

CP Insights Product Catalogue





Insights Discovery So They Sound

Insights Discovery So They Sound



Cool Blue

When I hear ...	Build rapport by being:
Monotone	Be structured and clear
Slower pace of speaking	Do not pressure them
Questioning and probing	Offer details that meet their requirements
Formal, business-like tone	Offer to follow up in writing, if appropriate
Reserved approach	Give them time to think

Fiery Red

When I hear ...	Build rapport by being:
Business-like formality	Be respectful and direct
Fast pace of speaking	Match their pace
Confident and forthright tone	Be confident and concise
Quick-fire questioning	Focus on their requirements
Impatient and blunt manner	Get to the point, be business-like

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Insights Discovery So They Sound



Earth Green

When I hear ...	Build rapport by being:
Less emotion in voice	Be patient and cooperative
Slower pace of speaking	Slow down, take your time
Quieter speaking	Relaxed, use small talk
Casual Manner	Be easy-going, non-pressuring
Self-contained manner	Be supportive and considerate

Sunshine Yellow

When I hear ...	Build rapport by being:
More emotion in voice	Be interested in them personally
Faster speaking pace	Be upbeat and enthusiastic
Animated and expressive tone	Be friendly, paint mental pictures
Chatty conversation	Let them speak, be flexible in timing
Friendly questioning	Be attentive and complimentary

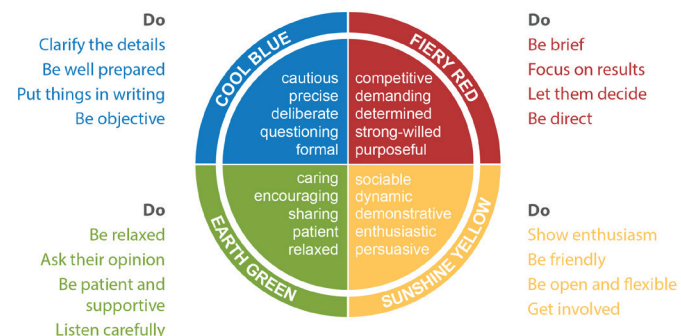
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Insights Discovery Quick Reference

Insights Discovery Quick Reference



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Insights Discovery Quick Reference



	Fiery Red	Sunshine Yellow	Earth Green	Cool Blue
JUNG EQUIVALENT:	Extraverted Thinking	Extraverted Feeling	Introverted Feeling	Introverted Thinking
APPEARS:	Business-like, Functional	Fashionable, Stylish	Casual, Conforming	Formal, Conservative
WORK PREFERENCES:	Busy, Formal, Efficient, Structured	Stimulating, Personal, Cluttered, Friendly	Personal, Relaxed, Friendly, Informal	Structured, Organised, Functional, Formal
STYLE:	Fast/Decisive	Fast/Spontaneous	Slow/Easy	Slow/Systematic
FOCUS:	The Task, The Results	Interacting/Relationships	Maintaining relationships	The Task, The Process
FEARS:	Loss of control	Lack of prestige	Confrontation	Embarrassment
UNDER TENSION WILL:	Dictate/Assert	Attack/Be sarcastic	Submit/Acquiesce	Withdraw/Avoid
LIKES:	Productivity	Recognition	Attention	Accuracy
IS CONCERNED WITH:	What it does; By when; What it costs	How it enhances their status	Finance	Justify the purchase
SEEKS SECURITY IN:	Control	Who else uses it	Close relationships	How it works
WANTS TO MAINTAIN:	Success	Flexibility	Status	Preparation
HELP TO SUPPORT THEIR:	Objectives	Relationship	Relationships	Credibility
SEEKS TO ACHIEVE:	Leadership	Playfulness	Conforming	Analysis
ACCEPTANCE THROUGH:	Competitiveness	Stimulating the environment	Loyalty	Correctness
LIKES YOU TO BE:	Brief	Outgoing	Pleasant	Thoroughness
WANTS TO BE:	In Control	Admired	Liked	Correct
IS IRRITATED BY:	Inefficiency, Indecision	Boredom, Routine	Insensitivity, Impatience	Surprises, Unpredictability
DECISIONS ARE:	Quick/Decisive	Spontaneous	Considered	Paced/Deliberate

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Insights Discovery Connecting with the 8 Types

Insights Discovery Connecting With the Eight Types



	Inner Drives	Goals	Fears	How to relate to me
The Observer Cool Blue	Doing things right. Understanding.	Correctness. Predictability.	Ridicule. Abrupt change.	Give me time to analyse my thoughts and feelings. Speak in a straightforward way. Realise that I dislike social gatherings, loud people and having my privacy invaded.
The Coordinator Green/Blue	Conflict avoidance. Having everything in its place.	Correctness. Orderliness.	Impulsive decisions. Irrational acts.	Be clear and precise. Take time to listen to me. Respect my need for clarity.
The Supporter Earth Green	Harmony. Accommodating others.	Controlled environment. Minimum change.	Change. Disorganisation.	Approach me gently, I don't like surprises. Don't take advantage of my good nature. Let me finish what I say, even if it doesn't make sense to you.
The Helper Yellow/Green	Understanding others. Empathy.	Close relationships. Being of service.	Conflict. High pressure.	Show that you appreciate me and listen to my problems. Share in life's little pleasures with me. Let me know that I am important to you.
The Inspirer Sunshine Yellow	Accepting others. Connecting with others.	Popularity. Approval.	Loss of self-worth. Social acceptance.	Entertain me with stimulating conversation and laughter. Be friendly.
The Motivator Red/Yellow	To express an enthusiastic and charismatic presence. Pursuing a dream.	Innovation. Change.	Lack of responsibility. Loss of freedom.	Demonstrate enthusiasm. Give me honest, but fair, feedback. Don't criticise my ideas too strongly.
The Director Fiery Red	Organise the external world. Competing and winning.	Dominance. Independence.	Loss of control. Being seen as too lighthearted.	Stand up for yourself. Be confident, strong and direct. Don't betray my trust. Don't mistake my assertive manner for a personal attack.
The Reformer Blue/Red	Deep thought. Attention to the task.	Striving for excellence. Efficiency.	Disorganisation. Failure.	Help to share some of the responsibility. Help me to be less critical. Show me you value my advice.

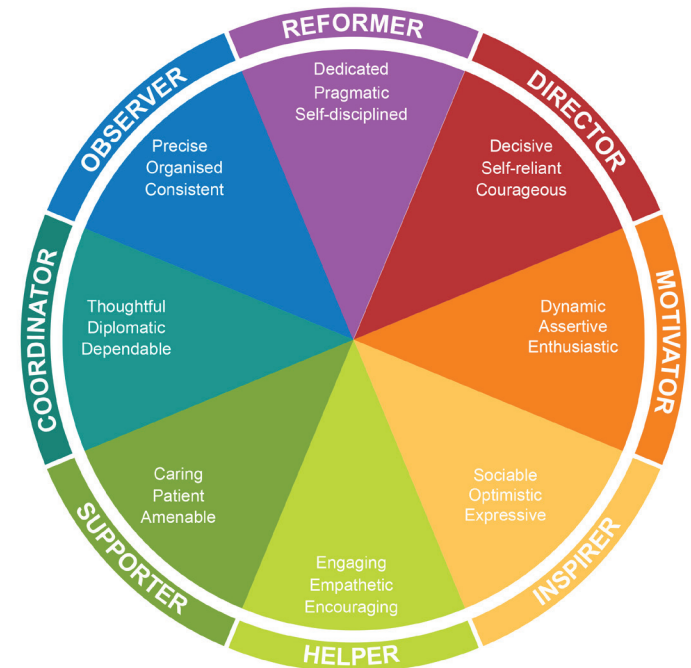
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Insights Discovery Connecting with the 8 Types

Insights Discovery Connecting With the Eight Types



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Insights Discovery Colourful Connections Job Aid

Insights Discovery Colourful Connections

Cool Blue

Observable Traits

- Cautious
- Precise
- Deliberate
- Questioning
- Formal

Jungian Preferences Introverted/Thinking

Communication Tips

DO

- Be well prepared and thorough
- Put things in writing
- Let me consider all the details

DON'T

- Be over-emotional or casual with important issues
- Keep changing things without good reason

Fiery Red

Observable Traits

- Competitive
- Demanding
- Determined
- Strong-willed
- Purposeful

Jungian Preferences Extraverted/Thinking

Communication Tips

DO

- Be direct and to the point
- Focus on results and objectives
- Be confident and assertive

DON'T

- Be hesitant or dilly-dally
- Focus on feelings
- Try to take over

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Insights Discovery Colourful Connections

Earth Green

Observable Traits

- Caring
- Encouraging
- Sharing
- Patient
- Relaxed

Jungian Preferences Introverted/Feeling

Communication Tips

DO

- Be patient and supportive
- Slow down and work at my pace
- Ask my opinion and give time to answer

DON'T

- Take advantage of my good nature
- Push me to make quick decisions
- Spring last-minute surprises

Sunshine Yellow

Observable Traits

- Sociable
- Dynamic
- Demonstrative
- Enthusiastic
- Persuasive

Jungian Preferences Extraverted/Feeling

Communication Tips

DO

- Be friendly and sociable
- Be entertaining and stimulating
- Be open and flexible

DON'T

- Bore me with details
- Tie me down with routine
- Ask me to work alone

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Insights Discovery Colour Stress Management

Insights Discovery Colour Stress Management

Cool Blue

Stressors:

- Lack of information, structure or logic
- Poor quality work
- Time wasted, distractions or task rushed

Stress signals:

- Becomes questioning and deliberate
- Nit-picking
- Aloof, withdrawn and resentful

Remedy:

- Get their feedback on how to proceed
- Detailed information and support
- Analyze data

Fiery Red

Stressors:

- Lack of focus or indecisiveness
- Being out of control
- Incompetence and slow pace

Stress signals:

- Becomes aggressive and impatient
- Irritable and demanding
- Overly concerned with short-term goals

Remedy:

- Allow for fast action
- Make decisions or take time out
- Put them in control

Diagram:

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Insights Discovery Colour Stress Management

Earth Green

Stressors:

- Unfair or impersonal treatment
- Violation of values, exploitation
- Interruptions or time pressures

Stress signals:

- Becomes silent, withdrawn or hurt
- Judgmental, impersonal and resistant
- Stubborn and overly cautious

Remedy:

- Personal contact to restore trust
- Genuine understanding and sincerity
- Put task aside to another day

Sunshine Yellow

Stressors:

- Restrictions on flexibility
- Slow pace, no interactions or fun
- Personal rejection

Stress signals:

- Overly responsive
- Appears opinionated and argumentative
- Critical and rebellious

Remedy:

- Allow room for maneuvering
- Allow them to save face
- Change focus

Diagram:

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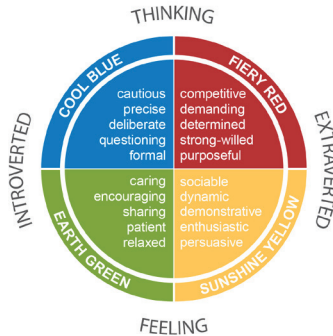
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Insights Discovery Good Day Bad Day

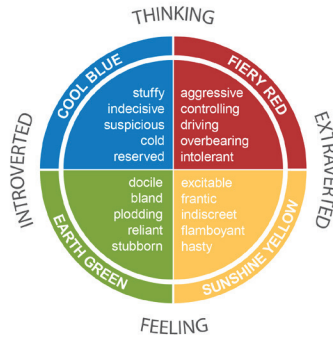
The Insights Discovery Colour Energies on a Good Day



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Insights Discovery Insightful Adapting Strategies

Insights Discovery Insightful Adapting Strategies



Fiery Red Focus on facts not feelings

Approaching
be direct and assured, don't waffle or hesitate
Questioning
watch for impatience, follow his or her pace
Presenting
be well-organized and factual
Handling Objections
meet resistance with reflective questions
Gaining Commitment
state alternatives clearly
Follow-up
State options with probability of success

Sunshine Yellow Be interested in them

Approaching
be sociable, focus on them
Questioning
not too many details
Presenting
focus on future benefits, tell stories
Handling Objections
ask questions to allow them to express themselves
Gaining Commitment
offer incentives and special deals
Follow-up
be clear and direct, focus on the future

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Insights Discovery Insightful Adapting Strategies



Cool Blue Be prepared

Approaching
Slow down, not too direct, be more formal
Questioning
take notes, be methodical and structured
Presenting
Support statements with proof, demonstrate product knowledge
Handling Objections
ask searching questions to highlight concerns
Gaining Commitment
state logical alternatives
Follow-up
don't miss details, facts, figures, or prices

Earth Green Slow down, be more open

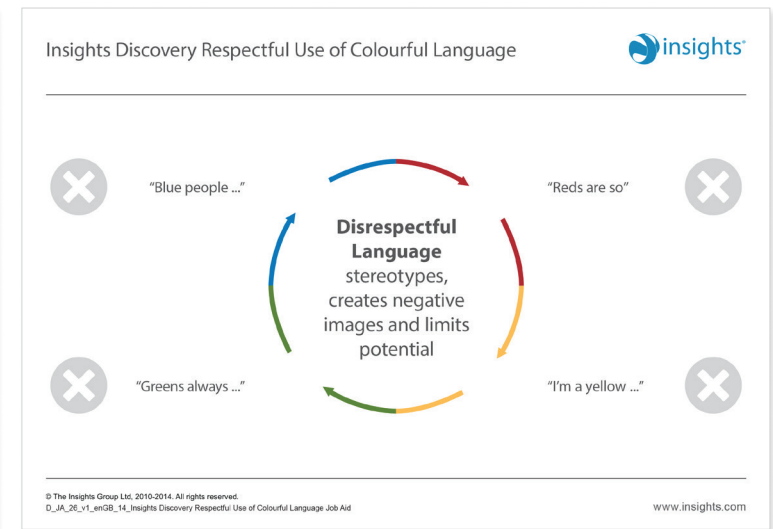
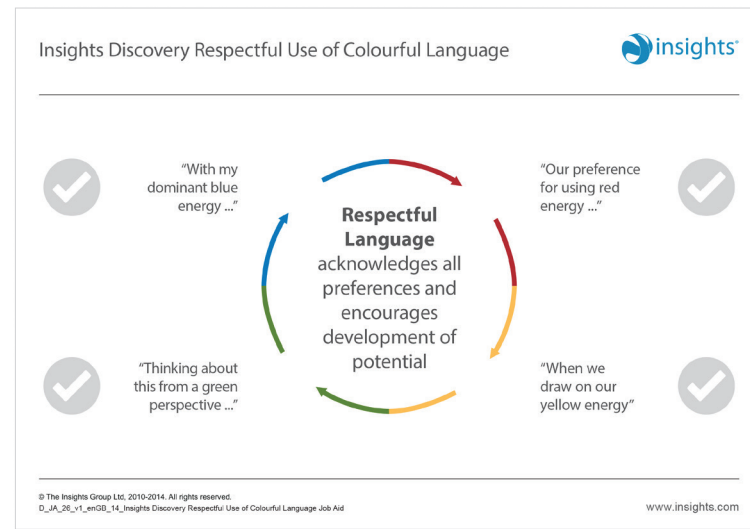
Approaching
talk more slowly, be more open
Questioning
show personal interest, ask their opinion and listen carefully
Presenting
get feedback, quote benefits
Handling Objections
don't push, check carefully to reveal concerns
Gaining Commitment
show people benefits, ask for commitment in a gentle and friendly way
Follow-up
focus on benefits to others, confirm details in writing

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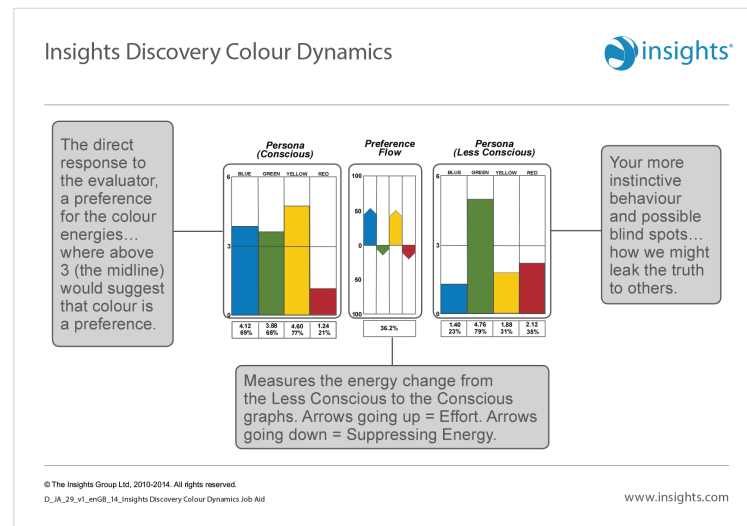
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Insights Discovery Respectful Use of Colourful Language



D_JA_26_enGB_Insights Discovery Respectful Use of Colourful Language Job Aid

Insights Discovery Colour Dynamics



D_JA_29_enGB_Insights Discovery Colour Dynamics Job Aid



Insights Discovery Good Day Bad Day Card Game



D.CG_4_enGB_Insights Discovery Good Day Bad Day Card Game



Business Challenge Analysis Card Game



We seek to increase profitability by ...

Analysing our processes to identify how and where we can reduce inefficiencies.

Setting challenging goals and working relentlessly to achieve them.

Working together, collaborating with colleagues and customers to create lasting solutions.

Creating a wealth of new ideas and possibilities.



We retain talent through ...

Ensuring there is clarity of process and that employees have access to the required resources to perform their job well.

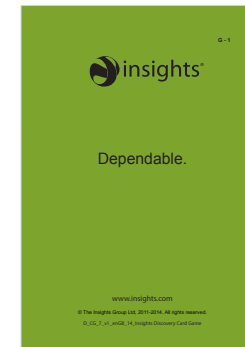
Rewarding success and encouraging our employees to break new ground.

Valuing our people and investing time in listening to them.

Inspiring our people about the organisation that they are part of and the unique difference they can make.

BCA_CG_1_enGB_Business Challenge Analysis Card Game

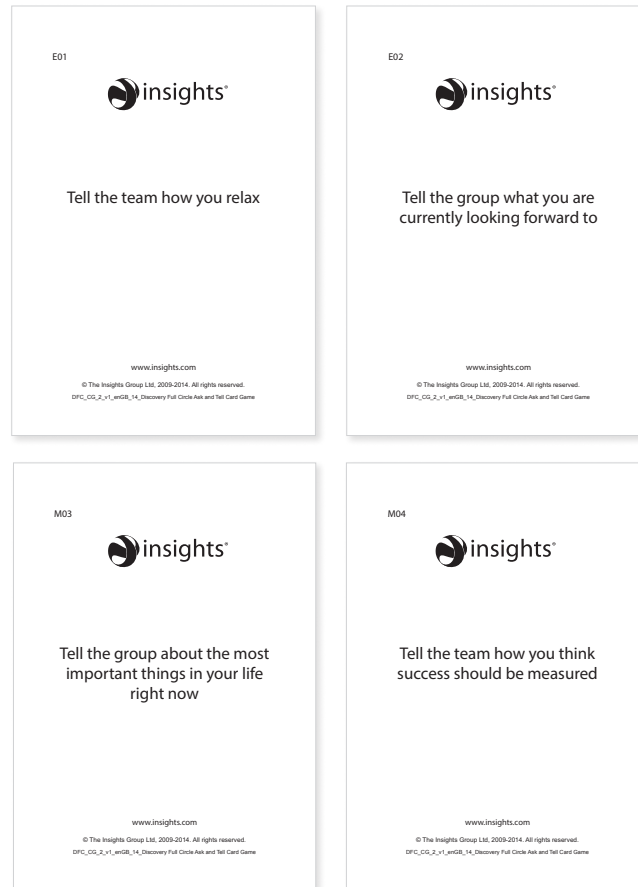
Insights Discovery Card Game



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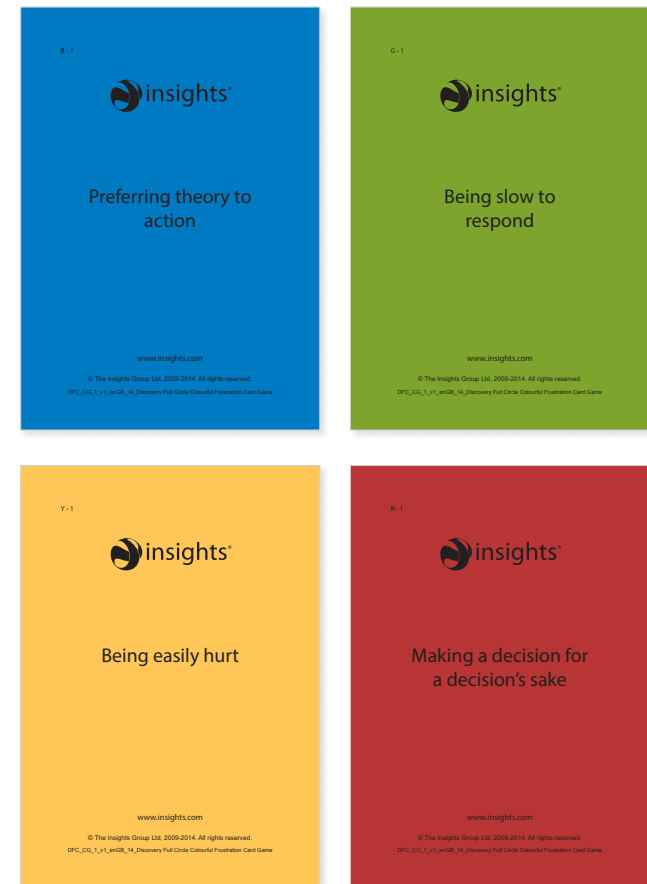


Discovery Full Circle Ask and Tell Card Game



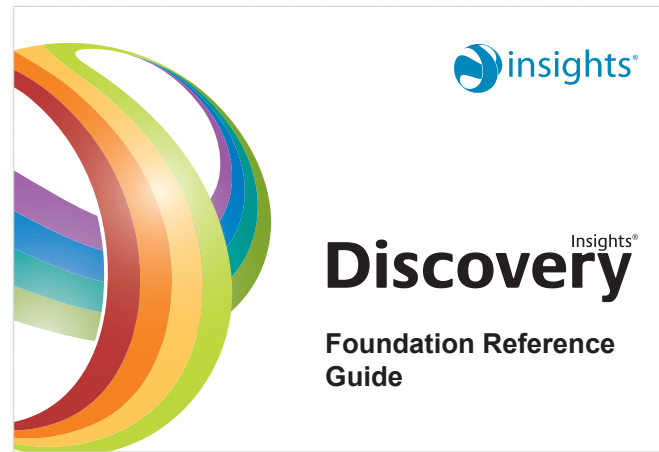
DFC_CG_2_enGB_Discovery Full Circle Ask and Tell Card Game

Discovery Full Circle Colourful Frustration Card Game

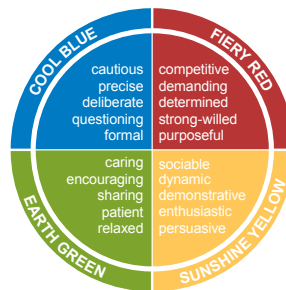


DFC_CG_1_enGB_Discovery Full Circle Colourful Frustration Card Game

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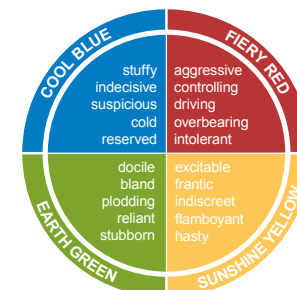
The Four Insights Discovery Colour Energies – On a Good Day



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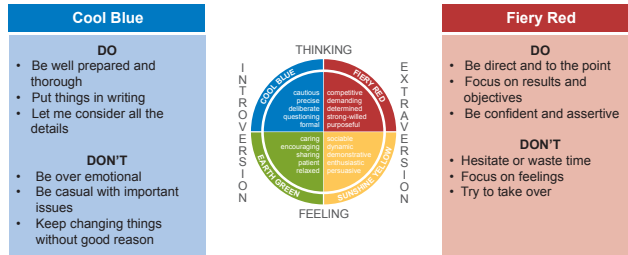
The Four Insights Discovery Colour Energies – On a Bad Day



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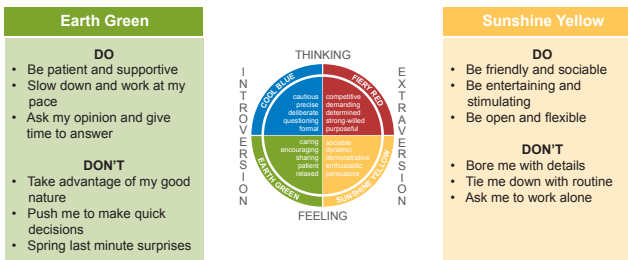
Colourful Connections



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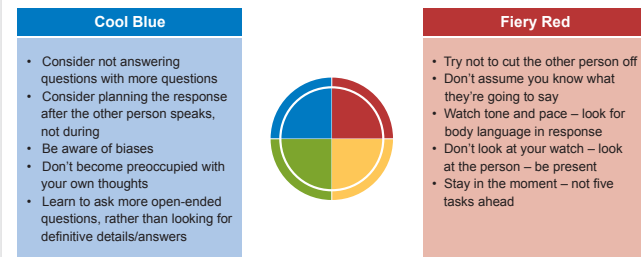
Colourful Connections



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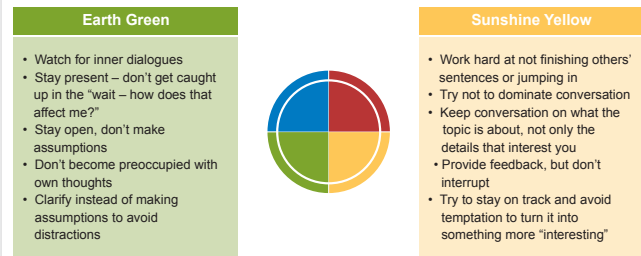
Effective Listening Tips



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Effective Listening Tips

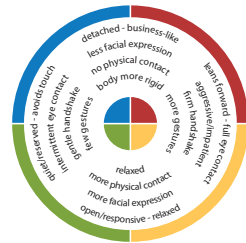


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Clues from Body Language



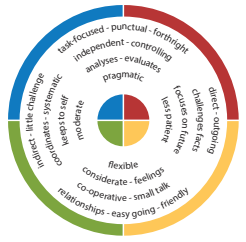
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Clues from Verbal Style



Discovery

Clues from Interactions



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Clues from Work Environment



Discovery

So They Sound ...

Earth Green	
When I hear ...	How to build rapport
Less emotion in voice	Be patient and cooperative
Slower pace of speaking	Slow down, take your time
Quieter speaking	Be relaxed, use small talk
Casual manner	Be easy-going, non-pressuring
Self-contained manner	Be supportive and considerate

Sunshine Yellow	
When I hear ...	How to build rapport
More emotion in voice	Be interested in them personally
Faster pace of speaking	Be upbeat and enthusiastic
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Friendly questioning	Be attentive and complimentary

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Discovery

So They Sound ...

Cool Blue	
When I hear ...	How to build rapport
Monotone	Be structured and clear
Slower pace of speaking	Do not pressure them
Detailed questioning	Offer details that meet their requirements
Formal, business-like tone	Offer to follow-up in writing, if appropriate
Reserved approach	Give them time to think

Fiery Red	
When I hear ...	How to build rapport
Business-like formality	Be respectful and direct
Fast pace of speaking	Match their pace
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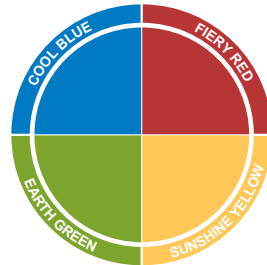
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Discovery

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How the Colour Energies are Motivated

By orderliness and correct processes



By solutions, rapid progress and improved outcomes

By organisational and personal synergy and a sense of fairness

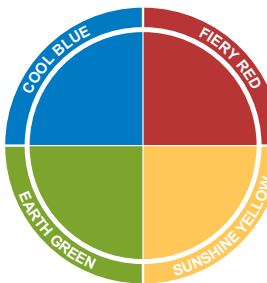
By shared vision, interests and social affinity

12
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Discovery

Managing the Colour Energies

Efficiency and expertise
Reason and respect



Responsibility and results
Goals and go-getting

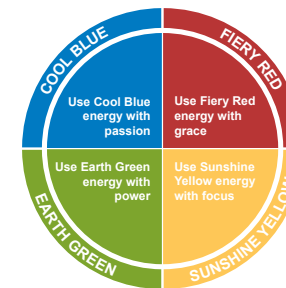
Reflection and regularity
Goodwill and genuineness

Freedom and flexibility
Collaboration and cooperation

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Discovery

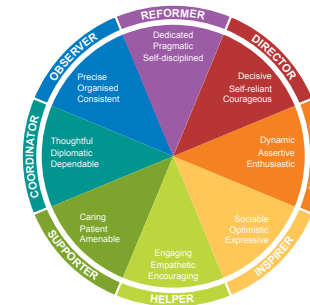
Embracing our Opposites



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Discovery

Key Skills or Attributes of the Eight Types







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Discovery

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Connecting with the Eight Types





	Inner Drives	Goals	Fears	How to relate to me
 The Observer	Doing things right Objective truth	Understanding Predictability	Ridicule Abrupt change	Give me time to analyse my thoughts and feelings. Speak in a straightforward way. Realise that I dislike social gatherings, loud people and having my privacy invaded.
 The Coordinator	Conflict avoidance Having everything in its place	Correctness Orderliness	Impulsive decisions Irrational acts	Be clear and precise. Take time to listen to me. Respect my need for clarity.
 The Supporter	Harmony Accommodating others	Controlled environment Minimum change	Change Disorganisation	Approach me gently. I don't like surprises. Don't take advantage of my good nature. Let me finish what I say, even if it doesn't make sense to you.
 The Helper	Understanding others Empathy	Close relationships Being of service	Conflict High pressure	Show that you appreciate me and listen to my problems. Share in life's little pleasures with me. Let me know that I am important to you.

16

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Connecting with the Eight Types

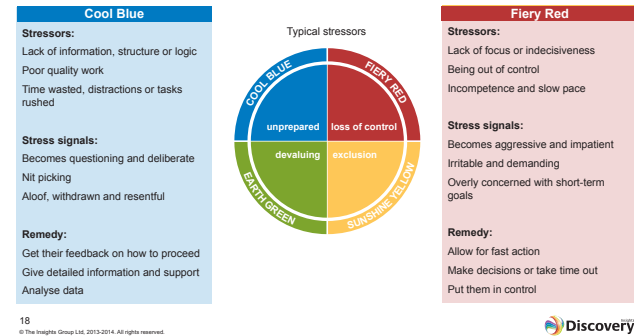
	Inner Drives	Goals	Fears	How to relate to me
 The Inspirer	Accepting others Connecting with others	Popularity Approval	Loss of self-worth Social acceptance	Entertain me with stimulating conversation and laughter. Be friendly.
 The Motivator	To express an enthusiastic and charismatic presence Pursuing a dream	Innovation Change	Lack of responsibility Loss of freedom	Demonstrate enthusiasm. Give me the honest, but fair, feedback. Don't criticise my ideas too strongly.
 The Director	Organise the external world Competing and winning	Dominance Independence	Loss of control Being seen as too lighthearted	Stand up for yourself. Be confident, strong and direct. Don't betray my trust. Don't mistake my assertive manner for a personal attack.
 The Reformer	Deep thought Attention to the task	Striving for excellence Efficiency	Disorganisation Failure	Help to share some of the responsibility. Help me to be less critical. Show me you value my advice.

17

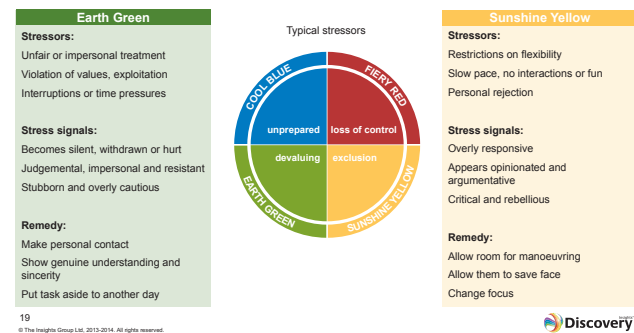
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Stress Management

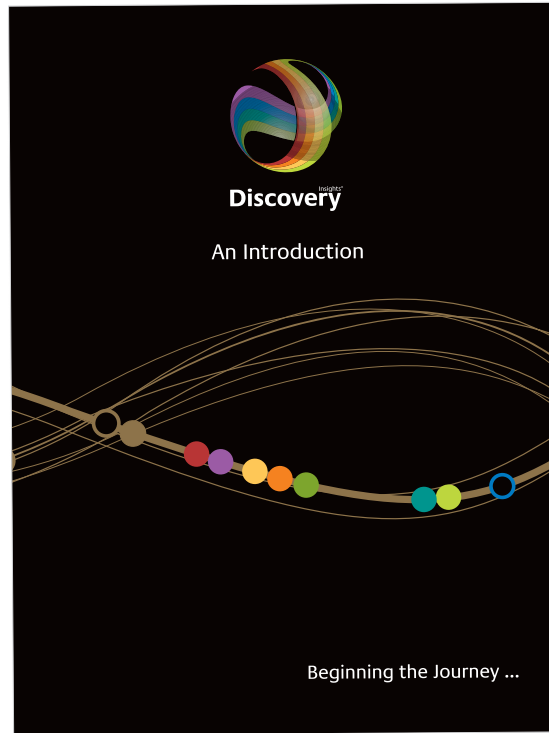


Stress Management



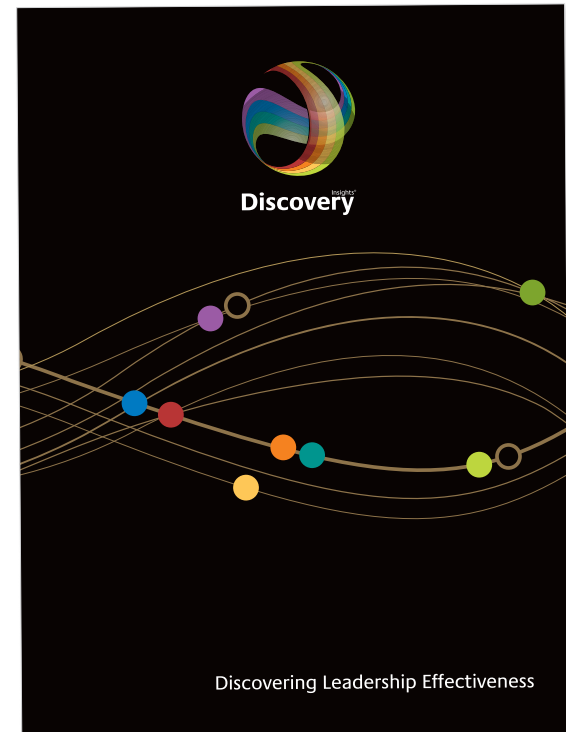


Insights Discovery An Introduction Workshop Journal



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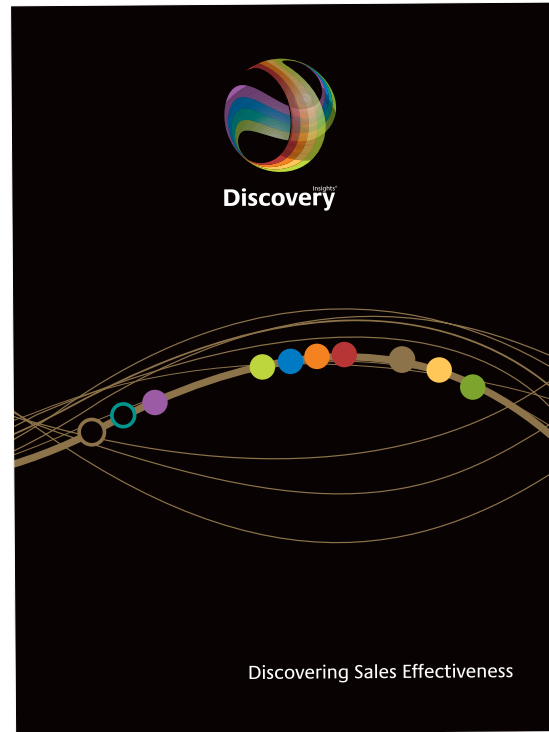
Discovering Leadership Effectiveness Workshop Journal



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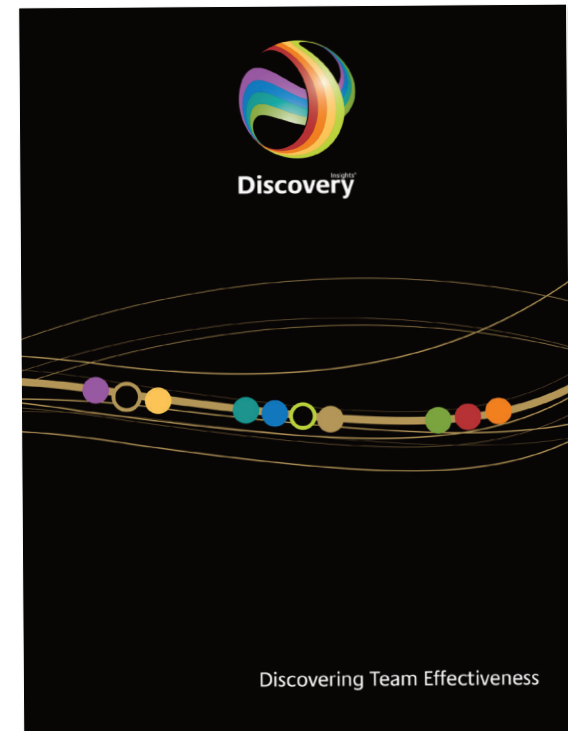


Discovering Sales Effectiveness Workshop Journal



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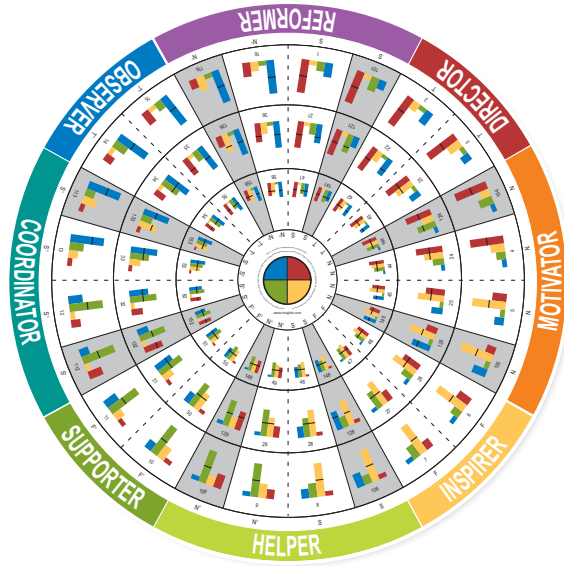
Discovering Team Effectiveness Workshop Journal



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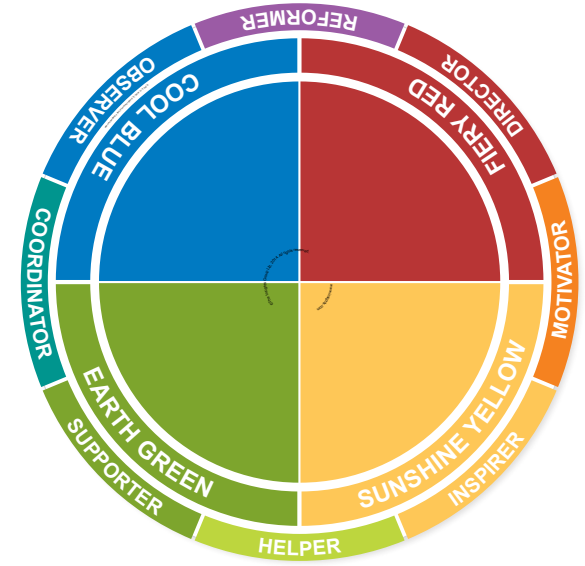


Insights Discovery 72 Type Floor Mat



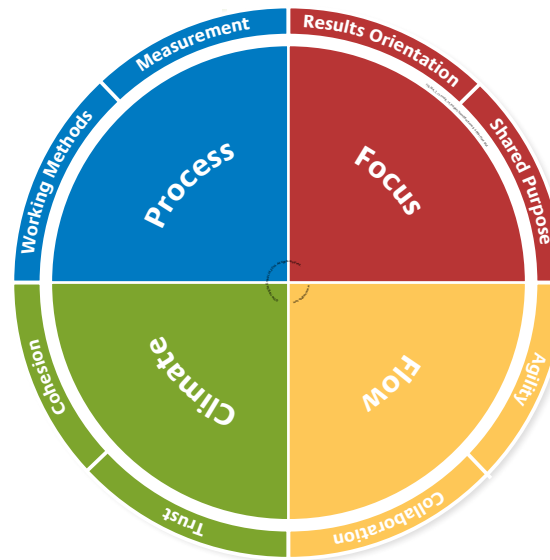
D_MA_1_enGB_Insights Discovery 72 Type Floor Mat

Insights Discovery 8 Type 4 Quadrant Floor Mat



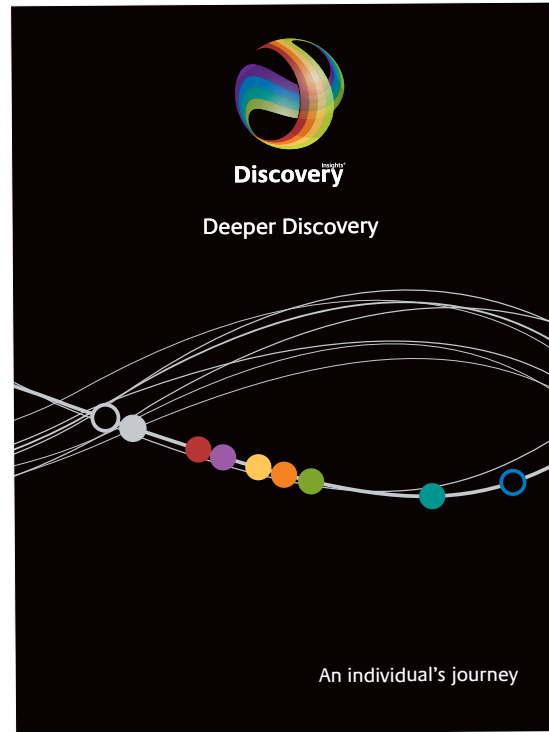
D_MA_3_enGB_Insights Discovery 8 Type 4 Quadrant Floor Mat

Insights Team Effectiveness 4 Pillar Floor Mat



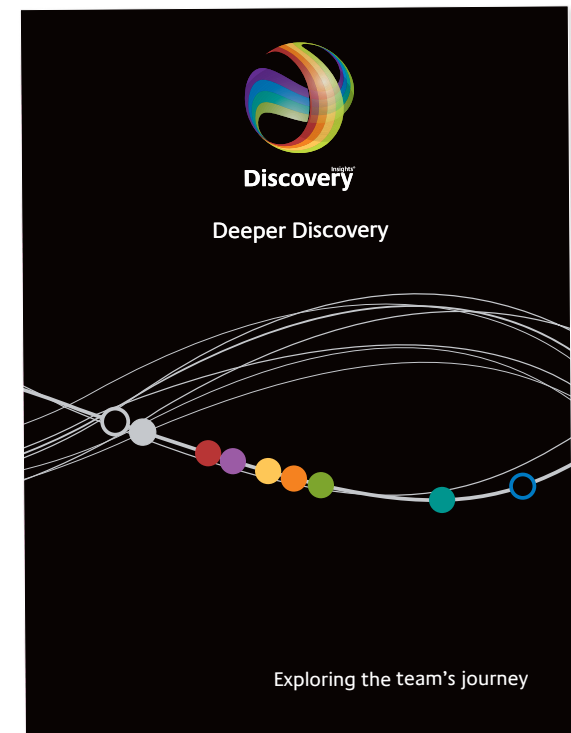
ITE_MA_2_enGB_Insights Team Effectiveness 4 Pillar Floor Mat

Deeper Discovery An Individuals Journey Workshop Journal



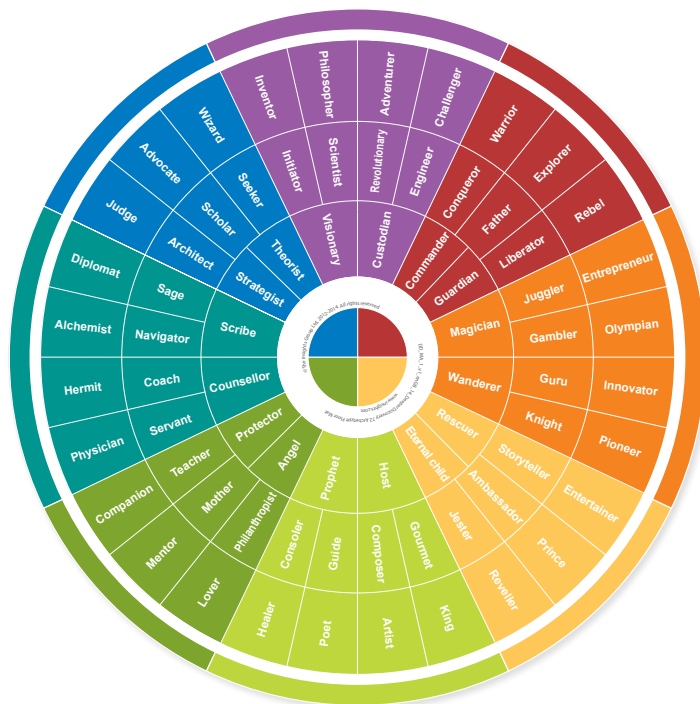
DD_WJ_1_enGB_Deep Discovery An Individuals Journey Workshop Journal

Deeper Discovery A Teams Journey Workshop Journal

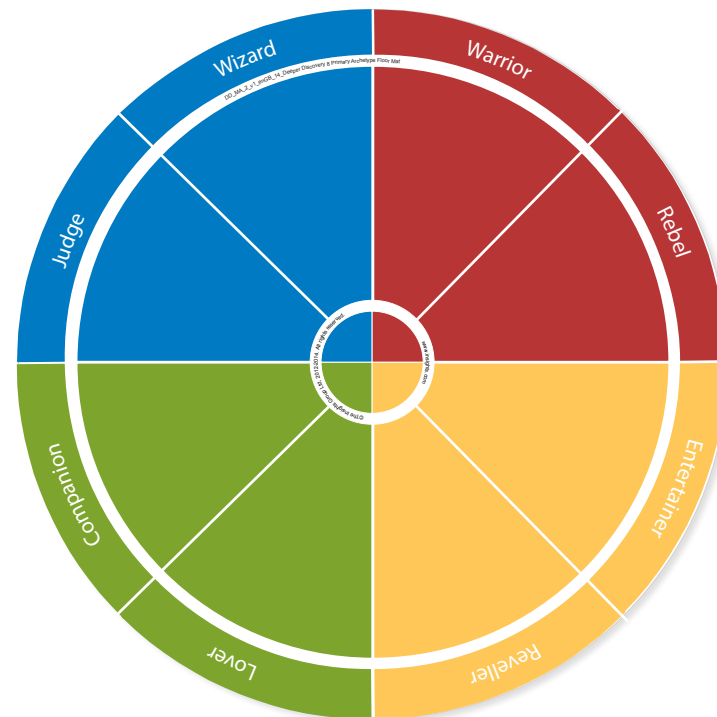


DD_WJ_2_enGB_Deep Discovery A Teams Journey Workshop Journal

Deeper Discovery 8 Primary Archetype Floor Mat

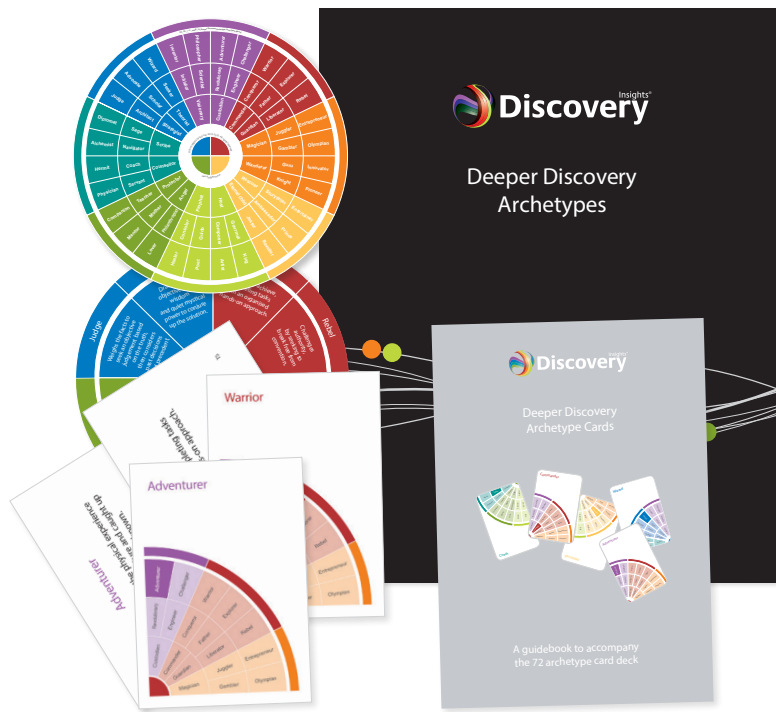


DD_MA_1_enGB_Deeper Discovery 72 Archetype Floor Mat



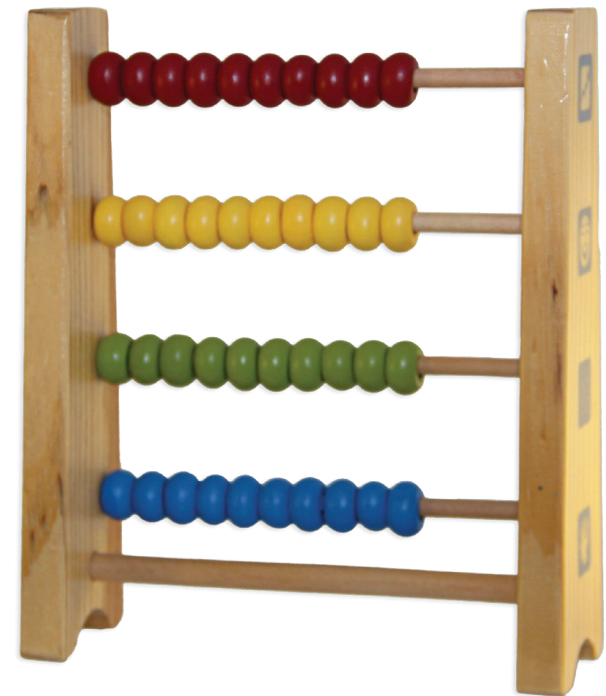
DD_MA_2_enGB_Deep(er) Discovery 8 Primary Archetype Floor Mat

Deeper Discovery Archetype Card Game Kit



DD_CG_1_enGB_Deep Discovery Archetype Card Game Kit
(Set of 72 in a box with a booklet and foldout)

Deeper Discovery Abacus



DD_TA_1_enGB_Deep Discovery Abacus

Deeper Discovery Archetoy Kit (In a drawstring bag)



DD_TA_2_enGB_Deeper Discovery Archetoy Kit (In a drawstring bag)



Insights Mouse Pad



D_TA_9_enGB_Insights Mouse Pad

Set of 4 Colour Soft Blocks



D_TA_7_enGB_Set of 4 Colour Soft Blocks

Juggling Balls (Set of 3)



D_TA_1B_enGB_Juggling Balls