

# THE INSIGHT DIFFERENCE



1) Acknowledges that people may behave differently in different situations

INSIGHT Inventory is based on field theory that takes into consideration the influence of external pressures and force fields on behavior. Users discover why they behave the way they do in different situations and learn, at a much deeper level, about their personality.

2) Uses conversational language - no codes, types, colors, or quotients

INSIGHT Inventory uses descriptions that explain behavior in conversational, every-day language. Users can immediately discuss their results with others, even those who have not taken the assessment.

3) Answers the “SO WHAT?” question

The INSIGHT Inventory focuses on real-life application and strategies for flexing to better communicate with others. Users learn to identify other peoples’ styles and how to flex just in time, just when needed.

4) Identifies stress TRIGGERS.

Regardless of how well people understand themselves, there are times when they get stressed and overreact. The INSIGHT Inventory helps people uncover the triggers to these reactions, trace their origin, and get them under control.

5) Focuses on understanding behavior, not predicting it.

Most assessments attempt to narrow down the wide range of possible traits and predict future behavior. The INSIGHT Inventory helps users look instead at all the changes in behavior they make from one setting to another. This broadens their understanding of their strengths and capacity to flex.

6) Provides a FREE Success Center with tools for trainers and coaches

Our “industry first” online Success Center provides everything you need to conduct professional training sessions and powerful team building seminars. All the manuals, slides, videos, activities, and exercises are available 24/7 anytime, anywhere, FREE.

