

# A simple, memorable model that creates lasting self-awareness, builds strong relationships and drives business performance

- Increase Self-Awareness
- Improve Communication
- Learn how to motivate your people
- Uncover everyone's value to the team

## Why use Discovery?

The Discovery model is at the heart of everything we do and underpins all of our programs. By recognising and adapting to different behavioural styles, strained team dynamics can transform into respectful and productive working relationships, allowing people to perform at their highest level.

## What's your personal style?

[Play the interactive game](#)

## The Insights Discovery Profile

The Insights Discovery Personal Profile is a personal and team development tool that gives individuals an engaging and transformational insight into themselves and others.

All profiles include the Foundation chapter you can add other chapters depending on your needs:

## Management

The Management chapter is the ideal companion to the Foundation chapter for those who want to increase their understanding of how they manage others and how they might prefer to be managed. It explores our Ideal Environment, Needs in Being Managed, Motivation, and Management Style.

## Effective Selling

This chapter is an ideal component for a sales training programme and an excellent coaching tool for sales managers to use with their team members. The chapter explores Before the Sale Begins, Identifying Needs, Proposing, Handling Buyer Resistance, Gaining Commitment, Follow-up and Follow-through & Sales Preference indicators.

## Foundation

At the core of the profile sits the Foundation Chapter which includes an Overview of Personal Style, Key Strengths & Weaknesses, Value to the Team, Communication, Possible Blind Spots, Dealing with your Difficult Person and Suggestions for Development. The Foundation chapter also includes a fascinating visual representation of where the respondent is applying themselves in each of the four colour energies.

## Personal Achievement

This chapter sheds light on factors that contribute to us living our lives with a greater sense of purpose. It fits well with programmes concerning well-being and resilience, and can be useful in a one-to-one coaching programme. The chapter includes Living on Purpose, Time & Life Management, Personal Creativity, Lifelong Learning, and Learning Style.

# Fancy a sneak peek?

To learn more about Insights® Discovery, watch our introduction video.

[Learn more](#)

## The Discovery Colour Model

The Insights Discovery Personal Profile is a personal and team development tool which gives individuals an engaging, reinforcing and transformational insight into themselves and others.

To receive the full profile, individuals complete a 25-frame evaluator. The output is a 20 – to 40 – page profile which helps recipients gain a detailed understanding of their personal style, and how this impacts on their relationships in both personal and professional environments. Celebrating the uniqueness of each person, the profile illustrates how recognising and valuing difference can empower individuals, teams and entire organisations.

Given the depth of the full profile, this snapshot is a ‘blunt’ assessment which has been designed to offer up an example of the different personality traits described by the 8 Types of Behaviour.

To understand more about the full Insights Discovery system click [here](#).

## Team Wheel

Once a team has completed the Insights Discovery online evaluator, we are then able to create their “Team Wheel”. This allows the team to effortlessly understand:

- Possible strains and stresses between individual team members – how to adapt and connect to those ‘not like me’
- Strengths and possible weaknesses – where are we strong, what are we not doing, what could we be doing better?
- Meetings – how they can be even more effective in structure, clarity and output.
- Culture – how are our behaviours representing the team culture?

# Discovery Facts

Based on the psychology of Carl Jung

Recognised by the British Psychological Society

The model uses four colours to represent observable behavioural patterns

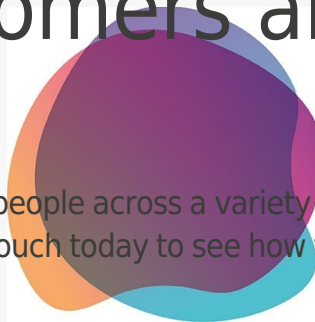
Profiles are created through a 25-frame online evaluator

20-40 page Discovery personal profiles are unique to each individual

Independently assessed and found to comply with the EFPA Test Review guidelines

## What our customers are saying

Since 2003, we've helped thousands of people across a variety of sectors to build, grow and empower their teams. Get in touch today to see how the Colour Works can help you.



[Enquire now](#)





“At first I was unsure of the benefits that I would take away from the leadership development programme but I was amazed at the impact it had upon both my personal and professional life. I am now able to engage with colleagues in a more open and collaborative way, reduce conflict and improve communication within my family and friendship groups. I continue to use my learnings from The Colour Works in my daily life.”

Paula Lavan  
Head of Procurement at Brammer Buck and Hickman





“The Colour Works has transformed our management team here at Electronic Materials – we now talk the new language of colour. We’ve realised that sometimes one splash of colour isn’t enough and that together as a team we are stronger, enabling us to support one another and deliver company success.”

Helen Baxter  
People & Culture Manager at A-Gas Electronic Materials





"I found the insights into how we work as a team invaluable in improving our team efficiency, performance levels and the joy of working together. Taking the time out to reflect and understand our different preferences and how they impact each other was illuminating. Our facilitator has a great passion for the product and captivates everyone's attention from start to finish, challenging us to be our very best selves."

Karen Rayfield  
Director of People & Performance at Helping Hands Home Care







“The Colour Works gave us an amazing team-building exercise for our whole organisation. It gave us all the skills to look at both professional and personal relationships and discuss with our teams and families. Our facilitator was fabulous. He made it fun and entertaining whilst providing a valuable learning experience both individually and as a team. There was a buzz in the air and the room was full of laughter.”

Lisa Steele  
Chief Executive at Chai Cancer Care





“Seed used The Colour Works to run our team training day. As seasoned educators and trainers, the audience was tough and initially very pessimistic. They were all converted. Feedback from the team has been phenomenal – way better than we had anticipated. What is more though, is that it has given us a language of understanding, a way of communicating and an appreciation of why we do the things we do. It really has transformed our team.”

Dalia Davis  
Director of Operations at Seed





"I thought your presentation style was pitched perfectly to deliver the overall message, and you seamlessly interweaved the stories shared by the participants. I came away motivated, inspired and armed with some tools and ideas to best support those around me in the year ahead. "

Kate Turner  
Group Commercial Operations Manager at Farrow and Ball





“You need this in your life”

Ken Parke  
Managing Director at Ken Parke Planning Consultants



“It brings unity to the business, a level of understanding and empathy from top to bottom and bottom to top. People know how to approach and get the best out of each other.”

Jim Totczyk  
Operations Director at Naim Audio



“What I really appreciated about The Colour Works was a very collaborative approach. The Colour Works worked with me to understand the needs of the business and make our implementation successful.”

Michelle Vaughton  
Learning and Development Manager at Farrow and Ball





“As a Team we very much enjoyed and found value in our results, which helped us understand our leadership and promote our management style. We used some of these strengths to enhance the modern, stylish approach we needed to sustain our company’s growth”

Dan Bamforth  
Towndoor Property Rental Managing Director

The Colour Works

# Start your journey of

# Discovery today

