

# INSIGHT INVENTORY

## Understanding yourself and others

The INSIGHT Inventory is an easy-to-use, self-scoreable personal style inventory that gives participants a positive way to learn more about themselves, discover their personal strengths, and improve their communication skills. The INSIGHT Inventory is based on the idea that behavior is determined by the interaction between personality and environmental (field) pressures. To complete the Inventory, users check the degree to which 32 descriptive terms describe their behavior at both Work and at home in their Personal world. Results provide score intensity on four factors. Profiles are generated for both Work and Personal environment. Interpretation of the results focuses on identifying strengths and learning to flex one's style as one moves from one environment to another and/or as the communication dynamics change in a particular setting.

## how it works

Based on Dr Kurt Lewin's Field Theory, INSIGHT Inventory is a comprehensive self-report behavioral style measure which presents two profiles – one showing how participants behave at work and one showing their behavioral style away from work.

The inventory provides users with a quick and effective way to learn about their behavior characteristics in four key areas. The commonsense questionnaire looks at the interaction of the four personality traits and influences in the two environments – these traits are:

### Scale A: Getting Your Way

This scale indicates how you influence and approach others and express yourself when attempting to get your thoughts and opinions understood and accepted. The opposite preferences are **Indirect** and **Direct**.

### Scale B: Responding to People

This scale indicates how you approach other people, particularly groups of people and how openly you share your feelings with others. The opposite preferences are **Reserved** and **Outgoing**.

### Scale C: Pacing Activity

The third scale indicates the process you prefer to go through in making decisions and the pace at which you choose to take action. Opposite preferences are **Urgent** and **Steady**.

### Scale D: Dealing With Details

The fourth scale indicates the manner you use to structure your time, carry out projects, and attend to details and tasks. The opposite preferences are **Unstructured** and **Structured**.

The INSIGHT Inventory is different from other personality and style inventories in that it takes into consideration how you may change your behavior from one setting to another. Most other instruments give people reports attempting to describe them in general or classify them into a particular type or category. The INSIGHT Inventory provides two profiles which describe how you tend to behave in two different environments, at work and at home.

You may demonstrate similar behavior in each environment or you may show different sides of yourself. By comparing and contrasting your characteristics you'll gain further insight into yourself and why you behave the way you do in certain situations.

Due to its developmental nature, the Insight Inventory is well-suited for both individual and team development. It can be used to address issues of team building, personal effectiveness, and stress management.

### The output from using the INSIGHT Inventory

The Insight Inventory contains information about your personality preferences that will help you:

- understand your strengths and why you behave the way you do,
- improve your relationships with coworkers,
- identify ways to flex your style to communicate better with people having various styles,
- clarify what work situations are stressful to you and strategies for managing this stress, and
- communicate more effectively with the people in your life, coworkers, friends and family.

The five parts of this report direct the individual to specific information about their personality traits and provide guidelines for communicating better with others.





### PART 1: Work Style Profile

The first part in this report presents the individual's Work Style profile, how they tend to behave at work on each of the four INSIGHT Inventory traits.

### PART 2: Personal Style Profile

This section presents the individual's Personal Style profile, how they tend to behave in their personal world, away from work.

### PART 3: Understanding responses to stress

When faced with stress people typically overuse one or more of their strongest personality traits. This section provides the individual with descriptions of what situations may be particularly stressful to them given their personality profile and predictable reactions they may have.

### PART 4: Guidelines for Flexing Style

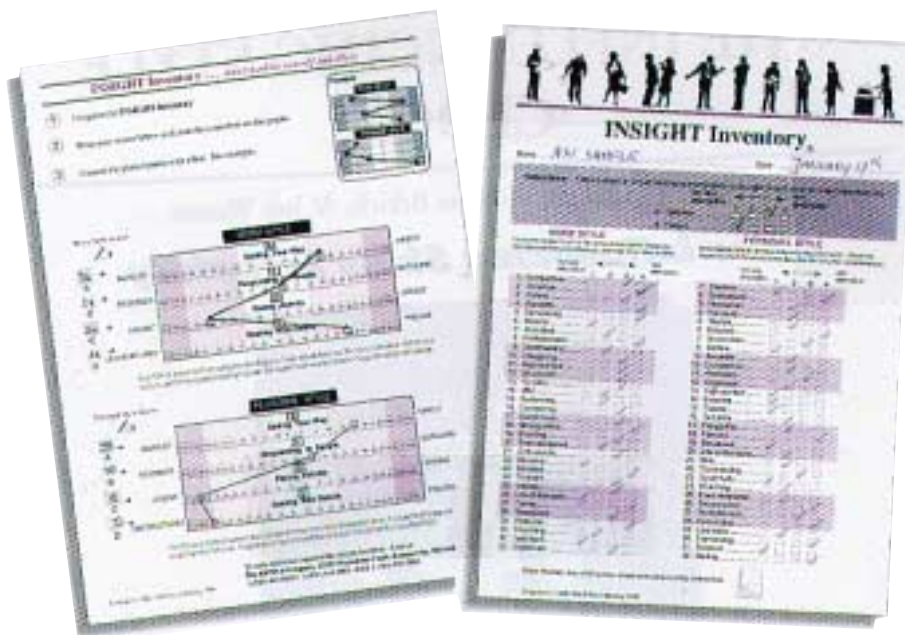
This part of the report provides guidelines for flexing style in order to communicate more effectively with others whether they have opposite styles and just as importantly, similar styles.

### PART 5: Summary

This final section provides high lights and a brief wrap up of the key information.

## the benefits

Self-scored within 15 minutes, INSIGHT moves quickly from developing a profile to applying the learning. Participants develop important behavior skills, including how to flex their style to manage conflict and facilitate team work. The instrument's clarity and its uncomplicated format allow you to integrate it into existing training, or make it the centerpiece of a program. Participants can compare their self rating profile to 360 degree feedback profiles that are generated from the perception of others.



INSIGHT can therefore be successfully used for:

- **Team Building**
- **Conflict and Stress Management**
- **Leadership Training**
- **Interpersonal Skills, Sales and Customer Service**
- **Interviewing and selection training and coaching**
- **Negotiation Skills Training**
- **Sales training**

The INSIGHT Inventory is designed to measure and describe the ways in which people respond to each other through the use of their personalities. The instrument measures both work style and personal style giving participants a more accurate, well-rounded assessment of their overall

behavioral style. The Inventory is designed to be used for Management Development, Team Building, and Stress Management as well as improving communication and personal effectiveness.

A comprehensive trainer's kit is available consisting of a video, trainer's guide, skill-building activities, overhead transparencies, and technical manual. Comparisons with other tests including MBTI and 16PF are also published.

**In addition to the general Insight Inventory, two specialist versions of the assessment are also available. These are "selling with Insight" and "Interviewing with Insight" – call for more details about these products.**

THE COST	
Insight Paper based assessment – version A (16 page interpretive guide)	\$15.95
Insight Paper based assessment – version B (6 page interpretive guide)	\$19.95
Insight Facilitator guide (including video program)	\$495.00
Selling with Insight paper booklet questionnaire	\$19.95
Selling with Insight Facilitator guide	\$495.00
Insight inventory self –web based assessment	\$35.00
Insight inventory 360 assessments – web based assessment	\$95.00
Selling with Insight – web based assessment	\$33.00
Interviewing with Insight – web based assessment	\$20.00