



EQUILIBRIA™

Personality Diversity Primer

As people living in social environments, we encounter different personality styles in our day-to-day interactions. How you interact with, communicate with and influence others determines your level of success and satisfaction in life.

Our personality diversity tools allow you to be intentional about your interactions and deliberately plan the positive outcomes you want to achieve both individually and within a team environment. In this primer you will learn about our core personality diversity tools, the E-Colors and Personal Intervention.

Why E-Colors and Personal Intervention?

The E-Colors process helps to identify different personality styles, which enables people to better understand themselves and others. It leads to a heightened awareness that we do not all think and act the same and that we all have different communication styles and behavioral tendencies. The understanding of the richness of personality diversity and the management of our tendencies through Personal Intervention are basic principles that enhance individual and organizational performance.

The foundational elements of the E-Colors & Personal Intervention are:

Simplicity

Keeping our tools simple has been the foundation of Equilibria's success. The E-Colors are deliberately designed as a simple indicator that will quickly identify your and others' natural personality tendencies, including strengths and potential limiters. Equilibria has over a decade of experience successfully coaching and deploying the E-Colors and Personal Intervention with people of many different backgrounds, nationalities and cultures all over the world. Due in large part to their simplicity, Equilibria has successfully deployed these tools in very diverse settings. For example, we have seen the E-Colors have a huge impact with senior executives in some of the world's largest firms as well as with children as young as age 7.

Applicability

Applicability builds on the simplicity of the E-Colors process. We've found that other tools in the market tend to be more introspective and detailed which in some cases can hinder the usability and applicability of the tool. The success of the E-Colors and Personal Intervention lies in the use of the tools. The E-Colors gives users an immediate indication of their own personality styles as well as others that are part of their system; this knowledge can then be applied in terms of behavioral management (Personal Intervention), allowing users to tailor their approach, communication and relationship building with people.

Speed & Impact

A major benefit of E-Colors and Personal Intervention is the speed at which they can have an impact, typically due to their simplicity and applicability. We find that just by active participation in one of our foundation courses (online or in person), participants leave equipped with a set of tools that can have an immediate impact on their lives, both at home and in the workplace. This impact is usually reflected in an enhanced respect for diversity of thought, more effective communication and teamwork skills and increased behavioral management abilities leading to reduced unintentional consequences and personal development.



Tools “For Life”

Through our experience we’ve come to understand that the E-Colors and Personal Intervention are tools for life. E-Colors and Personal Intervention help users become the person they want to be at home and at work as well as develop skills to effectively deal with others. We’ve found in many cases that the use of these tools at home impacts family life favorably, which positively influences the performance in the workplace.

Coaching Framework

We use the E-Colors as a coaching framework. Rather than profiling people in terms of their personality (e.g. your personality style, means you will be good at X job), we use the indicator as a tool for coaching, self-awareness and self-management. Users who utilize the E-Colors and Personal Intervention can manage their behavior and develop their approach to fit the requirements of the specific situation. For example, people whose predominant E-Color is Blue tend to struggle being decisive; our tools will equip those people with this awareness that they can then turn into action by using Personal Intervention and intentionally modifying their behavior, consciously choosing to be more decisive if they wish.

Continuous Research

We use a database approach to verify and validate our ongoing research of personality diversity. Through online surveys, which are completed after the individual finalizes the Personality Diversity Indicator (PDI), Equilibria gathers data points that continuously expand our research. Currently over 250,000 people have completed the PDI and provided input to the database.

An Ethical Approach

As you begin your personality diversity journey we ask that you study the ethics below carefully and that you reflect on how important it is for you as a user to adhere to these ethics at all times. During our sessions, we always explore these ethics in detail and encourage you to challenge and ask questions so that we know that you have fully understood and embraced them.

E-Colors Guiding Principles:

- All E-Colors Combinations are valuable – no E-Color combination is better than any other one.
- Our E-Colors are not an excuse for unacceptable behavior – realize your potential by tapping into your strengths and by managing your potential limiters.

E-Colors Ethics

- We never guess and tell someone their E-Color combination – allow the individual the opportunity to discover her or his personality style through the E-Colors Personality Diversity Indicator (PDI).
- We never falsify answers to the E-Colors PDI survey for a perceived gain.
- We never discriminate against any E-Color combination or use someone’s E-Color combination as an excuse for exclusion.
- We never use biased terms to imply that one E-Color combination is superior to another.
- We never fill positions or grant promotions based on an individual’s E-Colors.

Remember:

- Our E-Color combination predicts our personality tendencies but does not take into account our character, which embodies those personal beliefs, values, ethics, morals, commitments, moods and competences, that shape how we respond in our day-to-day relationships.



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