



## The impact of Human Behaviour on Cultures

### Why is True Colours so Effective?

For years profiling has been promoted as a personnel assessment and talent development tool, yet many businesses remain sceptical of its effectiveness.

Profiling on its own doesn't produce much, if any, value for organisations. What does provide value is a framework which allows people to identify what strengths they possess and how differences in others can be used to achieve outstanding results.

### Common Sense may not be so Common

It seems so simple to get people to work effectively with each other, yet we know it is far from simple. What is it about human psychology which makes people so resistant sometimes?

The answer is how people perceive their strengths and how people meet their needs.

Understanding what drives behaviour in a contextual frame of reference is the missing link in realising value from profiling tools.

### Realising the True Potential of your Workforce

Empowering individuals to identify their needs, values and strengths, will allow people to recognise both within themselves and in others how attributes are formed and what roles different personalities play.

People often find it difficult working with others who have different personalities, beliefs and attitudes because these differences can cause uncertainty. And with uncertainty comes discomfort and conflict within individuals. Taking away this uncertainty and replacing it with understanding forms the basis for better communication and collaboration.

### The Proof is in the Results

Google entrusts True Colours globally. True Colours is used in every office location around the world, providing a culture that embraces cultural diversity and utilises these differences to make Google stronger.

Marriott Hotel uses True Colours to develop team performance, resulting in one employee engagement survey rising from 44% to 81% in just six weeks.

### What you will gain

True Colours proactively measures progress and provides constructive correctional feedback every step of the way, ensuring the success of our programs is achieved.

Our programs are measured, we guarantee results and a high return on investment.

