

A large decorative graphic on the left side of the page, consisting of several overlapping, curved shapes in shades of blue, green, yellow, and red, creating a layered, mountain-like effect.

Insights® Discovery

Communication Strengthening Workshops Overview

Tracy Stayton (she/her)

Certified Team & Leadership Development Trainer & Coach

www.tracystayton.com

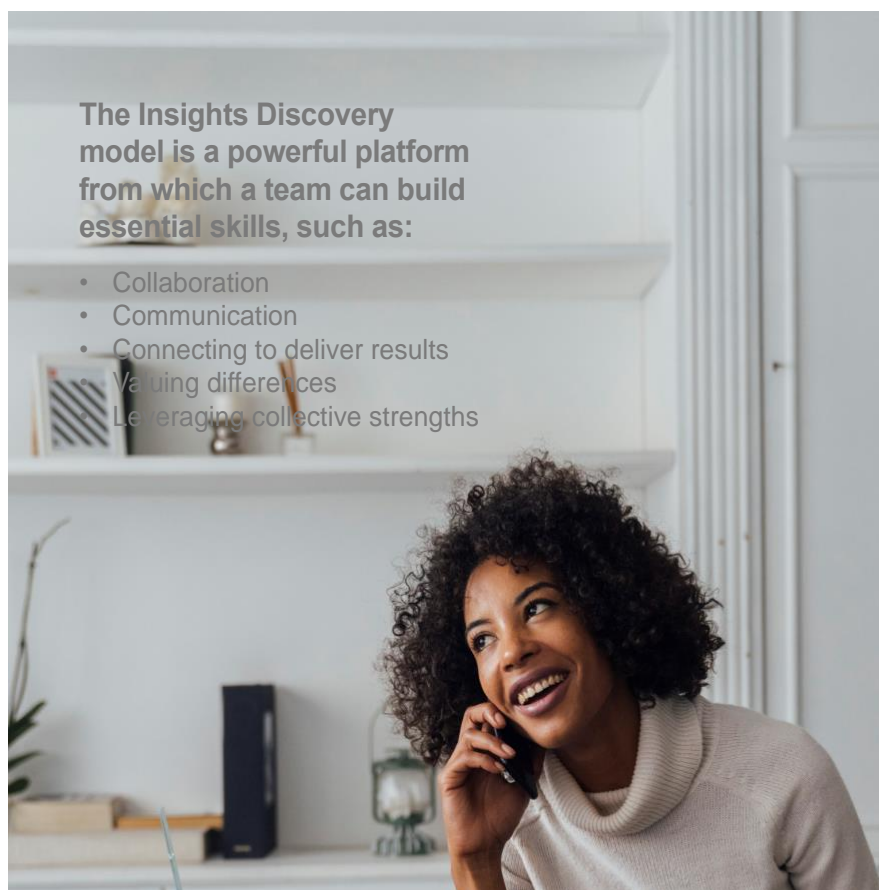
TracyStayton@gmail.com

414-899-6030

www.linkedin.com/in/tracystayton

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Insights® Discovery helps increase team collaboration and engagement.

We understand how distressing it can be to have team members not connecting internally or externally as effectively as they could. In today's remote work world, it is difficult to provide opportunities for co-workers to connect with each other deeply and collaborate as effectively as possible.

Insights Discovery workshops help solve team "disconnect" issues. Participants gain a profound understanding of themselves and their colleagues, including how to truly listen to one another and respect varying viewpoints and opinions. The workshop teaches how to adapt and connect with others, so strong and effective relationships can be developed. This leads to feeling more appreciated and engaged in the workplace.

Insights Discovery's unique benefits are that it is:

- **Simple:** The four-color system is easy to understand and remember, so everyone can immediately apply what they learn.
- **Universal:** An inclusive, non-judgemental language allows for honest conversations and feedback. Your whole organization will feel included and captivated by the Insights magic.
- **Positive:** Fun, interactive, and engaging workshops motivate participants to make real change. Supportive language energizes people to want to adapt to the needs of others. This creates a positive workplace and increases employee satisfaction and retention.
- **Sustainable:** Tools and activities provided allow easy implementation on your own to keep the momentum going for a long-term high return on investment.
- **Validated:** Continuous research and validation ensure that the psychological theory is current and applicable. More on this can be found at <https://www.insights.com/2119/validating-insights-discovery.html>

Insights® model

Insights Discovery uses an accessible four-color model, rooted in the work of psychologist Carl Jung, to understand an individual's unique preferences. We measure these preferences based on responses to a short online evaluator. One of the outputs is a 22-page personality profile, which identifies strengths and areas for development. During the workshop each participant receives their personalized Insights profile.

Workshop results

The simple four-color framework can help achieve the goals many leaders and teams strive towards:

- Increased communication and collaboration internally, as well as with external partners and clients
- Improved self-awareness and personal effectiveness, helping achieve organizational goals
- Enlightened leaders who inspire their team members
- Enhanced group decision making
- Engaged employees who feel appreciated, understood and stay with your organization longer

Relationship Strengthening plan:

Step 1: Review this overview, sign, and schedule an initial Insights Discovery workshop

Step 2: Workshop participants complete their Insights online assessment

Step 3: Participants gain perspective and collaboration skills during the workshop

Step 4: Experience optional additional Team, Sales and Influencing, and/or Leadership Effectiveness workshops (explained in more detail on pages 8, 9, and 10)

Step 5: Implement ongoing Insights activities on your own with your team to continue the growth.

Optional accreditation for team members to facilitate Insights workshops/coaching in-house.

Achieve team success and increased employee engagement and retention!!



Discovery[®]

Learning Journey

Start



An Insights Discovery workshop is the first step of the development journey. This includes exploring your customized personal profile.

Then choose the next development milestone.



Team Effectiveness Workshop
Improving Team Productivity



Leadership Effectiveness Workshop
Transformational Leadership



Influencing & Sales Effectiveness Workshop
Boosting Performance



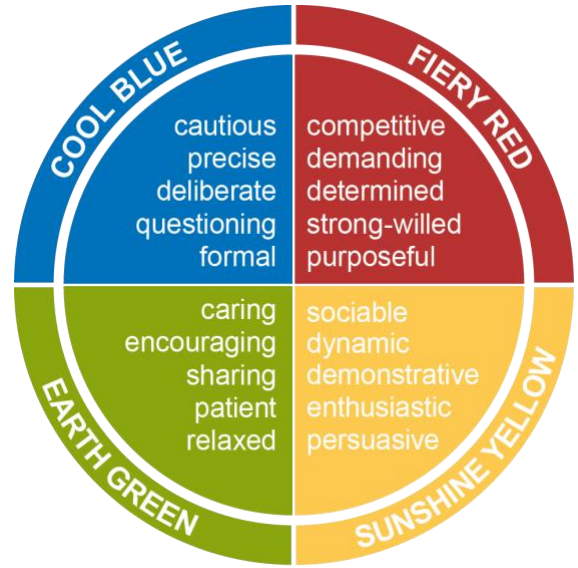
The Insights Discovery methodology

The Insights Discovery model is a simple and accessible four-color model which, accompanied by an Insights Discovery Personal Profile, helps people to understand more about themselves and others.

It creates a common language that makes it easier to identify strengths and address weaknesses, so that individuals and teams can perform at their highest level.

This model provides the foundation for many programs since it inspires individuals to think about how they act and communicate.

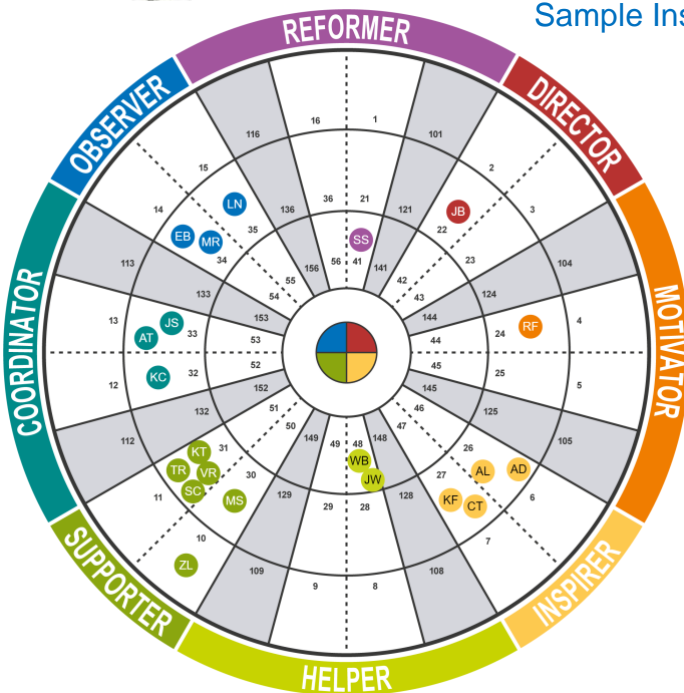
Learn more about Insights Discovery workshops at www.FuseComms.com/InsightsDiscovery



Every person has all four color energies within them but has a natural preference for some over others which influence their motivations and behavior; it is the combination of these energies which creates each unique personality.

By understanding your own and others' preferences better, you can take simple, practical actions that improve your everyday relationships. The Insights Discovery Personal Profile is your guide, enabling you to take control of your own development.

Sample Insights® Team Wheel



Initials	Name	Wheel Position	Colour Order Preference
JS		33	●●●●
AT	Names that	33	●●●●
EB	are normally	34	●●●●
MR	listed here for	34	●●●●
LN	each	35	●●●●
SC	participant are	31	●●●●
VR	hidden for	31	●●●●
TR	confidentiality	31	●●●●
KT	purposes.	31	●●●●
KC		32	●●●●
ZL		10	●●●●
MS		30	●●●●
WB		48	●●●●
JW		48	●●●●
KF		27	●●●●
CT		27	●●●●
AD		26	●●●●
AL		26	●●●●
SS		41	●●●●
JB		22	●●●●
RF		24	●●●●

The Insights Discovery Personal Profile

The Insights Discovery Personal Profile is a detailed report about each individual which is produced based on their responses to an evaluator. It contains valuable information about the individual's personality and communication preferences that can be used as an aid to self-development in the workplace.

Foundation Chapter

Every profile begins with the Foundation Chapter, which tells individuals about their style and approach. It includes the following sections:

- Overview
- Key Strengths and Weaknesses
- Value to the Team
- Communication
- Possible Blind Spots
- Opposite Type
- Suggestions for Development



This gives the individual a good understanding of their unique preferences so that they can start to make practical, relevant changes that improve their working processes and relationships.

Effective Selling Chapter

In this chapter the profile explores what kind of selling and influencing style an individual has, including assessing their strengths and weaknesses in each of the six stages of the selling cycle. This chapter is particularly effective for individuals who work with customers or stakeholders, since it helps them to create an effective strategy to develop those relationships by leveraging the individual's unique strengths.

Management Chapter

The Management Chapter provides information about how you prefer to manage and be managed. It also explores what your ideal working environment is so that you can identify barriers to peak performance. This chapter is useful for both managers and the people they lead since it can improve that vital manager/employee relationship. It can also support an individual to understand what motivates and de-motivates them in the workplace, giving them more control over how engaged they are at work.

Personal Achievement Chapter

This chapter is designed to focus on several highly important aspects of personal development. Using the guidance suggested in these pages can lead to exciting changes and have a profound impact on success. The self-awareness it gives falls into living on purpose, time and life management and learning styles.

Discover Team Effectiveness via Insights Workshops

“High self-awareness doubles chances of team success.”

– Dierdorff and Rubin

Building on the Insights Discovery methodology, the Insights Team Effectiveness model enables team members to take action that drives real improvement.

Discovering Team Effectiveness uses the common language of Insights Discovery to explore the building blocks of successful teams.

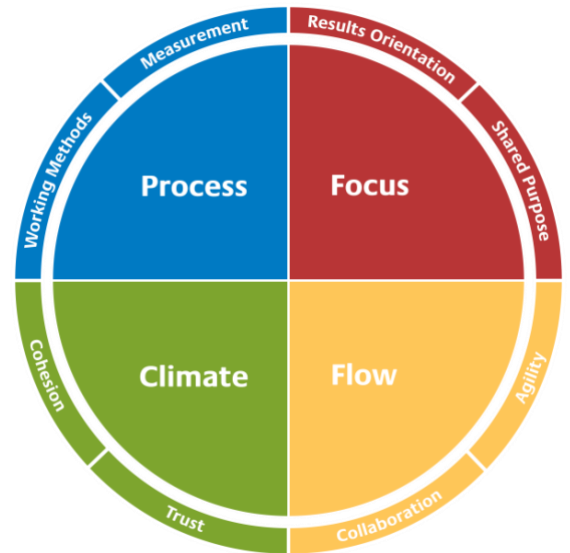
It helps teams to identify where they are strongest and weakest, allowing them, as a group, to define where they perceive their development areas to be.

The model uses the four colors of Insights Discovery to introduce the pillars of Focus, Flow, Climate and Process, all of which are essential to create a balanced, high-performing team.

The advantage of this program is that it builds on the familiar language of Insights Discovery to help teams reflect, self-analyze and plan for improvement. It transforms **self**-awareness into **team**-awareness, so that teams can work more harmoniously and productively to achieve the results they want.

Learn more about Insights Team Effectiveness at www.FuseComms.com/insights-teameffectiveness.

Photos from Fuse Insights® Team Effectiveness Workshops



Discover **Sales and Influencing Effectiveness** with Insights

“Increasing customer retention rates by 5%
can increase profits by 25% to 95%.”

– Bain & Company

Discovering Sales and Influencing Effectiveness helps people understand their strengths and weaknesses at each stage of the business development cycle so that they can improve performance and build better customer relationships.

Insights Sales and Influencing Effectiveness uses the Insights Discovery Personal Profile and the Insights unique model of selling to explore individual strengths and weaknesses and areas of development.

The model explores how the individual’s color energy preferences influence the way that they interact with, and sell to, customers, highlighting strategies for adapting and connecting more successfully to build stronger relationships.

Using the Effective Selling Chapter of the profile, each individual will be able to develop a practical and personal approach to grow both new and existing accounts, taking advantage of their unique strengths.

The advantage of this program is that it provides individuals with essential self-awareness to make them more effective business development people and account managers.

Learn more about Insights Sales and Influencing Effectiveness workshops at www.FuseComms.com/insights-salesandinfluencingeffectiveness



Discover **Leadership Effectiveness** via Insights

“50% of adults have left a job to get away from a poor leader”

– Gallup

The **Discovering Leadership Effectiveness** program helps people become the best leaders they can be by enabling them to create a compelling vision, produce results and maximize the effectiveness of their teams.

Building on Insights Discovery, we work with leaders to explore their personal leadership style and unique value across four key pillars: Results leadership, Visionary leadership, Relationship leadership and Centred leadership.

The model explores how the individual’s color energy preferences influence their leadership style, and the way they are perceived by their team. The **Leadership Effectiveness** program helps leaders find their balance and make an impact by understanding their own leadership strengths and areas for development.

This program provides balance to leaders so that they are better equipped to motivate, engage and inspire their people to be more productive.

Learn more about the benefits of Insights Leadership Effectiveness workshops at www.FuseComms.com/insights-leadership-effectiveness



Reliability, validity, and research

Based on the work of Carl Jung and Jolande Jacobi, Insights uses psychometric models to develop awareness of self and others that can be used to make practical improvements in the workplace and in relationships.

The Insights Discovery model is registered with the British Psychological Society and carries their PTC mark of approval for use in work and occupational development. The model's reliability coefficient, according to Cronbach's alpha is 0.91-0.93 out of a possible 1.

The Insights models have been developed after considerable research and testing, and Insights continues to conduct research to ensure that their models and solutions are continually verified and approved. The Research team contains business psychologists who are always looking for new ways to apply the portfolio to current business challenges.

Find out more about Insights' validation testing by visiting:
<https://www.insights.com/2119/validating-insights-discovery.html>.

Reach out to learn more:

Tracy Stayton (she/her)
Certified Team & Leadership Development Trainer & Coach
www.tracystayton.com
TracyStayton@gmail.com
414-899-6030
www.linkedin.com/in/tracystayton