

The Insights Discovery Profile System



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The framework that drives Insights Discovery is a proprietary methodology, based on the extensive research of Swiss psychologist Carl Jung. A personal profile is created for each individual through a simple, quick on-line assessment that provides extraordinary insight into that person's thinking, decision making, communication styles, strengths, weaknesses, and their management style if they lead others.

The instrument is validated and reliable and is registered with the British Psychological Society and was awarded the Occupational Test Tools Certification Mark in 2017 from the global quality assurance and psychological test assessors DNV GL.

Each profile also includes suggestions for development that can be built immediately into an action plan. What makes Discovery so unique is that the richness and depth is expressed in four easy to remember colors, enabling transfer back to the job and an easily understood common language.

The profile is distributed to the individual user in a workshop environment where the methodology behind the profile is explained and participants begin the process of increased self-awareness, appreciating the differences of others and planning how to use key learnings on the job.

What Does Insights Discovery Help Accomplish?

The Integria Group works with our clients to identify key issues that when solved, make a significant contribution to increased business performance. The issues we address often include:

- Enhancing team productivity
- Increasing employee engagement
- Accelerating managerial readiness
- Improving leadership performance
- Increasing sales force effectiveness
- Creating a common language for organization wide communication

Clients Using Insights Discovery Include:

Google, Microsoft, Expedia, LinkedIn, Indeed, Merck, Lilly, Johnson & Johnson, Heineken, Kimberly Clark, US Federal Courts, Energizer, Zillow, Dropbox, Latham and Watkins and many more.

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Client Success Stories

Software and Social Networking Company

Issue – Problem Team Dynamics

Result – Immediate solution to a problem that spanned two organizations

A team in this organization had individuals who were not working well together. This conflict was creating issues across two organizations.

The team participated in a Discovery workshop that focused on team dynamics. The CEO said that in less than a week after a Discovery workshop there had been a noticeable change in behaviors with better collaboration and teamwork producing better results immediately. Two specific individuals who were not working together well at all connected over a weekend to solve a problem that spanned their two organizations. The CEO said this “would never have happened before the work last week.”

Petro Chemical Company

Issue – Developing high potential candidates in an exceptionally technical field

Result – Quicker assimilation into teams during rotation

The Discovery system was implemented as an integral part of this organization’s Future Leaders program. The program puts their high potential candidates through rotation cycles that creates the need for them to be able to quickly assimilate into new teams. Our system has been the means to teach the skills to recognize the personality type in others and to learn to adapt to connect effectively with multiple personality types.

IT Systems Company

Issue – Project Management Scope Creep

Result – Team productivity increased

The IT group was wrestling with persistent scope creep. They had a difficult time managing stakeholders' expectations and ensuring team alignment. Stakeholders were coming in at the 11th hour and changing specs -- pushing project out of scope. Consequently, IT Project Managers were continually attempting to shift project focus/priorities within the team. They lost credibility and team productivity languished.

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Insights Discovery workshops were conducted for the IT team. Both of the core problems were addressed. Project Managers were better able to connect with stakeholders; vet expectations; and explain implications to a change in project scope.

In addition, teams better understood their connection to the project. Project Managers were better able to provide context to the project, inspire members to action, develop and implement team contracts; and communicate more personally with team members.

Major Pharmaceutical Company

Issue – Need to drive new product sales by increasing face time with physicians

Results – Face time with physicians went up by over 300%

Insights Discovery was selected to address their core sales metric which they defined as face time with doctors. Experience has shown a direct link between face time with docs and sales revenues.

The Discovery system was customized to teach sales reps to identify the type and needs of their physicians and adapt their sales approach to each physician. The system was implemented across their sales organization, first with the sales managers and then throughout the sales organization.

Please visit www.integriagroup.com to learn more.