Environment Preferences

Your scores in this section are based on your instinctive or underlying behaviours and reflect your ideal level of comfort with the relevant activities. It is, however, likely that you will feel the need to modify these preferences from time to time to cope with the demands of your everyday life.

Your performance is likely to be affected, as shown below, by a work environment in which:

There is the opportunity to have a degree of independence to decide courses of action, policies etc and have responsibility for control of resources and people.	NEUTRAL
There is a need to influence, persuade or negotiate 'win-win' solutions rather than to exercise a formal authority over others.	ENHANCED
Work takes place at a slow or steady pace and where getting things right is more important than meeting deadlines.	NEUTRAL
There is significant recognition for personal achievement in some highly visible or public way.	NEUTRAL
Creativity, imagination, innovation and abstract thinking are encouraged and where there is little requirement to follow a format previously developed by others.	ENHANCED
The drive and ability to identify business opportunities are valued and in which job emphasis is strongly focused on ambition and commercial success.	NEUTRAL
There is a strong focus on thoroughly researching and recording factual data and where there is very little tolerance for error.	NEUTRAL
There is considerable opportunity to engage in creative work in any of several artistic forms, displays ideas in graphic form or conceptualizing new ways of dealing with old problems.	ENHANCED
People are encouraged to be self-sufficient and to take responsibility for their own workload and productivity.	NEUTRAL
People are rewarded for achieving high performance and for displaying strong determination to succeed despite difficult conditions, opposition or setbacks.	NEUTRAL
Effective networking is seen as a key to success and where there are lots of opportunities for making new contacts and developing relationships.	ENHANCED
There are frequent opportunities for speaking publicly, as in giving formal presentations, to motivate, influence or persuade others to follow a course of action, or change opinions.	ENHANCED
The atmosphere is dynamic and fast-paced and where people are encouraged to take the initiative, display optimism and make things happen.	ENHANCED

### Key

ENHANCED

NEUTRAL

INHIBITED



# 5

## Your Work Environment Preferences [Continued]

Your scores in this section are based on your instinctive or underlying behaviours and reflect your ideal level of comfort with the relevant activities. It is, however, likely that you will feel the need to modify these preferences from time to time to cope with the demands of your everyday life.

Your performance is likely to be affected, as shown below, by a work environment in which:

There is little requirement to work in a highly structured way, or to comply with strict rules, regulations or operating procedures.	ENHANCED
There is a strong emphasis on using mathematical calculations or formulae and where analytical skills, logistical thinking and attention to detail are critical for success.	NEUTRAL
Strategic thinking is highly valued and where it is seen important to have a clear vision for the future.	ENHANCED
Work routine and job duties are largely predictable and not likely to change over a long period of time.	NEUTRAL
Manual skills, technical and mechanical competence are fundamental to success and where physically challenging activities are the common.	NEUTRAL
There is the opportunity to be involved in helping other people in a direct way, either individually or in small groups and to develop close personal relationships.	ENHANCED
Interacting with people, particularly strangers, against a background of frequent change and task variety is a significant part of the daily work experience.	ENHANCED
There is the opportunity to undertake projects and to be able to determine the nature of what is to be done, without any significant amount of contact or directions from others.	NEUTRAL
There is a need to be challenging, forceful, ambitious and tough-minded, and where there are clear win-and-lose outcomes.	NEUTRAL
Work responsibilities frequently change in their content, pace and setting thus creating a constant sense of novelty and a high level of excitement.	ENHANCED
There is a constant need to analyse or evaluate data to make astute judgements regarding the relative merits of a variety of options and to make recommendations accordingly.	ENHANCED
Bringing together and facilitating the positive interaction of different people for certain tasks and for making the best use of each individual is fundamental for success.	NEUTRAL
Showing a high level of ambition and determination, coupled with strict adherence to rules and an ability to remain calm under pressure, are essential qualities for success.	NEUTRAL

### Key

ENHANCED

NEUTRAL

INHIBITED

## PRISM Quadrant Colour Characteristics - Greens

### TYPICAL GREEN BEHAVIOUR:

- Flexible, multi-talented
- Opportunistic, adventurous
- Fast-paced, energetic
- Visualising, unconventional
- Innovative, creative
- Multi-tasking, adaptable
- Spontaneous, unstructured
- Enthusiastic, sense of humour
- Free-spirited, versatile
- Inventive, original



Underlying preference

### OVERDONE GREEN BEHAVIOUR:

- Disorganised, casual
- Careless, impulsive
- Unfocused, scatter-brained
- Fails to complete, forgetful
- Undisciplined, ignores rules
- Unpunctual, irresponsible
- Frivolous, unrealistic
- Exaggerating, inaccurate
- Superficial, evasive
- Over-optimistic

### WHAT 'TURNS ON' GREENS:

Greens love relating to and interacting with people in a positive, friendly environment. They need to have the opportunity to express their ideas and opinions. This helps them to achieve social recognition. If they are given the opportunity to create radical ideas, they will provide unlimited possibilities, and with such energetic enthusiasm, that others will be drawn in by their infectious optimism. If they have the freedom to be innovative and do things their way, there is no doubt they will produce ingenious results.

### GREENS LOVE:

- Freedom
- Thinking laterally
- Enthusiasm
- Flexibility
- Little structure
- Creativity
- Few rules
- Innovation
- Individuality
- Imagination
- Open-mindedness
- Visionaries
- Unpredictability
- Having fun
- Adaptability
- Casual looseness
- Dynamic atmosphere
- Spontaneity
- Meeting lots of people
- Excitement
- Experimentation
- Constant change
- Taking risks
- Entertaining others

### WHAT 'TURNS OFF' GREENS:

Greens are turned off by anything which they perceive as boring or ordinary. They have little tolerance for tedious details or the status quo, particularly when either slows down or blocks progress, growth or the creative process. It is best not to inhibit Greens with a lot of restrictions, because they will rebel and break the rules anyway. Give Greens plenty of freedom and leeway, and provide ample opportunities to use their inventive nature and they will be highly productive. Avoid telling them that there is only one answer, one option, or one point of view – their brain thinks laterally and will rarely be able to restrict possibility to a single outcome.

### GREENS HATE:

- Routine
- Boredom
- Narrow-mindedness
- Confinement
- Lots of details
- Structure
- Exact expectations
- Nit-picking
- Rules
- Schedules
- Tedium
- Immobility
- Tunnel vision
- Constraints
- Lists
- Being unpopular
- Details
- Repetition
- Formality
- Required protocol
- Slow pace

### GREENS ARE MOTIVATED BY:

- New ideas and ways of working
- Interesting people who like surprises
- Variety in day-to-day tasks and projects
- Opportunities to explore many different options
- Creative and innovative thinking
- Freedom to do things when they feel like it
- Thrills and challenges that push their limits
- Managing many activities at the same time
- Spontaneity and flexibility for quick changes
- Busy, chaotic, active, even noisy surroundings

### GREENS PREFER TO:

- Use their imagination and create novel ideas
- Find new ways to solve problems
- Start projects rather than finish them
- Work fast and not worry about perfection
- Ignore rules and policies they disagree with
- Avoid decisions and commitments when possible
- Challenge accepted standards and procedures
- Surprise people with the unexpected
- Be creatively different, not practical
- Live and work in an unstructured environment

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

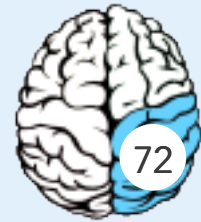
## PRISM Quadrant Colour Characteristics - Blues

### TYPICAL BLUE BEHAVIOUR:

- Supportive, sensitive
- Peace-loving, kind
- Friendly, likable
- Helpful, hospitable
- Slow-paced, laid-back
- Caring, nurturing
- Good listener, sympathetic
- Understanding, patient
- Generous, giving
- Process-centered, kind-hearted
- Patient, unassuming

### OVERDONE BLUE BEHAVIOUR:

- Dependent, shy
- Insecure, worried
- Procrastinating, lackadaisical
- Easily hurt, withdrawn
- Unassertive, meek
- Soft, vulnerable
- Complaining, over-sensitive
- Over-anxious to please
- Easily intimidated, distressed
- Clinging, possessive



Underlying preference

### WHAT 'TURNS ON' BLUES:

Blues are team players who have a desire to please and maintain stability in a group, even if it means sacrificing their own personal goals. Blues are driven by harmony, agreement and loyalty. They prefer to keep things as they are and provide a stabilising influence by the consistent way in which they go about their day-to-day work. They do well in handling routine matters. Change, therefore, is unwelcome. If they have a friendly, low-stress and slow-paced work environment, there is no doubt that they will be happy, committed workers who will do their best to please those with whom they work, and lend a helping hand along the way.

### BLUES LOVE:

- Stability
- Loyalty/trust
- Kindness
- Friendliness
- Cooperation
- Emotional support
- Teaching and counselling
- Being valued
- Teamwork
- Harmony
- Feeling needed
- Encouragement
- Pleasant people
- Few pressures
- Resolving conflicts
- Low stress
- Helping others
- Relationships
- Communication
- Camaraderie
- Slow pace
- Routine

### WHAT 'TURNS OFF' BLUES:

Blues are turned off by anything which they perceive as rude or insensitive. They have little tolerance for aggressive, self-centred behaviour, particularly when it can hurt or embarrass others. Blues need acceptance and assurance. They struggle when dealing with fear of conflict and/or the loss of a stable environment. Should conflict exist, they tend to become distressed and prone to worry or anxiety. It is best not to rush Blues. They function best in an easy-going, low-key environment where they can take their time to make decisions. They tend to seek a compromise or avoid making a difficult decision. Blues put people first, so it is important to communicate with them in a warm and friendly manner.

### BLUES HATE:

- Change
- Fast pace
- Heavy responsibilities
- Uncooperativeness
- Aggressive behaviour
- Negative attitude
- Deadlines
- Pressure
- Feeling excluded
- Competition
- Making decisions
- Rudeness
- Lack of teamwork
- Isolation
- Being put in the spotlight
- Controversy
- Conflict
- Impatience
- Insensitivity
- Work overload

### BLUES ARE MOTIVATED BY:

- Being valued
- Opportunities to be of genuine help
- Shared values
- Being around positive people
- Selling something they believe in
- People who need and appreciate them
- Democratic processes
- Helping others
- Feeling part of a united team
- Helping resolve conflict
- Working together cooperatively

### BLUES PREFER TO:

- Feel comfortable and secure
- Make other people feel good
- Be quiet, friendly and responsible
- Give credit to those who deserve it
- Offer their services
- Be supportive and generous
- Solve people problems
- Take their time and work at a steady pace
- Talk with close friends
- Be loyal and reliable
- Please others
- Live and work in an environment that is stable and secure and where they don't have to make difficult decisions

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

# 6

## PRISM Quadrant Colour Characteristics - Reds

### TYPICAL RED BEHAVIOUR:

- Controlling, independent
- Assertive, authoritative
- Fast-paced, energetic
- Decisive, self-starting
- Goal-centred, determined
- Direct, forthright
- Competitive, ambitious
- Task oriented, forceful
- Hard-working, accountable
- Results-driven, daring

### OVERDONE RED BEHAVIOUR:

- Domineering, demanding
- Aggressive, pushy
- Controlling, paranoid
- Impatient, volatile
- Autocratic, argumentative
- Abrasive, irritable
- Dictatorial, judgmental
- Ruthless, power-hungry
- Poor listener, egocentric
- Insensitive, belligerent



Underlying preference

### WHAT 'TURNS ON' REDS:

Reds love to accept challenges, create action and achieve results. They are driven to overcome opposition in order to accomplish goals. They are quick to seize opportunities that allow them to assume control of their environment. If they know that there are rewards and recognition available for those who produce the best results, they will be among the top performers. In pursuing their goals, Reds sometimes regard the opinions of others as obstacles rather than helpful suggestions. They possess a remarkable ability to thrive in difficult and demanding environments.

### REDS LOVE:

- Having authority
- Lots of action
- Being the best
- Challenge
- Making decisions
- Deadlines
- Goals
- Public recognition
- Responsibility
- Competition
- Independence
- Important tasks
- Negotiating
- Winning
- Practicality
- Power and control
- Productivity
- Speed
- Taking charge
- Opportunities to gain status
- Leadership roles
- Hard work
- Taking tough decisions

### WHAT 'TURNS OFF' REDS:

Reds are irritated by anything that they perceive to be a waste of their time. They have little tolerance for long, repetitive discussions, particularly when firm decisions are not reached so that tasks can get underway immediately. It is best not to mention anything to Reds which can't or won't take place until well into the future, because they will become frustrated if they can't start on it right away. Plan ahead what you want to communicate to Reds, and say it as briefly and to-the-point as possible. Avoid telling Reds more details than they actually want or need to know – it frustrates them to have to read through apparently irrelevant information to get to the bottom line of any message.

### REDS HATE:

- Indecision
- Bureaucracy
- Slow pace
- Excuses
- Small-talk
- Irresponsibility
- Dependency
- Lack of initiative
- Overly sensitive people
- Apathy
- Irrelevant information
- Long explanations
- Having little to do
- Delaying decision making
- Having to follow orders
- Close supervision
- Obstructive practices
- Self-pity

### REDS ARE MOTIVATED BY:

- Competition, real or imagined
- Important goals that must be met by a deadline
- Roles to keep them challenged and busy
- Authority to negotiate and make some decisions
- Independence, without close supervision
- Tough assignments
- Leadership roles, formal or informal
- Opportunities to achieve higher status
- Public recognition for their accomplishments
- Productivity and initiative in others

### REDS PREFER TO:

- Compete to win or to achieve targets
- Have the authority to take the decisions necessary to achieve goals
- Solve problems physically
- Work without a lot of assistance
- Make decisions that save time
- Handle strong pressures
- Meet tight deadlines
- Get right to the bottom line
- Be given clear instructions
- Negotiate conditions
- Break rules if necessary
- Live and work in an environment that allows them to be in control and create results

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

## PRISM Quadrant Colour Characteristics - Golds

### TYPICAL GOLD BEHAVIOUR:

- Quality-focused
- Detailed, structured
- Accurate, meticulous
- Slow, deliberate
- Focused, thorough
- Well-organised
- Logical, analytical
- Proper, punctual
- Hardworking, responsible
- Traditional, conservative
- Serious, reserved
- Guarded, self-contained

### OVERDONE GOLD BEHAVIOUR:

- Perfectionist, pedantic
- Aloof, self-opinionated
- Humourless, inflexible
- Obsessive, nit-picking
- Unsociable, negative
- Critical, rule-bound
- Nagging, questioning
- Detached, unfeeling
- Narrow-minded, unfeeling



Underlying preference

### WHAT 'TURNS ON' GOLDS:

Golds are motivated not just by results, but by quality results. They tend to be low-key, factual and extremely accurate. They are at their best when a job needs to be done with precision. Golds set high standards for themselves and others, and expect everyone to comply, always with the same high standards. Part of their drive for quality, accuracy and order is derived from their strong desire for a structured environment. Golds prefer a logical, step-by-step approach to tasks. For them, even life itself should proceed along a predictable path. They believe in themselves, their capabilities and their intellectual skills. They pride themselves on their ability to solve complex problems.

### GOLDS LOVE:

- Quality
- Being methodical
- Planning in detail
- Logical analysis
- Accurate records
- Not being rushed
- Focusing on facts
- Looking for errors
- Quiet isolation
- Competent workers
- Measurement tools
- Proving a point
- Meeting requirements
- Professionalism
- Following rules
- Perfection
- Clear expectations
- Efficiency
- Clear instructions

### WHAT 'TURNS OFF' GOLDS:

Golds are turned off by disorganisation and lack of clarity and detail. They need to ask lots of questions and will usually remain cautious before accepting a proposal or a programme for change. They dislike anything which they perceive as poor quality or unreliable information. They have little tolerance for poor standards or incompetence, particularly when either can affect quality, efficiency or profit. Get your facts and details right before you talk to Golds and give them information in a logical, step-by-step way. Their preoccupation with detail leads them to dislike any environment where nothing has a label, name or place. They tend to be uncomfortable dealing with emotional issues or human relationships.

### GOLDS HATE:

- Low standards
- Being rushed
- Change
- Untidiness
- Disregard for quality
- Vagueness
- Frivolous tasks
- Inaccurate information
- Unreliability
- Blockages to facts
- Incompetence
- Costly shortcuts
- Exaggeration
- Imprecise record-keeping
- Lack of focus
- Self-indulgence
- Talking about personal matters
- Displays of emotion

### GOLDS ARE MOTIVATED BY:

- Sufficient time to finish what they start and check it
- Privacy, peace and quiet with few interruptions
- Opportunities to plan ahead in detail
- Fault-finding or inspection roles
- Authority to control quality
- Organized systems that assure accuracy and efficiency
- Consistency and competence in fellow-workers
- Excellence in everything
- Exceeding expected standards

### GOLDS PREFER TO:

- Work with tested systems and procedures
- Check and double-check data
- Work on their own
- Make quality inspections
- Provide accurate, factual reports
- Focus on instructions and follow exact rules
- Create and adhere to schedules
- Measure progress, efficiency, quality
- Analyse all options before making a decision
- Persuade through logical argument
- Live and work in a structured environment that values quality

NOTE: The above comments relate to Underlying scores of 60% or more, or Consistent scores of 60% or more.

# 7

## PRISM Career Development Analysis

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In the previous pages we have given you an analysis based solely upon the key 8 dimensions of human behaviour preferences.

The answers you gave to the *PRISM* Questionnaire enable us to 'zoom in' to 26 business related characteristics in which we all demonstrate varying abilities and aptitudes.

The candidate pointer indicates your ratings in these areas, according to the answers you gave in the questionnaire.

If a Benchmark has been included, the green band indicates an ideal range for the requirements of that Benchmark.

A good match across most areas is likely to lead to a good 'fit' between your preferences and that role.

**NOTE:** The further towards the extremes of the scale the benchmark is, the more important that factor is perceived to be in the Benchmark. Matches in areas towards the extreme right hand side - where the trait is considered critical for success in the role – and extreme left hand side - where the trait is considered potentially counter productive and hence undesirable in the role – are more critical than those in the centre of the scale.

# 7

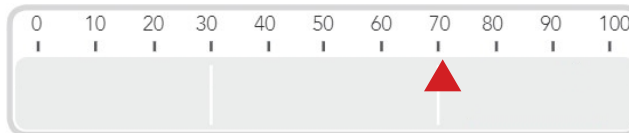
## PRISM Career Development Analysis

KEY: ▲ Candidate (Underlying profile)

### PEOPLE SKILLS

Low Preference **TEAMWORKING** High Preference

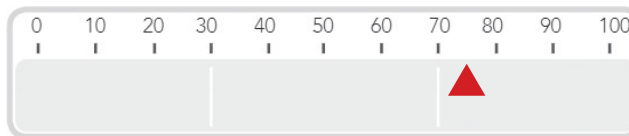
Formal and reserved, prefers to work alone without interruptions.



Prefers work that involves social interaction, likes supporting others and getting them involved.

Low Preference **RECOGNITION** High Preference

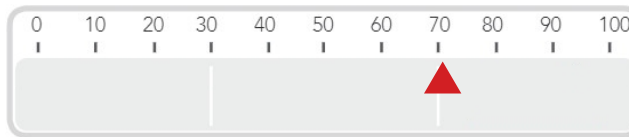
Prefers to avoid being in the spotlight, is reserved and is uncomfortable making small talk with strangers.



Has a strong need to be noticed and to be popular, is friendly and communicative, does not like rejection or loss of support.

Low Preference **CONCERN FOR OTHERS** High Preference

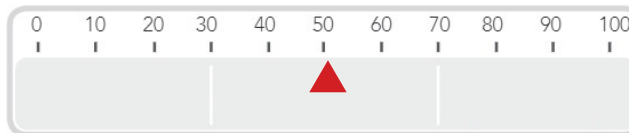
Unaware of others' feelings, reluctant to get involved in people's problems and emotional issues.



Caring and understanding, shows empathy and is considerate, sympathetic and approachable.

Low Preference **CONSENSUS SEEKING** High Preference

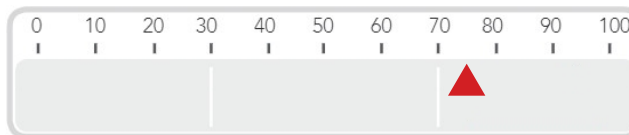
Makes decisions independently, seldom looks for advice or opinions.



Makes decisions by consensus and actively seeks the views and involvement of others.

Low Preference **SOCIAL SKILLS** High Preference

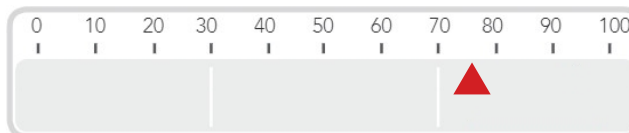
Quiet and guarded, prefers small groups, rarely seeks people out and avoids the limelight.



Talkative, optimistic, expressive and lively, enjoys socialising and meeting new people.

Low Preference **PEOPLE FOCUS** High Preference

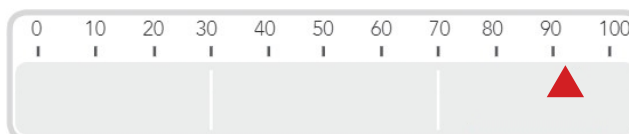
Less responsive to others, controls own emotions and feelings, values results more than harmony.



Responsive to others and relationship focused, unafraid to show or discuss feelings and emotions openly.

Low Preference **STABILITY** High Preference

Competitive and tough-minded, unafraid to take tough decisions and risk unpopularity in the interests of achieving results.



Has a strong need for harmony and to be accepted and of help and value to others. Prefers a predictable, secure environment.

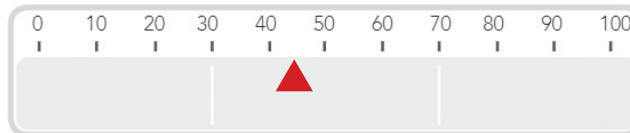
## PRISM Career Development Analysis [Continued]

KEY: ▲ Candidate (Underlying profile)

### DRIVE FOR RESULTS

Low Preference **INITIATIVE** High Preference

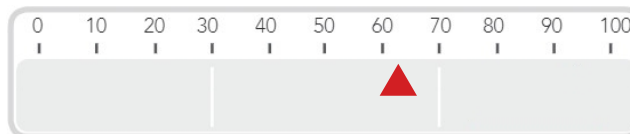
Prefers to keep things as they are and undertakes new work only after consultation or when told to.



Self-motivated. Capitalises on opportunities, initiates action, enjoys identifying and accepting challenges.

Low Preference **ENERGY LEVEL** High Preference

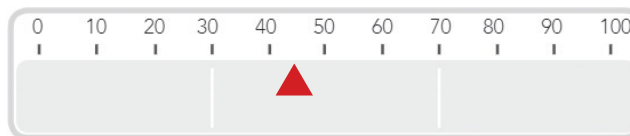
Likes to work at a steady pace, dislikes being rushed or put under pressure.



Very dynamic, works well under pressure, tends to be involved in several activities at the same time.

Low Preference **AMBITION** High Preference

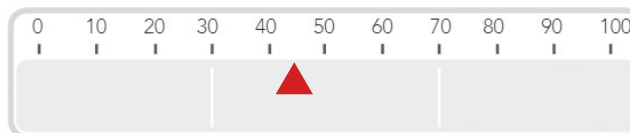
Easy going, unassertive, non-competitive, focuses on achievable, undemanding targets.



Enjoys being given tough goals, has high aspirations, is competitive and driven to succeed.

Low Preference **CONTROL** High Preference

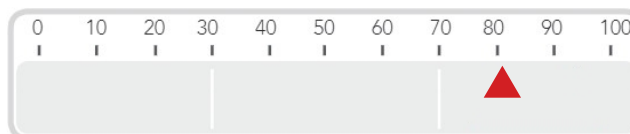
Dislikes taking tough decisions or telling others what to do, is unassertive and happy to let others take the lead.



Takes control of situations, dominant, decisive and forceful, enjoys being in charge of others and has a strong need for bottom line success.

Low Preference **ADAPTABILITY** High Preference

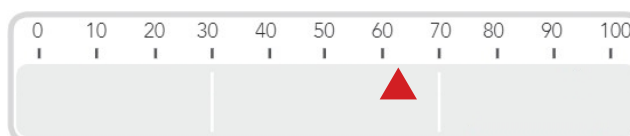
Likes order and predictability, prefers to adapt what is tried and tested rather experiment with something new.



Prefers variety and novelty, adapts quickly to change, adjusts to new circumstances, dislikes routine and constraints, easily bored.

Low Preference **RISK TAKING** High Preference

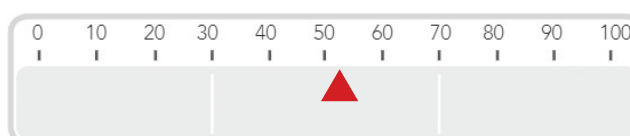
Slower paced, prefers to check facts, ask questions, complies with rules and avoids risks or making errors.



Fast paced and impatient, has a strong need to achieve quick results. Willing to take risks and break the rules to achieve success.

Low Preference **TASK FOCUS** High Preference

Relationship focused and enjoys working with people and creating an open, harmonious working environment.



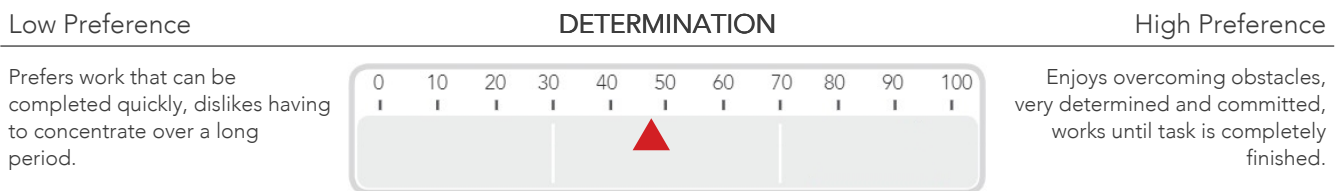
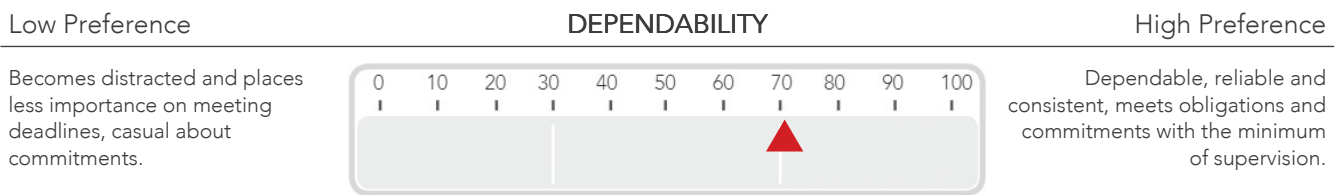
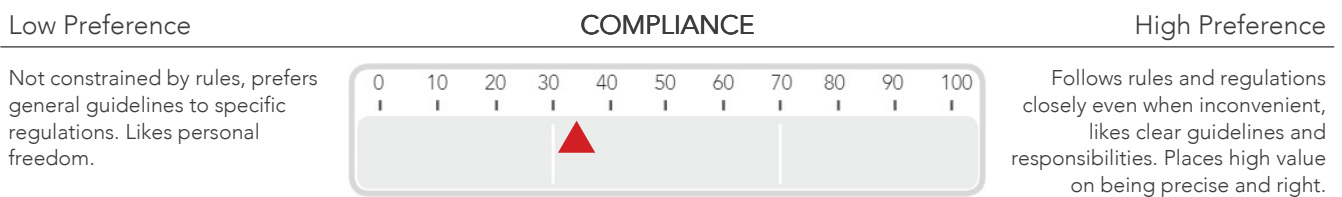
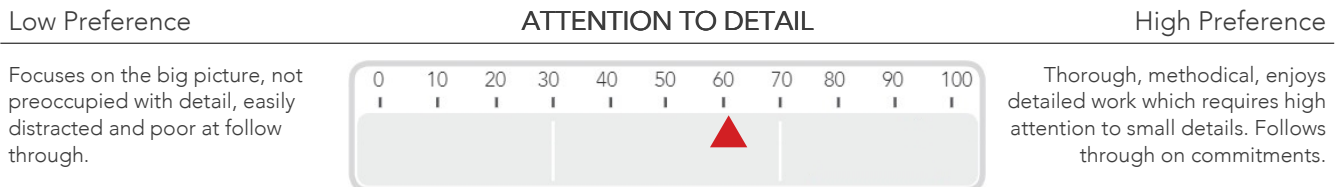
Is self-sufficient and prefers to deal with tasks and results rather than people issues. Uncomfortable talking about feelings and emotions.



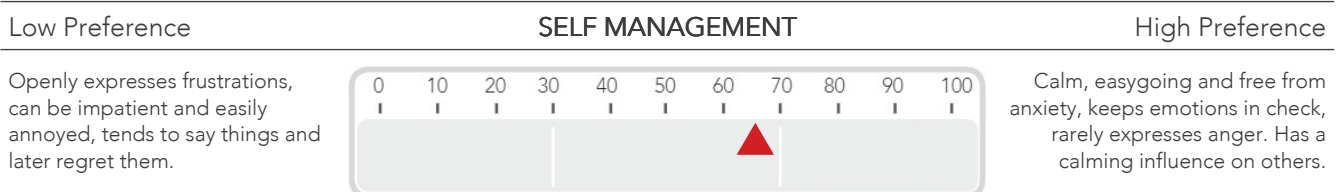
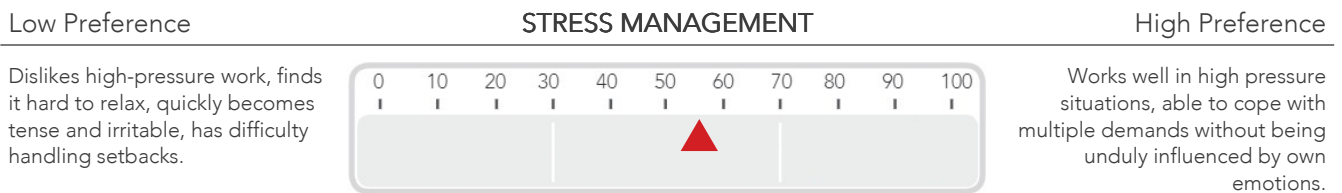
## PRISM Career Development Analysis [Continued]

KEY: ▲ Candidate (Underlying profile)

### CONSCIENTIOUSNESS



### RESILIENCE



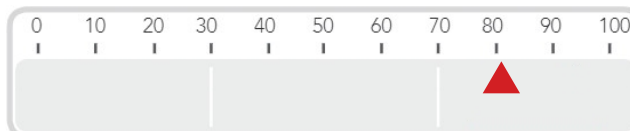
## PRISM Career Development Analysis [Continued]

KEY: ▲ Candidate (Underlying profile)

### THINKING SKILLS

Low Preference **ABSTRACT THINKING** High Preference

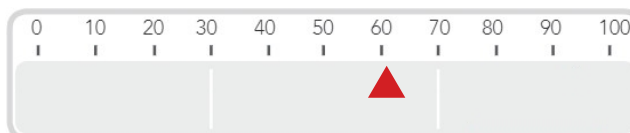
Prefers using and building upon tried and tested methods, avoids unconventional or abstract ideas.



Creative, imaginative and original, likes solving problems by thinking laterally, dislikes rules.

Low Preference **ANALYTICAL THINKING** High Preference

Impulsive, makes quick decisions, relies on personal instinct rather than logic to guide choices.

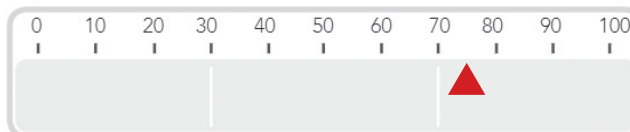


Analytical, cautious and astute, takes a logical approach to problem solving by using all available data.

### IDEAL SOCIAL ENVIRONMENT

Low Preference **NEED FOR SOCIAL INTERACTION** High Preference

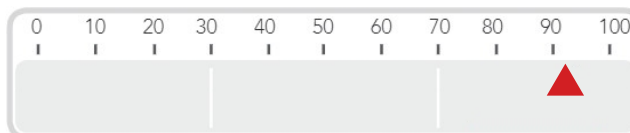
Needs an environment that has little need for social interaction with people, other than close friends, and which provides both time and private space to reflect on important issues.



Needs an environment that provides considerable opportunity for face-to-face interaction with others to create positive relationships and to gain social acceptance.

Low Preference **NEED FOR STABILITY** High Preference

Needs an environment that values commitment and efficiency more than harmony, and in which personal achievement and status can be recognised and rewarded.

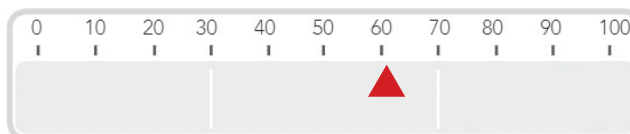


Needs an environment that is predictable, steady-paced and harmonious, and which provides opportunities to be of assistance to others and to be appreciated for providing such help.

### IDEAL WORKING ENVIRONMENT

Low Preference **NEED TO ACHIEVE** High Preference

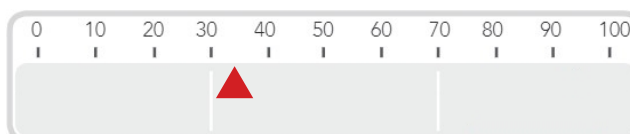
Needs a work environment that is strongly focused on achieving effective relationships and in which tough decision making and meeting tight deadlines are relatively unimportant.



Needs a work environment in which being self-motivated, taking responsibility and achieving demanding targets are important, and in which there are opportunities for decision making.

Low Preference **NEED TO BE RIGHT** High Preference

Needs a work environment that is flexible, spontaneous and unstructured and in which attention to small details or rules are relatively unimportant.



Needs a work environment in which achieving high standards of accuracy and conforming to strict rules are important and in which there is little need for social interaction with others.