

Brief Comparison of Insights® Discovery System vs. True Colors

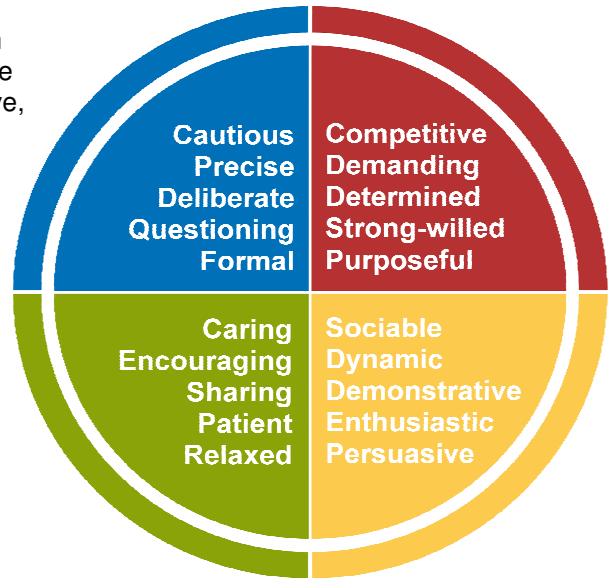


Description of the Insight Personal Effectiveness Programme

The Insights Personal Effectiveness Programme provides an introduction to the Insights Discovery learning system and the Insights Discovery Profile. The approach is fun and interactive, and gives participants a language and framework for understanding themselves and others better which they can put into practice immediately.

Using each participant's Insights Discovery Personal Profile, the programme enables individuals to understand their own personality better, to identify other types of personalities and adapt to different communication needs. The use of our colour energies – **Fiery Red**, **Sunshine Yellow**, **Earth Green** and **Cool Blue** – creates a memorable common language and framework on which participants can base their interactions in the future.

The order and strength of the four colour energies in each participant generates 8 types:

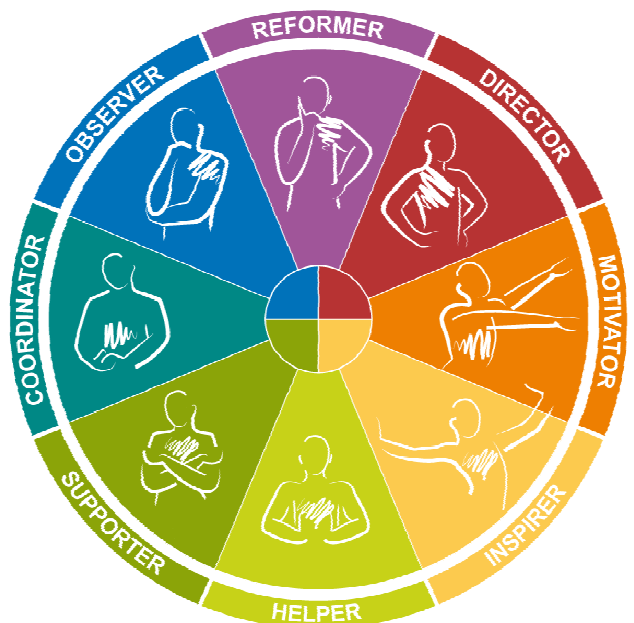


Director	Extraverted Thinking
Motivator	Extraverted Intuition
Inspirer	Extraverted Feeling
Helper	Introverted Intuition with Extraverted Sensing
Supporter	Introverted Feeling
Coordinator	Introverting Sensing
Observer	Introverted Thinking
Reformer	Extraverted Sensing with Introverted Intuition

Results focus, decisive, assertive
 Drive, enthusiasm, positive thinking
 Persuasive, creative, people skills
 Flexible and helps others, shared ideas
 Listens, loyal, team approach
 Planning, Organising, Time management
 Sets standards, Product knowledge, analysis
 Determination, monitoring performance, discipline

Working in consultation and partnership with you, we develop and deliver transformational learning solutions that directly meet your organisational needs and objectives. Our customised solutions can help you improve your effectiveness in five key areas:

- **Individual Effectiveness** – Improving self-understanding and personal impact. Enabling continuous personal development
- **Team Effectiveness** – Creating high-performing teams and improving team dynamics
- **Organisational Effectiveness** – Creating an inspired culture, aligning corporate personality and strategic goals
- **Sales Effectiveness** – Connecting with customers, achieving excellence at each stage of the sales process
- **Leadership Effectiveness** – Leading with impact. Leading self, team and organisation



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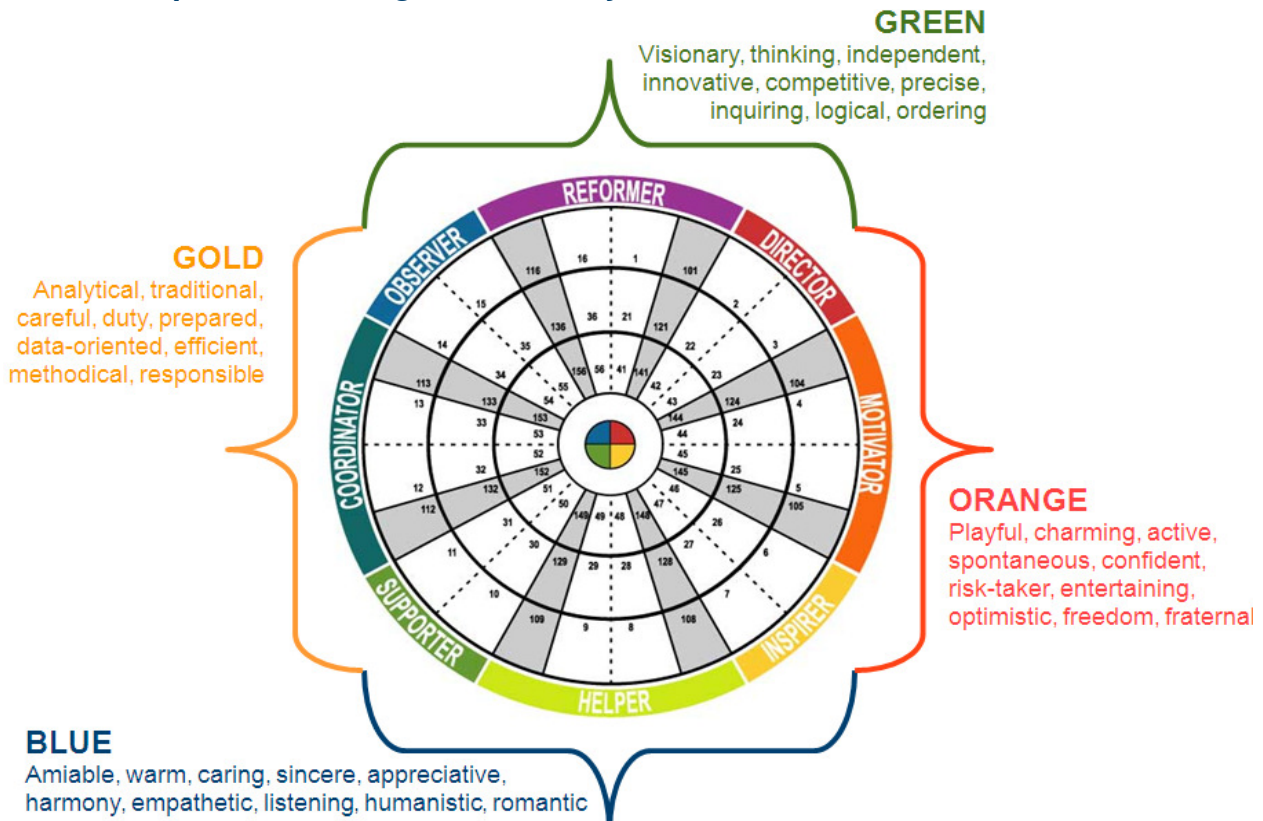
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Description of True Colors

True Colors is a 4 type program based upon a model developed by David Keirsey (the Keirsey Temperament Sorter), which considers preference combinations. Each type is symbolized by a colour: gold, blue, orange and green.

True Colors helps participants identify their own temperaments and those of others through word clusters. Each word cluster represents one of four “types”. The “Brightest” colour has the highest score. Participants reference lists of personality descriptors, skills/abilities, values, and behaviours that are typical to each colour type. The system recognizes that all 4 types reside within the individual and the emphasis is placed on the dominant colour type. The system is a simple, non-threatening, approach to helping individuals understand their own, and others, behaviours, skills, needs and motivations. It is a positive programme where people feel good about themselves.

Relationship between Insights Discovery & True Colors



The correlation between Discovery primary colours/8 types and True Colors:

Gold	Responsible	Cool Blue with Earth Green	Coordinator Helper Motivator Reformer
Blue	Harmonious	Earth Green with Sunshine Yellow	
Orange	Adventurous	Sunshine Yellow with Fiery Red	
Green	Curious	Cool Blue with Fiery Red	

Since both of the systems use similar colours in reference to type, some existing True Colors clients may find the Insights Discovery colours to be confusing given the colour association they may have made through True Colors programs.