I've taken personality tests before. Why do Business Chemistry®?

FOCUSED ON INTERACTION, NOT INTROSPECTION

A system that steps beyond helping you understand yourself, Business Chemistry is designed primarily to help you **recognize the preferences and styles of others** – without having them take a test – by measuring observable, business-relevant traits. The focus is on improving the effectiveness of your interactions with other types of individuals, as well as combinations of types in team environments.

ROOTED IN SCIENCE, DESIGNED FOR BUSINESS

Leveraging powerful, patent-pending computational techniques, Business Chemistry allows for a data-driven approach to **understanding people – both in terms of what they ARE as well as what they ARE NOT**. The system is focused on traits that are core to business behavior, such as risk-taking and communication styles, and founded on characteristics with biological linkages which provide better stability over time.

SIMPLE APPLICATION, SOPHISTICATED SYSTEM

The system draws on complex algorithms to assess behavior and preferences, but then translates those results into **easy-to-learn patterns that are simple to remember and apply**. Utilizing clues from your every day interactions, Business Chemistry allows for a "thin slicing" approach to personality data – focusing in on the things that really matter –for quicker identification and connection with others.

Business Chemistry® Sessions

are interactive experiences that include session design, a session-specific link, and system research and tools to understand the behavioral dynamics we encounter in business every day.

- **DETERMINE YOUR OWN BUSINESS CHEMISTRY COMPOSITION**
  Spend 10 min answering a 70 question survey, or assess yourself in-session

- **UNDERSTAND YOURSELF**
  Delve into your own predilections and potential pitfalls

- **UNDERSTAND OTHERS**
  Learn what to look for to develop "hunches" about others through observations

- **ADAPT YOUR STYLE**
  Explore ways to engage more effectively with individuals and your team

P PIONEER

D DRIVER

I INTEGRATOR

G GUARDIAN