



A Tour of Your Insights Discovery Profile



Insights Discovery Profiles

Introduction:

This document will provide you with a brief overview of your profile and the Insights Discovery System.

Perhaps you have completed “Psychological Type” instruments in the past such as MBTI, DiSC, Social Styles or the Hermann Brain profile. If you have, you are familiar with good tools already on the market.

The Insights system is based on the work of Swiss Psychologist Carl Jung and his protégé Jolande Jacobi and has been found reliable and valid by psychological study.

About Your Profile:

Your Insights Profile is different from other tools you may have taken. First, your responses are used to create an entirely customized report. Your report is a measure of the intensity of all of your answers, not just your most preferred answer. Many other tools only measure your top answer and give one of 8 or 16 reports to everyone.

The Insights Discovery System is much more than a Profile however. Our mission is to make Jung’s work and your Profile useable on a daily basis. We hope this extends to your personal, professional and community activities.

A Language for Understanding Similarity and Difference:

It is important to understand how you are similar and different from others. To apply that knowledge, it is important to have a language that everyone speaks.

“Color Energy” is the basis of the Insights language. What do we mean by energy?

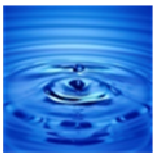
Think of activities you enjoy and look forward to—maybe that is playing the piano, reading a book or cooking. We would say you have energy for that activity and in fact participating in it gives you “energy.”

Now think of activities that you dislike or don’t look forward to—perhaps this is doing taxes or cleaning out the garage. You probably feel drained after participating in those disliked activities. Activities that give energy to some might in turn be draining to others.

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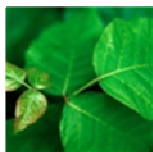
The same “energy” concept can be applied to differences in our psychological type. Some of us are more cautious, deliberate and formal, while for others it is much easier to be enthusiastic, dynamic, and informal. We may act in all of these ways at certain times but we usually *prefer* or have more energy for one way. These differences between us can be easily described and remembered through the use of colors. We use colors to help you understand your preferences.

Look at the colors listed below and the words associated with them:



Cool Blue

Showing no bias,
Objective, Detached



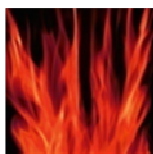
Earth Green

Calm, Tranquil,
Loyal, Personal



Sunshine Yellow

Cheerful, Uplifting,
Spirited, Buoyant



Fiery Red

Positive, Affirmative,
Bold, Assertive

What do you believe is your unique order of color energies? Jot them down here.

- 1.
- 2.
- 3.
- 4.

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Remember that certain responsibilities and tasks may demand that you behave in many different ways. Two things to think about here: one, since you have all four energies all the time you are able to perform those tasks and frequently do them well. The second point though is that we have varying intensities in those four energies so we do have a “home base” where we are most comfortable and where, as in the examples above, we might actually be energized by those tasks. When you hear people discussing “leveraging your strengths” this is a key component—not only do you tend to do these tasks you prefer well, it also taxes you less leaving more energy to be more productive and, frequently, more satisfied in your job and organization. One final point: because we have all four energies all the time, we do not want to refer to ourselves or others as “red people” or “blue people.” We may show a preference for red energy or have a dominant blue energy preference, or show a lot of yellow energy in the workplace, but the intent is not to put you or those you work with or have relationships with into a box. Instead, we want to honor those preferences in ourselves and others so we can be more personally effective and more effective in teams and organizations; and also recognize that we can build the skills of adapting and connecting with others by learning more about how different energies “show up” at home or in the workplace and learning strategies on how to work better with them. Of course, the Insights system and all its tools is an excellent way to do that.

Using the Colors and Your Profile:

The color system is an effective way of describing similarities and differences between people’s preferences. Your Profile measures the intensity of your color energies and creates usable information in areas like communication, blind spots and teaming with others.

Overview Section:

You’ll find an overview section beginning on page 5 that looks at Personal Style, Interacting with Others and Decision Making. This general overview is a general picture of you based on what you told us when you took the online evaluator. If you find something that does not fit or is questionable, it could be wrong or just a blind spot. Use the Profile proactively and ask others what they think.

Bulleted Points:

The sections that follow the overview contain practical information in a bulleted format. The intent here is not for you to analyze all the bullets and try and decide what is like you or not like you; but rather to choose the three or four bullets that best describe you and use those to increase your personal effectiveness by leveraging the strengths or shoring up possible weaknesses for example; or by providing information to others to improve your interactions, as in the Communication Do’s and Don’ts sections. Using these sections proactively to build up your personal effectiveness and enhance relationships is a very effective way to increase your value to the organization and put you in the best position to reach your goals.

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Wheel/Graphs:

You'll see the Insights Wheel on the second to last or third to last page of your Profile.

The most complicated part of the Profile and Insights system is the wheel/graph section. This document doesn't go into depth on the wheel or graphs for that reason but here are a few points of interest:

Wheel Page:

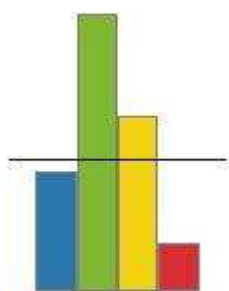
The wheel allows you to see where your preferences are in relationship to others of a different or similar type.

Graphs Page:

The Conscious Graph:

You'll find a set of graphs following the wheel. There are no good or bad graphs. The graph on the left (Conscious) reflects how you answered the questions on your evaluator. It measures the level of intensity for each color and probably reflects your regular "home base" of color energies. The Conscious Graph is depicting how you "ACT" or how you are consciously choosing to utilize the energies.

Anything over the midline of the graph (there is a 3 next to it) shows a preference or inclined usage of color energy. You probably would describe yourself as having a preference for this energy and others probably see you that way as well. This graph is used to create a majority of your Insights Preference Profile. Any color energy below the line would indicate reluctant usage of that preference. The farther below the line your energy is, the more effort it would take to consciously use that energy.



For example, the person to the left has green and yellow energy above the line and probably would describe their primary and secondary preferences as green and then yellow. Blue and red are below the line and are probably not energies this person uses to describe how they usually are. In a given situation, blue energy would probably be easier for this person to use than red as blue is much closer to the midline. As you can see, this person's report reflects the intensity of each color.

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The Less Conscious Graph:

In a nutshell, the “Less Conscious” graph reflects how you “REACT” or how you are utilizing the energies without conscious thought. Often this is observed when under stress and is more apparent to others than to self.

The Preference Flow Graph:

The “Preference Flow” graphs represent how much energy you are using or suppressing depending on your current situation. If the arrows go up, you are probably consciously using more of that color energy in your situation. If it goes down you may have temporarily decided to not use that energy for some reason.

Conclusion:

We hope you combine use of the color language with information from your report in your work, personal life and community activities. We use the Insights Discovery Profile, training and coaching to transform individuals, team and organizations. If you’d like to learn more about how Insights Discovery can be used inside of your organization, please email us at info.seattle@insights.com.