Insights Discovery Personal Profile

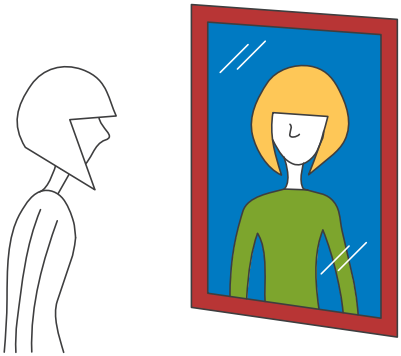
As part of the Insights Discovery journey, the Insights Discovery Personal Profile helps explain how we prefer to think and act. Using that knowledge, individuals can build better relationships, lead people effectively and work more harmoniously and productively in teams.

How it works

Individuals complete an online questionnaire, and we turn it into a profile that's all about them. It has chapters which can outline:

- Personal style, interaction with others and decision making
- Strengths and weaknesses
- Value individuals bring to their team
- Management style
- Barriers to effective communication
- How people like to be managed
- Sales strengths
- How people prefer to communicate
- Strategies for interacting with those of an opposite type
- Suggestions for development

Just as we are all unique as people, every single Insights Discovery Personal Profile is different. Individuals tend to find the profile most useful if they use it as part of team building, leadership development and coaching programmes. The profile is versatile and in-depth enough to help individuals through a wide range of issues, changes and growth.



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Colour Energies

The Insights Discovery system is built on the language of colour. We use four colours to describe distinct personality preferences: Fiery Red, Sunshine Yellow, Earth Green and Cool Blue. It's this simple language which makes the profile so easy to remember and share with others.

Fiery Red

Usually strong minded and focused on results, Fiery Red energy shows up as a strong determination that influences a person's interactions with others.

Sunshine Yellow

Radiating enthusiasm and encouraging participation, people with a lot of Sunshine Yellow energy tend to relish the company of others and desire to be involved.

Earth Green

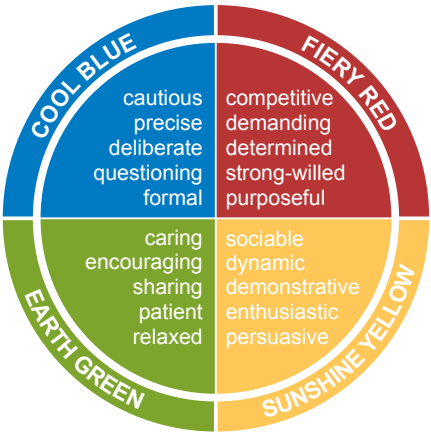
Individuals with a high amount of Earth Green energy view the world through what they value and what is important to them, often seeking harmony and meaningful relationships.

Cool Blue

With a desire to know and understand the world around them, often those with a Cool Blue preference like information to be accurate and complete before making a decision.

Each person is a unique mix of all four colours and it's this combination that determines an individual's personal style, how they react to situations and how they like to behave at work.

The depth of information in the Profile helps teams to understand each other and work together in harmony, as they bring the language of colour from the Insights Discovery workshop back to the workplace.



Get in touch

For more information on the Insights Discovery Programme, and how this and our other models can help organisations tackle some common business problems, get in touch at www.insights.com.

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