

# Increase **Business** Performance using neuroscience



.....because **Brain** matters

**PRISM**<sup>®</sup>  
BRAIN MAPPING

# What is *PRISM* Brain Mapping?

*PRISM* is a great resource for line managers, HR specialists and, anyone interested in developing people. We are extremely impressed by its reliability and validity. A really effective profiling tool.

Lynne Plater,  
Senior Learning &  
Development Manager  
HSBC Bank plc.

**PRISM Brain Mapping** is a unique way of identifying people's behaviour preferences based on brain activity. Unlike traditional psychometric instruments, *PRISM* approaches human behaviour from the perspective of neuroscience, rather than psychological theory. This exciting online tool takes advantage of some of the most up-to-date neuroscience discoveries to provide users with a series of 'maps' which are representations of how their brain prefers to work.

*PRISM*'s reports, therefore, show not only people's **natural** or **instinctive** behaviour preference, but also the extent and the way in which they modify or adapt their preference on occasions to respond to what you see as the demands of specific situations e.g. their job.

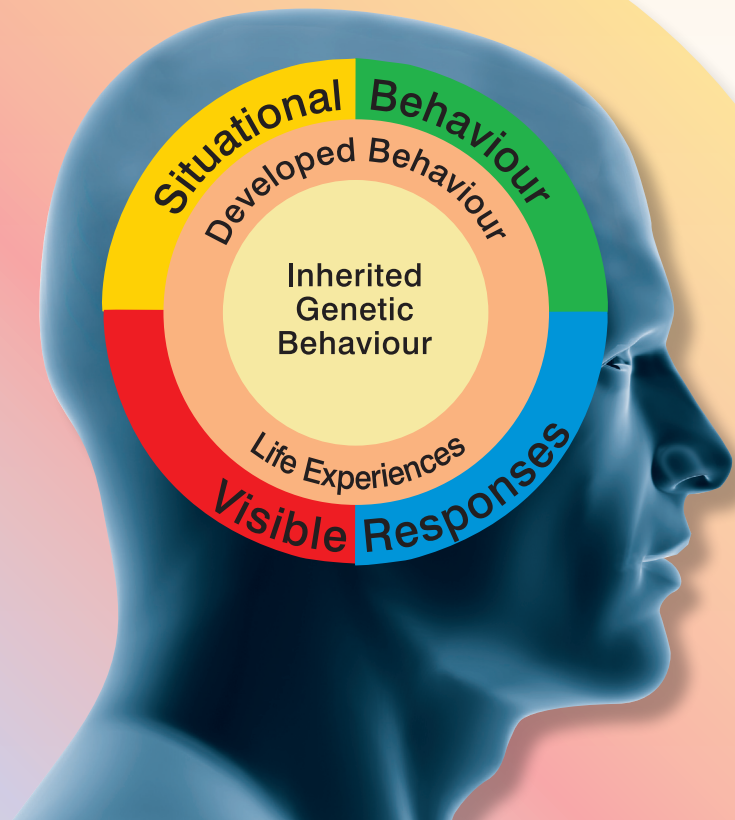
The reports also indicate where individuals may be overdoing or not making full use of their preferences. This insight also helps them to understand more about their **true potential**, as well as what may be hindering them from achieving even higher performance.

The remarkable complexity of the brain has shown that human beings cannot

credibly be divided up into a fixed number of types or groups of people who are unable to act outside of their preferences. *PRISM* does not, therefore, label people or fit them into 'boxes', nor does it have 'scores', or right or wrong answers. Instead, it provides users with a powerful, graphic explanation for why they approach situations and individuals in different ways.

Each *PRISM* 'map' is, therefore, a picture of the user as a **unique** individual.

Because *PRISM* is based on perception, it is obvious that if perceptions change, behaviour will change too. The dynamic interaction between perception of self and the environment explains why an individual may behave differently from one situation to another.



# What is Neuroscience?

The brain is the source of all human behaviour. It stores our memories, enables us to feel emotions, gives us our personalities and produces the behaviours that enable us to survive and achieve success - in short; it makes us who we are.

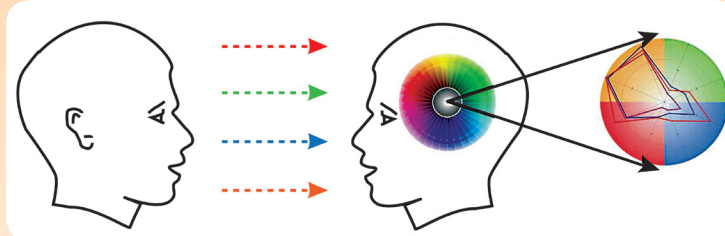
Although genes set boundaries for human behaviour, within these boundaries there is immense room for individual variation.

Now, thanks to great advances in brain imaging technology, scientists can watch the brain at work and in great detail and are uncovering many of its secrets.

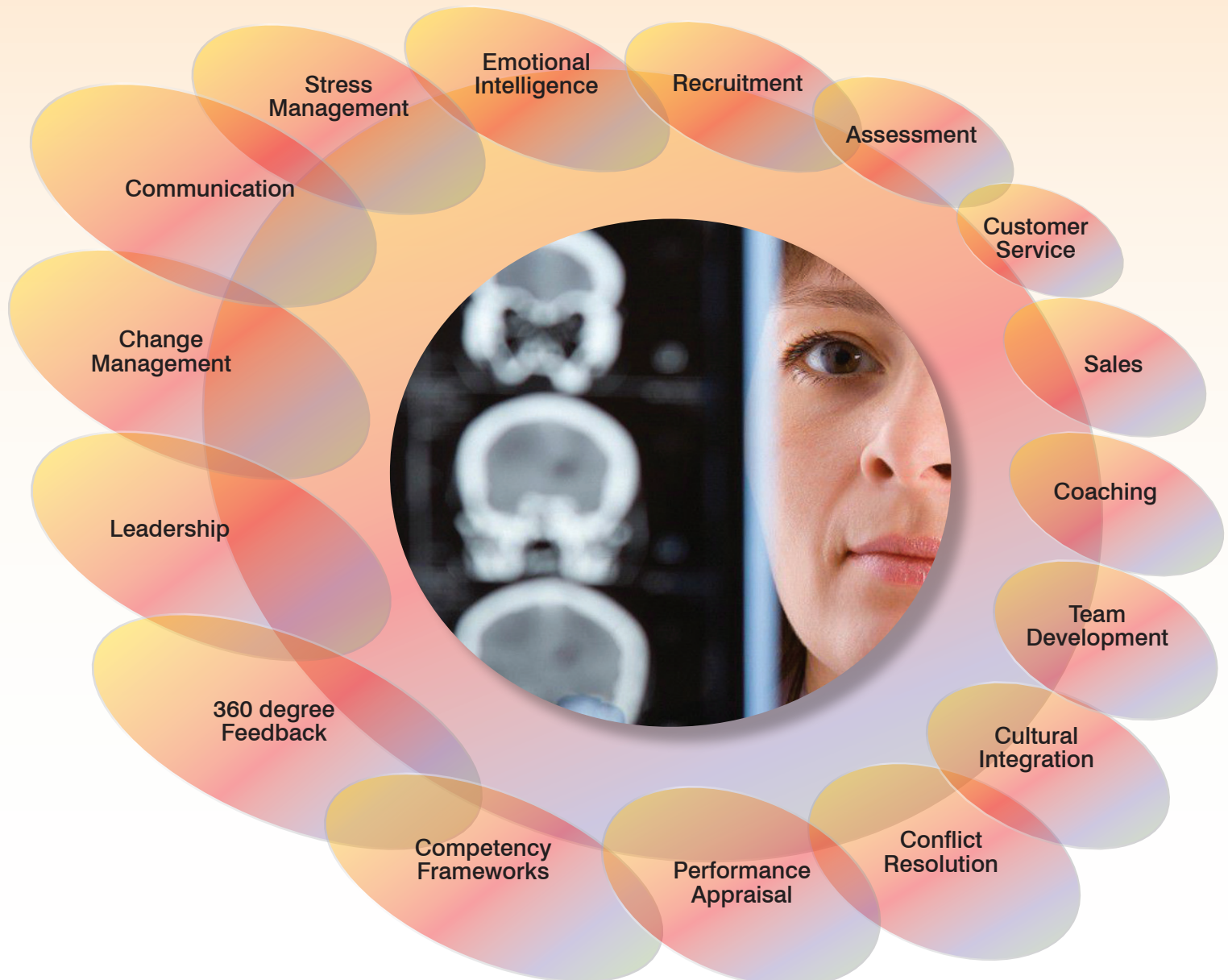
For all of us, that discovery is really good news. The adult brain can and does, adapt, develop and change even into old age. This means that education, learning and development take on a whole

new level of importance. Neuroscience has also shown us that **people tend to be most motivated and successful when they use and are rewarded for using their own natural, preferred behaviour.**

This highlights the importance of matching people with the right jobs - doing those things they enjoy and do best. In simple terms, **the better the fit between the person and the job, the better the performance.** The best recruitment results from paying attention to three factors:



- **What the person likes to do most,**
- **What the person does best,**
- **What adds greatest value to the organisation.**



Now in use by some of the world's leading organisations, *PRISM* is a must for all those who want to improve personal or business performance. Those who use *PRISM* include:

**HSBC, Siemens, Barclays Capital, Maersk, Goodyear Dunlop, Cass Business School, City University London, Kleinwort Benson, Randstad Education, Viridian Finance, Deloitte, Diageo, Lloyds TSB**



# ...Simply the world's most comprehensive on-line neuroscience based behaviour mapping system

## Team Building

*PRISM* Brain Mapping can not only map a team's behavioural strengths, but it can also assist leaders to diagnose a team's performance and identify areas for improvement. As the team matures *PRISM* Brain Mapping will enable each individual to develop new strengths and compensating strategies to enhance team performance.

## Organisational Culture Mapping

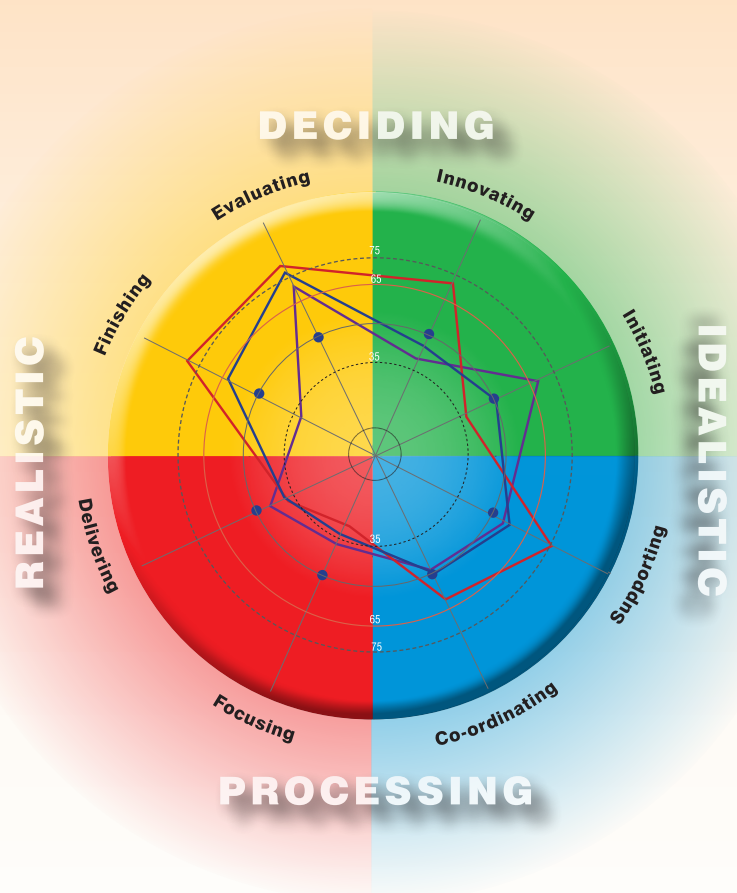
Significant increase in business performance can be achieved where a positive and aligned culture exists. The destructive influence of recruiting someone who does not share the same set of values, goals and commitment espoused by the organisation will weaken a strong chain of links and bonds. A good cultural alignment is essential as many employees leave their companies as a result of personality clashes or because they have trouble getting on with colleagues.

## Effective Recruitment

Recruitment need not be so arbitrary – it can be scientific. *PRISM* identifies behavioural preferences that may otherwise be overlooked in a standard interview and so directs attention to differences between what a person is comfortable doing and what the job actually requires if an excellent performance is to be achieved. *PRISM* makes it possible to align performance with the organisation's goals as well as promoting more effective business success.

## Emotional Intelligence

Job experience and IQ certainly have their place, but neither of these factors holds more sway in the realm of job performance than a person's ability to understand and manage his or her own emotions and those of other people. *PRISM* measures an individual's personal preferences and can help an individual achieve greater success at work.



## Effective Coaching

Just as people of different behaviour preferences accomplish work and communicate in different ways, they also have specific preferences on how to be coached. Using *PRISM* coaching professionals and managers can better tailor their language, strategies, and goals to be in alignment with an individual's behavioural preferences or preferred ways of working.

*PRISM* assists in making judgements with spectacular precision. I would put that accuracy at 99.5%.

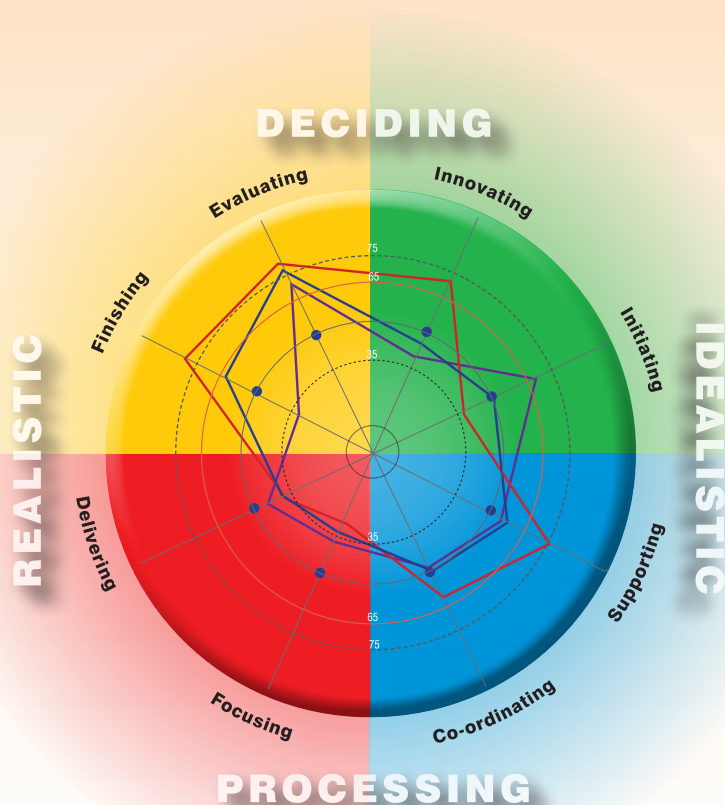
Professor Raghavendra, Oriental Institute of Management, University of Mumbai.

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## Leadership Skills

Some of the behaviours that get people promoted are the very same ones that they need to either modify or manage more effectively when they become leaders.

*PRISM* Brain Mapping helps leaders identify their key behavioural preferences and how they need to be modified or adapted at times to achieve the best results from individuals within their team.



## 360 Degree Feedback

The *PRISM* 360 enables an individual to obtain an insight into how up to 20 others see their actual behaviour on a day-to-day basis. In addition *PRISM* enables users to include either generic or in-house competencies and to correlate those competencies with a candidate's behavioural preferences. *PRISM* uses highly visual graphic outputs to facilitate effective understanding.

## Team Performance Indicator

The *PRISM* Team Performance Indicator is a powerful, web-based tool for identifying and enhancing the performance of a team. It uses anonymous, objective feedback from team members and others to measure how effectively a team is working, and to identify and prioritise areas for improvement.

## Managing Conflict

Conflict may be defined as a struggle or contest between people with opposing needs, ideas, beliefs, values, or goals. Some conflict is inevitable; however, the results of conflict are not predetermined. When we learn effectively to manage and resolve conflicts with others, then more opportunities for successful relationships are available to us. Most people are willing and interested in resolving their conflicts; they just need the appropriate tools, skill set and opportunities.

## Sales Enhancement

Customers buy when they feel understood. So the successful salesperson shows customers that he or she understands them by giving them what they expect, or more. *PRISM* helps sales people to identify the customer's behavioural preferences and needs and establish rapport with them more effectively.



# Why *PRISM*?

*PRISM* 'Professional' is a neuroscience-based instrument **specifically designed to identify the behavioural preferences that directly relate to personal relationships and work performance.**

Rather than the theoretical concepts of many traditional tests, *PRISM* 'Professional' measures the things that people like doing and the behavioural characteristics related to those things.

Research shows that **people whose interests match their occupations and activities find greater satisfaction, are more productive, and have higher levels of motivation.**

These enhanced results can increase the individual's work performance and enhance the chances of career success. Indeed, a Harvard Business Review study has shown that staff turnover almost

doubles when no job suitability match has been undertaken. The study also concluded that 80% of staff turnover can be attributed to mistakes made during the employee selection and recruitment process.

Many personality and individual assessment tests are based on bi-polar scales (either/or) type of questions. In other words they identify people as either one thing or another. ***PRISM* 'Professional' differs in how data is gathered and reveals balances and imbalances instead of the 'typecasting' that comes from bi-polar methods.**

In addition to *PRISM*'s eight behaviour dimensions, the report identifies and measures 26 key aspects of work preference. This information allows you to make many links between your behaviour, natural behaviour preferences and

your work behaviour. The report also enables you to gain an insight into your behavioural preferences from several points of view. In addition to the normal *PRISM* reports, you can receive outputs on **Emotional Intelligence** and on **'The Big Five'** - one of the most widely accepted and used models of personality. *PRISM* 'Professional' has a number of added facilities. For example, it manages a 360-degree process with the option to include generic or in-house competencies. It can create team maps and match a team with a team benchmark, as well as searching an extensive list of potential candidates to identify those who best fit a specific job or role. It also has a team diagnostic facility which **measures team performance as well as the quality of inter-personal relationships** within the team.



## Contact Us:

If you would like to know more about *PRISM* and how it can enhance your business, please contact us today.

[www.neuro-performance.co.uk](http://www.neuro-performance.co.uk)

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*PRISM* Brain Mapping is available worldwide and in a variety of languages. *PRISM* Brain Mapping is supported by offices in United Kingdom, Brazil, Costa Rica, Hong Kong, India, Malaysia, Russia, Singapore, South Africa and the United Arab Emirates.

