

# Discover - Discuss - Diversify - Develop

clarity<sup>4D</sup>

unlock the real you



Personal Profile  
Lisa Whitehead

Y6D

# Why Clarity 4D?



If we liken our lives to a journey, it is wise to establish where you are starting from and where you intend to go. Some people may amble through life without any sense of direction or purpose, and others may wish to challenge themselves on the way by metaphorically climbing mountains. The behavioural model which is offered by Clarity4D is a pathway to establish the most effective route 'up the mountain' in order to bring 'clarity' and 'purpose' to our goal: to reach the heights of self-understanding.

The Clarity4D profile is a snap shot of you at "base camp". It provides an opportunity to discuss the options you have in terms of your behaviours - those you have now, those you wish to develop, and others you may wish to minimise or discard. The colour energies, which are outlined overleaf, offer an easy language to describe how we interact and modify our behaviours when confronted by different types of people and varying situations. The Clarity4D profile can be used for a number of applications from personal and career development, personal relationships, team dynamics, leadership style, sales techniques and can also be used as a coaching tool.

Specifically, why "Clarity"? This is about looking at our behaviours and psychological preferences from a number of viewpoints and gaining greater awareness of the impact of those behaviours on others. We can then make conscious informed choices about what is right for us.

Why then "4D"? The 4D is about the 4 dimensions of our development:

## **1st Dimension: How you see yourself**

We all have a self concept, an identity. Some people are very clear about who they are, others less so. By answering the questionnaire you have provided a current picture of how you see yourself. Pages 5-7 of the profile cover this.

## **2nd Dimension: How others see Lisa**

We should recognise that because we are all different, the way other people see us will vary too as the origin of their thinking/behaviours will be different. On page 8 of the profile you are invited to get feedback from key people on how they see you.

## **3rd Dimension: Your hidden potential**

Having established how we see ourselves and how others see us, we can explore how much better we could be by unlocking our potential. By working through this, we may reveal strengths of which we were previously unaware. Page 9 of this profile will show the areas identified for your potential growth.

## **4th Dimension: The time it takes to develop your potential**

Development doesn't happen overnight. It takes a long time and committed effort to produce consistent behaviours. The last part of this profile is designed to help us to develop more useful habits to form the person we choose to become as we journey through life. We can control the speed of the progression, and the only limitation we have is that imposed by ourselves.

# Understanding The Background



This Clarity4D profile is compiled from a set of statements that is unique to **Lisa Whitehead**.

The idea of personality profiling is not new; it has been around since the Ancient Greeks when Hippocrates, the Greek philosopher and medical doctor, identified that his patients behaved in four quite different and distinctive ways. Over 2,000 years later, the psychologist Carl Jung also identified the differences in personality types. Referring to “The Psychology of C G Jung” written by his pupil, Dr Jolande Jacobi, the Clarity4D model is based on his work – linking the Ancient Greeks with modern psychology by using colour as a behavioural language.

## The Link from the Ancient Greeks

Using the idea from the Ancient Greeks of the four elements, Water, Earth, Fire and Air, and the energy that is created by those four elements, the Clarity4D model has been linked to the four psychological types identified by Carl Jung, and our preferred way of behaving. The concept of colour has also been added to help the reader recognise and remember the different types of personality.

**INTROVERTED PREFERENCES** are represented by Water and Earth – energies that are hidden beneath the surface i.e. sea or soil

**EXTRAVERTED PREFERENCES** are represented by Fire and Air – energies that are above the surface



**(WATER) BLUE** energy is shown by people who are introspective and reserved. They like to observe others and think before taking action. They are happy in their own company, and can give an independent, detached analysis, which can sometimes give the impression of aloofness.



**(FIRE) RED** energy is demonstrated by people who are highly energetic and action-orientated. They are positive, straight-talking and assertive. They tend to be goal-focussed and enjoy the challenge of achieving quick results. They are pragmatic thinkers who have an objective approach which can sometimes overlook the needs of other people.



**(EARTH) GREEN** energy is observed in people who are warm and friendly in an understated way. They value close relationships and will be loyal and supportive of their family and friends. They like to create a harmonious atmosphere and prefer consensus to confrontation, which can sometimes make them appear indecisive and laid-back.



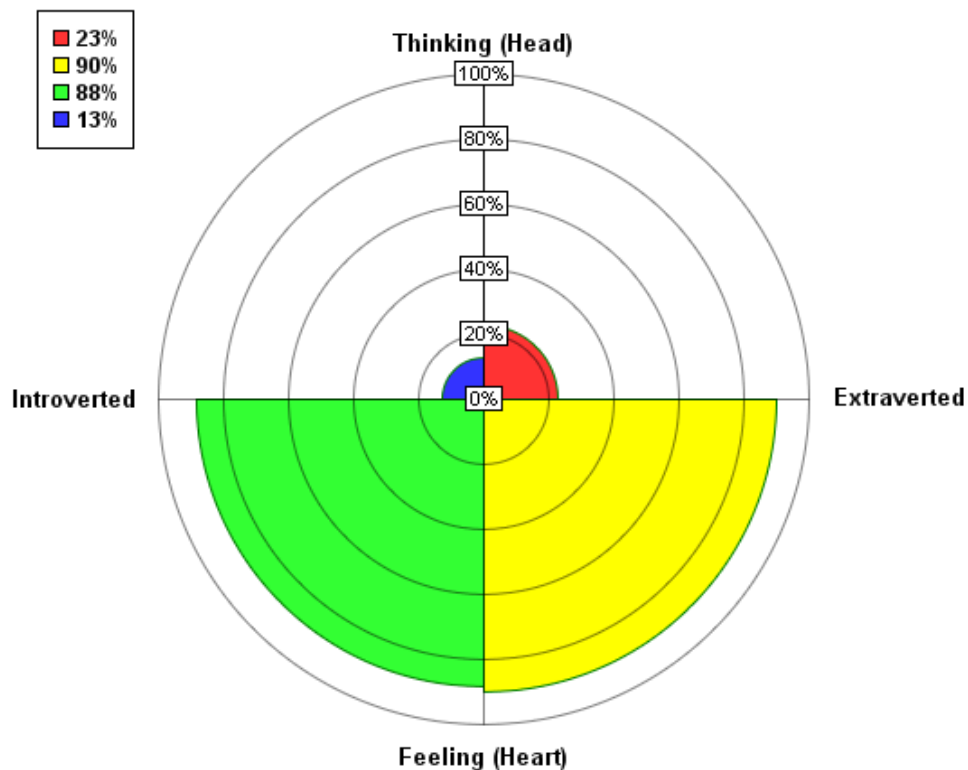
**(AIR) YELLOW** energy is displayed by people who are out-going, sociable and fun-loving. They particularly enjoy the company of other like-minded people and frequently stand out in a crowd, often enjoying being the centre of attention. They are persuasive, charming and can sometimes overwhelm people with their enthusiastic energy.

As individuals we are a mixture of these four elements, but we have a preference for using some of the energies over others, and the Clarity4D profile will identify which these preferences are, and how we can adapt and use the energies to meet the needs of different people and situations in our personal and professional lives. At the end of the profile is an action plan designed for Lisa to complete and work on a future personal development strategy.



# How Do You Show Up?

## Conscious-self Graph (Y6D)



I N T R O V E R T E D	<b>BLUE</b> Reflective Observing Analytical Cautious Formal Exacting		T H I N K I N G		<b>RED</b> Focused Forceful Direct Challenging Dominant Action Orientated	E X T R A V E R T E D
	I N T U I T I O N   S E N S I N G	<b>GREEN</b> Empathic Concerned Informal Supportive Patient Easy-going		F E E L I N G		
	I N T U I T I O N   S E N S I N G   I N T U I T I O N   S E N S I N G					

# The 4 Dimensions of Lisa Whitehead



These pages give an overview of Lisa's personal style and some insight into how she works with people and tasks.

## 1st Dimension: How Lisa Sees Herself

Most people think of her as a friendly and sensible person with a lot of common sense. Lisa achieves great satisfaction by being of service and assistance to others. She has a strong self-belief and looks for opportunities where people can appreciate her strengths. She has an ability to correctly assess people and situations and will normally be right about the underlying motivation. She can still be upset when a relationship goes sour.

She becomes hurt if she feels ignored and likes to be recognised and appreciated for the support she offers others. She has deep feelings which can change quickly depending on her mood. She is affectionate, down-to-earth, candid and spreads positivism. She takes little notice of gloomy, negative reactions or circumstances. She really enjoys work where she can be supportive and use her influencing skills. She is easy-going and rarely critical of others, preferring to give them the benefit of the doubt.

Lisa is flexible, charming, warm-hearted and good-natured. She is happy to have a go at anything, but would prefer it to be hands-on rather than intellectual. She is most effective mentally when she is working with people. She tends to be very conventional and likes to maintain the status quo. Her sympathetic and warm understanding makes it easy for people to approach her with their problems.

She is warm hearted and congenial and likes an atmosphere of cordiality. She wants to be recognised and praised and is de-motivated when others do not show approval or reject her ideas. She finds it difficult to relate to "airy fairy" concepts, preferring the certainty of real things. Lisa is a supportive team member and contributes with her positive approach and affable management skills.

She has a very strong loyalty for her friends and can put off her own needs in favour of other people. She is happy to let others sort out the technical side of a project while she concentrates on creating a good working atmosphere. She tends to put in little preparation time because she likes to live for the moment. She is an eternal optimist, looking for a positive in every situation. She trusts her own experiences of what she knows and can see and hear. She likes to be busy and productive and is active in her environment.

## Continued



She doesn't respond to authority, preferring a flat structure where everyone has equal opportunity of getting on. She enjoys mixing with other people and chatting with them. She instinctively knows when to share her emotions and when to remain quiet during a personal conversation. Highly socially aware, she is usually seen as charming, stylish, attractive and good company.

Because of her search for perfection in a relationship, she may feel unsettled by the reality of situations. She likes consensus and group discussions rather than written procedures and instructions from above. She is sensitive to the needs of others, and sympathetic to people with problems. She is the peacemaker of the team. Concerned, considerate and kind, her low key approach appeals to others. She may consider those in whom she has invested a lot of effort to be her "special" friends. She likes to find occasions when she can chat things through with friends.

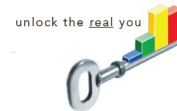
She gives her time, help and advice to others without expecting anything back. She is at her best when she's mixing with people. She really enjoys giving and receiving warmth and affection. Lisa likes an informal and relaxed environment. This does not mean that she doesn't take her work and important issues seriously. People recognise the high value Lisa places on good relationships, and will turn to her for advice, support and stability. She is well known for her natural ability to motivate others and demonstrates excellent people skills.

She will be aware of how the decision making process and its outcome will affect other people. She will use the group to gain a consensus of agreement. She likes projects which have a flexible timescale. She sometimes makes decisions based on her emotional response to a situation rather than the facts about the situation.

She likes to verbalise ideas with people and finds this a useful decision making strategy. Lisa sometimes seems to make decisions that make no logical sense. She has a preference to talk through ideas which helps others to understand where she is coming from. Her preference for happy relationships will cause her to put a lot of energy into making them work. Some people might think of her as a hasty decision maker. She would get better results if she analysed information more thoroughly when making a decision.

She believes that the way to create peace and harmony is by persuading others of the truth of her viewpoint. She can see what is needed at any one time and handle it. She may come up with solutions without weighing up all the outcomes of her actions. She can take strong action when required, but is unlikely to go to the point of acting in revenge or for gain. She may lose interest quickly and overlook important details in her haste to move onto more stimulating things.

# Strongest Areas



In no particular order, these are what Lisa considers to be her major strengths and intrinsic talents.

Highly skilled at presentations and communicating generally.

Curious, enquiring and creative.

Happy to go with the majority view.

Democratic approach by involving others.

Can smell the roses on the way to the outcome.

Flexible and daring.

Warm and close to friends.

Imaginative mentor.



She is normally optimistic.

Adaptable and creates good relationships.

## 2nd Dimension: How Others See Lisa



Lisa should invite some key people to read the profile and note their feedback

Name	2 statements you agree with	2 statements to ask "how true is this?"	Other feedback points not included in profile	Accuracy %
Person 1				
Person 2				
Person 3				





## 3rd Dimension: Areas of Hidden Potential

Lisa has the following areas of potential growth

Finds it hard to disagree if it undermines the relationship.

Has a tendency to exaggerate.

May not always see things through to the end.

May over-state the importance of the situation.

Can easily become upset and feel rejected.

Can become low in spirits if faced with boring or tedious tasks.

Her ideas may seem "wacky".

Could be thought of as naive.



Tends to overstate situations.

She flits from topic to topic and can be difficult to pin down.

## 4th Dimension: The time it takes to develop your potential



### Self Coaching:

This page is designed to support you by asking questions that might provoke some self-reflection and consideration of the feedback received from others.

What do you want to achieve?

Why is that?

What will it mean to you when you achieve it?

What is the current situation?

What evidence do you have to support this?

Is the evidence validated or is it your "opinion"?

What is the one thing you could do right now?

What other options are there?

What might a wise person say to you?

What is stopping you from taking action?

# Action Plan



As a result of reading your Clarity4D Profile what action steps will you take?

Describe the person you aspire to be:

By When:

To achieve this, what will you stop doing?

By When:

What will you start doing?

By When:

What else do you need to consider?

By When:

This report represents how you completed the questionnaire, and the questions you might like to consider now are:

- a) Who else do I interact with who may benefit from completing a Clarity4D questionnaire?
- b) What other areas would I like to develop?

**There are further chapters of Clarity4D profiles available on:**

- a) Working as a Team

For more information on the above visit our website [www.clarity4d.com](http://www.clarity4d.com).

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Lisa Whitehead in a Team

## Lisa in a Team

These are the key attributes and talents Lisa brings to a team. Circulate the following pages around the team.

Has a strong empathy with others.

Builds a harmonious and compatible team.

Often the activities centre round her "performance" in a group.

Is quick witted and sharp of tongue.

With her high interpersonal skills, maintains good relationships with everyone.



Is always prepared to muck in when necessary with team activities.

There is always something happening when she is around.

Comes up with good solutions to team problems.

Has highly developed interpersonal skills.













Generates creative energy and sets a fast pace.

## Lisa in a Team - Communicating with Lisa













Effective communication is essential to good teamwork, and individuals have preferred strategies that help them to send and receive the message. When we use their preferred style, we can reduce the barriers that may cause the message to be misinterpreted.

### Here are strategies to help communicate with Lisa:

#### To Communicate Effectively

-  Make sure the expected outcomes are clearly understood.
-  Listen to the concerns behind the words.
-  Talk in an animated manner.
-  Look for signs that she is happy to take on new tasks.
-  Be ready to talk through problems.
-  Show appreciation for her successes and build her self-esteem.
-  Keep a personal element to the conversation.
-  Congratulate, applaud and compliment her liberally.
-  Approach her in a positive but unobtrusive manner.
-  Act in a positive and energetic manner.
-  Make sure there is enough time for laughter and social interaction.
-  Appreciate her good interpersonal skills.

#### What Not to Do











-  Be ruled by procedures and regulations.
-  Ask her to attend long, boring and ineffectual meetings.
-  Curtail or dampen her spirits.
-  Give her too many core responsibilities and tasks with strict deadlines.
-  Impose rules and regulations and expect her to comply.
-  Give her too much unnecessary information to absorb.
-  Exhibit disrespect for her by your behaviour or what you say.
-  Mutter, speak softly or hesitatingly.
-  Develop a competitive or antagonistic atmosphere which doesn't allow for feelings.
-  Try and calm her natural energy.
-  Take away her social interaction opportunities.
-  Impose restrictions on opportunities to meet other people.

# Lisa in a Team - Here are some strategies for communicating with other types.











For effective communication within a team, we need to recognise and understand how the different types prefer to be communicated with. Here are some strategies for communicating with other types.

## Communication with Red preference

### Do

-  Get straight to the point
-  Take ownership of problems
-  Keep up with their pace
-  Be prepared
-  Ask relevant, practical questions
-  Be organised and punctual
-  Keep to the agenda
-  Be positive and enthusiastic
-  Speak in a clear, assertive manner
-  Be short, sharp and gone

### Do Not

-  Become emotional in discussions
-  Appear negative or critical
-  Waffle or procrastinate
-  Appear hesitant or unsure
-  Interrupt
-  Challenge their authority
-  Mumble or speak slowly
-  Flit from topic to topic
-  Disagree in public with them
-  Tell them what to do

List below those people who display high RED energy:

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# Lisa in a Team - Here are some strategies for communicating with other types.

## Communication with Blue preference

### Do

- Speak in a calm, measured manner
- Follow agreed procedures
- Come prepared with facts
- Respect their need for privacy
- Write details down for them
- Research details before meeting them
- Recognise their accuracy
- Give advance notice
- Use their expertise
- Value their objective analysis

### Do Not

- Fire rapid questions
- Be disorganised and “woolly”
- Offer ill thought out concepts
- Push for an immediate answer
- Finish their sentences
- Indulge in social chit chat
- Talk loudly and energetically
- Put them on the spot in meetings
- Try to “sweet talk” them
- Hurry them

List below those people who display high BLUE energy:

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# Lisa in a Team - Here are some strategies for communicating with other types.

## Communication with Green preference

### Do

-  Speak in a friendly manner
-  Create a harmonious environment
-  Have a relaxed, easy approach
-  Ask questions rather than tell
-  Allow time for them to feel comfortable
-  Appreciate their loyalty
-  Take time to talk to them personally
-  Find out what are their personal values
-  Offer support when needed
-  Listen empathetically

### Do Not

-  Appear demanding
-  Become confrontational
-  Talk loudly and quickly
-  Put them in the spotlight
-  Appear insincere
-  Push for a quick response
-  Give insensitive feedback
-  Give effusive praise
-  Cut them off before they have finished
-  Question their integrity

List below those people who display high GREEN energy:

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# Lisa in a Team - Here are some strategies for communicating with other types.

## Communication with Yellow preference

### Do

-  Speak in a positive, enthusiastic way
-  Involve them whenever possible
-  Indulge in some light hearted chit chat
-  Keep the pace moving
-  Ask for their opinion
-  Allow them to speak their mind
-  Recognise their talent for raising spirits
-  Have an informal manner
-  Acknowledge their creative approach
-  Offer a variety of tasks and topics

### Do Not

-  Appear dour or disinterested
-  Overlook their need for recognition
-  Talk only in terms of facts & figures
-  Ask for or give too much detail
-  Leave them out of the picture
-  Question their stories in public
-  Appear "nit picky"
-  Impose restrictions and procedures
-  Send long, detailed reports
-  Ignore their need for some response

List below those people who display high YELLOW energy:

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## Lisa in a Team - Creativity

Strong teams need diverse ideas and different creative approaches. The following statements will identify how Lisa approaches creativity and how she can develop these strengths

### Lisa's Creative Strengths

-  Demonstrates her emotions when talking about choice of action.
-  Uses out of the box thinking to come up with lots of ideas.
-  Comes up with her best work when she can discuss her ideas with people with similar ideas.
-  Listens to people before getting on with the job.
-  Looks for the softest option.
-  Comes to conclusions from her own belief base.
-  Verbalises her thoughts and opinions.
-  Looks for advice and approval from colleagues and friends.
-  Her strong interpersonal skills are useful in selling her ideas.
-  Will enjoy the creative dynamics of the group to solve problems.

### Areas for Development

-  Think about the people who may feel uncomfortable with too much feeling on display.
-  Select one or two and make them happen.
-  Think of some ways to be equally creative when working alone.
-  Create a process for putting ideas into practise.
-  Detailed study at the beginning of a project will save time and effort.
-  Regularly question those beliefs.
-  Ensure that other people are listened to.
-  Too much information can cloud the situation; trust her judgement.
-  Don't forget that not everyone will be so enthusiastic.
-  Don't forget that "committee" decisions can take a long time.

# Action Plan

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- a) Coaching to improve personal organisation (in Beta testing currently, available in due course)

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