

White Paper
on



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Corporate Mapping™

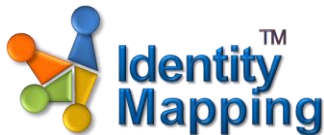
Acquisition integration strategy, succession planning and management rationalization are all part of a meticulous process that requires the identification of personality traits and individual qualities; crucial elements that should be identified before any major divisional or departmental modifications.



Finance requires organized individuals; logical individuals tend to do well in the technology sector and so on. The behavioral identification of key players in the organization encourages functional relationships that will bring the corporate dynamics to a new level of performance!

Relating identified personalities to the required performance is excellent for linking the profiled individual to the ideal job. When introduced to the process, employees tend to feel anxious. However, the discovery tools applied for this exercise is entertaining and it also results in a fascination with self-discovery.

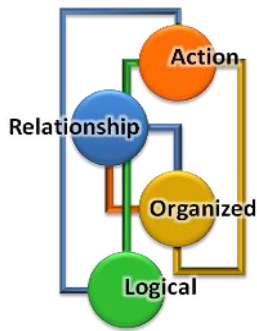
Again, personality identification is about understanding your team members' personality and then fitting that individual personality into the role that best suits their behavior.



The key component in the Corporate Mapping™ application is Identity Mapping™. This process identifies the primary personality types, complemented by their secondary, third and fourth personality styles. Now, as managers, not only must we evaluate employee performance, also, we must have the capability of assessing the individual's natural behavior within the parameters of their job responsibilities.

Once the four personality types for each individual are known the information is compiled, and then aggregated, giving us the required data to create an overlay onto the corporate structure.

Note: This process is done on an individual and on a comparative basis relating to other employees that fit into the same responsibility level or group. This creates a viable system of checks and balances within that group based on the strengths of each individual.



“Logical” technologists, “Action” salespeople, “Relationship” managers, and “Organized” finance people are examples of primary personalities that are generally well suited to these functions. All organizations are host to a vast array of individual personalities.

Organizational dynamics are so intricate and the ability to inter-connect on an individual basis builds productive relationships that will promote personal and corporate success.

The Colors People™ is a Trade Mark of Personality Resources International, the only world-wide producer of our patented Identity Mapping™, a crucial and integral part of our powerful Four Ways™ applications.

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