



EQUILIBRIA™

Personality Diversity Value Proposition



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As people living in social environments, we encounter different personality styles in our day-to-day interactions. How you interact with, communicate with and influence others determines your level of success and satisfaction in life.

Our personality diversity tools allow you to be intentional about your interactions and deliberately plan the positive outcomes you want to achieve both individually and within a team environment. In this document you will learn about our core personality diversity tools, the E-Colours and Personal Intervention.

Why E-Colours and Personal Intervention?

The E-Colours process helps to identify different personality styles, which enables people to better understand themselves and others. It leads to a heightened awareness that we do not all think and act the same and that we all have different communication styles and behavioral tendencies. The understanding of the richness of personality diversity and the management of our tendencies through Personal Intervention are basic principles that enhance individual and organizational performance.

The foundational elements of the E-Colours & Personal Intervention are:

Simplicity

Keeping our tools simple has been the foundation of Equilibria's success. The E-Colours are deliberately designed as a simple indicator that will quickly identify your and others' natural personality tendencies, including strengths and potential limiters. Equilibria has over two decades of experience successfully coaching and deploying the E-Colours and Personal Intervention with people of many different backgrounds, nationalities and cultures all over the world. Due in large part to their simplicity, Equilibria has successfully deployed these tools in very diverse settings. For example, we have seen the E-Colours have a huge impact with senior executives in some of the world's largest firms as well as with children as young as age 7.

Applicability

Applicability builds on the simplicity of the E-Colours process. We've found that other tools in the market tend to be more introspective and detailed which in some cases can hinder the usability and applicability of the tool. The success of the E-Colours and Personal Intervention lies in the use of the tools. The E-Colours gives users an immediate indication of their own personality styles as well as others that are part of their system; this knowledge can then be applied in terms of behavioral management (Personal Intervention), allowing users to tailor their approach, communication and relationship building with people.

Speed & Impact

A major benefit of E-Colours and Personal Intervention is the speed at which they can have an impact, typically due to their simplicity and applicability. We find that just by active participation in one of our foundation courses (online or in person), participants leave equipped with a set of tools that can have an immediate impact on their lives, both at home and in the workplace. This impact is usually reflected in an enhanced respect for diversity of thought, more effective communication and teamwork skills and increased behavioural management abilities leading to reduced unintentional consequences and personal development.

Tools "For Life"

Through our experience we've come to understand that the E-Colours and Personal Intervention are tools for life. E-Colours and Personal Intervention help users become the person they want to be at home and at work as well as develop skills to effectively deal with others. We've found in many cases that the use of these tools at home impacts family life favorably, which positively influences the performance in the workplace.



Coaching Framework

We use the E-Colours as a coaching framework. Rather than profiling people in terms of their personality (e.g. your personality style, means you will be good at X job), we use the indicator as a tool for coaching, self-awareness and self-management. Users who utilise the E-Colours and Personal Intervention can manage their behaviour and develop their approach to fit the requirements of the specific situation. For example, people whose predominant E-Colour is Blue tend to struggle being decisive; our tools will equip those people with this awareness that they can then turn into action by using Personal Intervention and intentionally modifying their behavior, consciously choosing to be more decisive if they wish.

Continuous Research

We use a database approach to verify and validate our ongoing research of personality diversity. Through online surveys, which are completed after the individual finalises the Personality Diversity Indicator (PDI), Equilibria gathers data points that continuously expand our research. Currently over **1.4 million** PDI's have been completed and provided input to the database.

An Ethical Approach

As you begin your personality diversity journey, we ask that you study the ethics below carefully and that you reflect on how important it is for you as a user to always adhere to these ethics. During our sessions, we always explore these ethics in detail and encourage you to challenge and ask questions so that we know that you have fully understood and embraced them.

E-Colours Guiding Principles:

- All E-Colour combinations are valuable – no E-Colour combination is better than any other one.
- Our E-Colours are not an excuse for unacceptable behavior – realise your potential by tapping into your strengths and by managing your potential limiters.

E-Colours Ethics - WE ALWAYS:

- Resist the temptation to guess and tell people which E-Colours we think represent their personality.
- Provide individuals the opportunity to discover their personality style for themselves through the E-Colours Personality Diversity Indicator (PDI).
- Advocate that people should never falsify answers to the E-Colours PDI survey for perceived gain.
- Insist that there should be no discrimination against any E-Colour combination or use someone's E-Colours as an excuse for exclusion.
- Highlight that it would be contrary to the ethics to imply that one E-Colour combination is superior to another.
- Inform organisations that the E-Colours were not created so that positions could be filled, or promotions granted based on an individual's E-Colours.

Remember:

- Our E-Colour combination predicts our personality tendencies but does not take into account our character, which embodies those personal beliefs, values, ethics, morals, commitments, moods and competences, that shape how we respond in our day-to-day relationships.

To take your PDI and discover your E-Colours click on the following link: <http://www.equilibria.com/PDI-home>



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Realizing Potential