SUREPEOPLE PRISM

Prism® is a proprietary psychometric algorithm that measures 54 key traits and attributes, providing the richest, most nuanced understanding of how we – and those around us – are naturally wired.

- How do you show up?
- How do you handle conflict?
- What motivates you?
- How do others perceive you?
- How do you perform under pressure?
- What are your strengths & blind spots?
- How do you process information?
- What are your growth opportunities?

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THE SCIENCE OF PRISM

Prism is the start of a journey to greater self-knowledge. It helps us understand how we — and others around us — are wired. It allows us to identify and develop essential skills that improve our Emotional, Relational, and Team intelligence (ERT-i). And it sets us up for greater personal and professional success in a volatile and ambiguous world.

Niko Drakoulis
Founder, CEO & Servant to all Stakeholders
SurePeople, Inc.

Prism, a psychometric and personal development tool developed by SurePeople, Inc., provides a rich, nuanced understanding of the "whole person." Prism's insights have proven more comprehensive, accurate, reliable, and predictive than most popular assessments.

TAKEAWAYS

Prism provides a rich, nuanced understanding of the "whole person" that would otherwise require the completion of six or more instruments to obtain a comparably detailed analysis. The Prism Portrait contains information about one's unique traits, attitudes, and characteristics.

- Insights into one's personality and how one responds when under pressure.

- Insights into making sense of the world, decision-making, conflict management, fundamental needs, and drives & motivations.

Prism is at the heart of SurePeople's groundbreaking mission to help people realize and achieve their best selves. This is done through enhanced self-understanding and redefining how leaders and teams develop, involve, and motivate employees to reach their full potential and contribute optimally to the organizations and communities they serve.
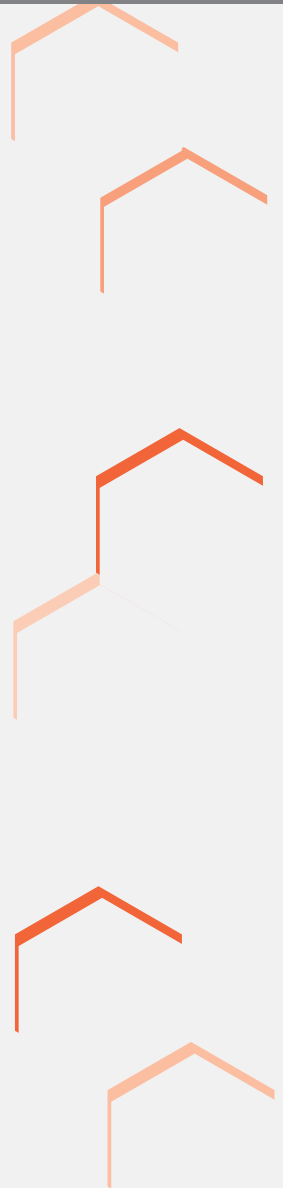
PRISM: FOR TOMORROW'S WORKFORCE

THE PRISM ALGORITHM IS BOTH HISTORICALLY INFORMED AND LEADING-EDGE

Prism draws on the rich history of human thought around self-awareness and personal insight and incorporates the latest psychological and social data regarding human temperament and social interaction.

A condensed history of how psychometrics formed follows:
The quest for self-understanding is as old as human civilization, evidenced by Socrates' famous posture of introspection, "Know thyself." Centuries later, René Descartes, often referred to as the father of Western philosophy, focused on the power of thought, proclaiming, "I think, therefore I am." In so, human self-awareness became the foundation for claims to knowledge and existence. Gottfried Leibniz, a philosopher mathematician, formulated a "calculus of the mind" and believed mental processes could be orderly, arranged, and defined. In 1732, Christian Wolff described psychology as a rightful field of scientific inquiry in Psychologia Empirica[1].

The systematic and measurable approaches to assessing personality gained momentum with selecting armed forces personnel following World War I. Later, psychiatrist Carl Gustav Jung referred to extroversion and introversion in individuals and asserted that some people preferred to make decisions based on their thinking while others preferred their feelings. Jung's work was popularized by Isabel Myers and her mother, Katharine Briggs, with the famous Myers-Briggs Type Indicator. First published by Consult Psychologist Press, Inc. in 1975, the Myers-Briggs influenced the Keirsey Temperament Sorter, developed by David Keirsey. Since then, many other personality-based assessments have emerged, some based on the five-factor model of personality, such as the Revised NEO Personality Inventory. Others have been based on the four dimensions of personality, such as the DiSC assessment. Others, such as the 16PF Questionnaire and the Enneagram of Personality, have also emerged and gained popularity as personality type assessments[2].

Prism is based on a rich history in psychology.

The Prism algorithm is based on this rich history in psychology, integrating many sources in its creation. It incorporates insights from many historical perspectives while contributing additional psychometric models and theories. The following sections describe the development of Prism and the rich and robust components that make its algorithmic design so leading-edge.

THE PRISM TIMELINE

A JOURNEY THROUGH THE RESEARCH AND DEVELOPMENT OF THE PRISM ALGORITHM

Prism is a powerful psychometric and personal development tool used in practice for over three decades. Below is a summary of how Prism has been developed and innovated through the years.

- The original assessment was developed in 1987 by Dennis L. Howard to solve the challenge of inadequate and fragmented psychometric data sets.

- Between 1987 and 1993, six hundred individuals across 47 nationalities participated in the research study to evaluate the validity of the assessments.

- The result was a four-module assessment that conformed to the Standards for Educational and Psychological Testing, which was developed jointly by the American Educational Research Association (**AERA**), the American Psychological Association (**APA**), and the National Council on Measurement in Education (**NCME**)[3].

- Results were leveraged from an 11-year longitudinal study to create the Decision-Making module and, later, the Fundamental Needs module.

- In the early 1990s, two modules were added to assess motivational needs, which with the original four modules, established the current version of the assessment.

- In 2013, SurePeople founder and Chairman Niko Drakoulis assembled a team of psychometric experts and authoritative psychologists to create the Prism algorithm, a web-based version of Howard's original 6-module assessment.

- In 2017, SurePeople engaged a certified and recognized third-party firm to reassess the reliability and validity of Prism. Following their recommendations, Prism was streamlined to 143 items across six modules, meeting or exceeding acceptable thresholds for the reliability and validity of psychometric assessments.

- The reliability and validity of the Prism modules have been monitored internally by the People Science team, whose members include Ph.D. and Masters-level industrial-organizational psychologists and a Masters-level data scientist.

RELIABLE AND VALID

THE PRISM ALGORITHM IS DESIGNED FOR ACTIONABILITY USING RELIABLE & VALID MEASURES

Prism was designed with organizations and teams in mind; its reliability and validity take into consideration the context, needs, and demands of the workplace. In addition, evaluating the applicability of Prism is most important—making it viable for all leaders and teams and desirable in driving high-performance teams. Prism's applicability is also evidenced through the individual modules, each working as a stand-alone to increase self-awareness. The composite of the modules allows for identifying what makes each person unique, as in Prism is the 'story of me."

RELIABILITY MEASURES

Reliability refers to the consistency of research findings or test measurements. Prism has undergone various multi-perspective and blind-review testing procedures, involving test administrators performing repeat evaluations with participants to ensure consistency of results. Furthermore, tests were administered over varying lengths to ensure stability and consistency.

Reliability is a critical component of any psychometric assessment, including Prism. A reliable psychometric assessment finds consistent results under similar circumstances.

A good example of a reliable instrument is a ruler. Regardless of how often you measure a sheet of paper, a reliable ruler will always tell you that the sheet is the same length, assuming nothing is done to change its size. A psychometric assessment has utility if it can produce reliable results.

TEST-RETEST STUDY

A test-retest reliability study, where respondents complete the assessment at two or more points in time, is a common measure of reliability. If the measured construct is relatively stable over time, such as the four processing traits in Prism, a respondent's score after the first attempt (time one) should be similar to their score after the second attempt (time two) and any subsequent attempts.

CRONBACH'S ALPHA

Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or assessment items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept. Cronbach's alpha is one way of measuring the strength of that consistency.

Reliability provides part of the picture, but validity is equally critical to assessing a psychometric assessment's worth.

RELIABLE AND VALID

VALIDITY MEASURES

Validity refers to the degree to which an assessment measures what it is supposed to measure and how well it predicts outcomes of interest. A valid assessment provides accurate and relevant information to inform decisions.

CONSTRUCT VALIDITY

Construct validity is the degree to which a psychometric assessment measures what it claims to measure. It can be assessed by empirically examining whether the scores of an assessment behave the way the underlying theory says they should.

CORRELATIONAL ANALYSIS

An accepted method for assessing the construct validity of personality assessments is a correlational analysis between said dimensions. A correlation examines the existence and strength of the relationship between two variables. Values can range from -1.0 to +1.0, where a near-zero value indicates that the two variables do not relate.

CONFIRMATORY FACTOR ANALYSIS

A confirmatory factor analysis (CFA) is another commonly accepted method for assessing those theoretical relationships. A CFA checks an assessment's structure against the theory it is designed to measure. For example, an assessment may state that it should measure four distinct constructs. If the results of the CFA also show four distinct factors, then we would feel confident in the construct validity of the assessment; however, if the results did not confirm that the items map to four distinct factors, we would question the construct validity of the assessment.

TAKEAWAYS

Prism has been evaluated for internal and external measures of reliability and validity. Internal reliability assesses the consistency of results across items within the assessment; External reliability refers to the extent to which a measure varies from one use to another.[4,5]

The reliability and validity of Prism are continually monitored internally by the SurePeople Science team. The team's members include Ph.D. and Master level Industrial and Organizational psychologists.

THE PRISM DIFFERENCE

PRISM HAS BEEN DESIGNED TO PROVIDE AN ACCESSIBLE, RELIABLE, AND COMPREHENSIVE OVERVIEW

Prism is foundational for personal growth and professional development. Prism provides a rich, nuanced understanding of the "whole person" that would otherwise require the completion of six or more instruments to obtain a comparably detailed analysis. Prism can be completed in about 30 minutes. A personalized report is provided immediately after completing the Prism. It's an experience designed to draw maximum insight and value for participants while minimizing potential strain.

FAST FACTS ABOUT PRISM

Prism provides a unique view of relational and team dynamics, expanding dynamically as more people complete the Prism.

Comprehensive: The Prism is an all-in-one psychometric solution. It includes modules on personality, personality under pressure, processing, decision making, conflict management, motivation, and fundamental needs. Prism aggregates deep insights across these key measurements and provides all the data in one report.

Familiar: Because Prism shares common ground with several popular frameworks, it is immediately recognizable to practitioners and clients. This makes it both dynamic but also accessible, and easy to read.

Pair & Team Insights: Using the SurePeople platform as a delivery tool, Prism is a powerful intervention for pairs of people and teams. Prism Portraits are comparable side-by-side or as a team for insights on culture, communication, conflict, and more.

Interpretive: Prism integrates seven modules to create a dynamic snapshot of a person. The multi-layered and interpretive nature of the tool allows for the complexity and, at times, conflicting or paradoxical aspects of an individual.

Multiple Lenses: Because the Prism Portrait is a multi-layered combination of modules, it provides individuals with a series of lenses for self-awareness that may be more or less of a priority depending on what they are going through.

Diagnostic: Since Prism provides comprehensive insights, a more accurate understanding and diagnosis can be made. Prism can therefore be utilized "in the flow of work" to address immediate issues and challenges (as well as opportunities) for individuals and teams with sharper precision.

PRISM: SIX INSIGHTFUL MODULES

PERSONALITY

Throughout human history, people have been trying to explain personality. Many models have been developed for various applications; most models attempt to make sense of the instincts and inclinations that drive unique attitudes and actions. Each personality type in Prism is created from a mix of four dimensions that cover a vast array of traits related to thinking, feeling, and behaving.

The Prism Personality module is built upon a four-dimensional theory of personality proposed by William Marston. The theory suggests that personality is best understood when considering the interaction between the four dimensions of personality.

Personality provides comprehensive & highly relevant insights into how we posture & interact with others. An individual may index on one, two, or three dimensions of personality.

POWERFUL: Strong & independent traits denoting people who are not easily intimidated & apply the pressure necessary to get results.

VERSATILE: Outgoing & charismatic traits characterizing flexible & spontaneous individuals who are influential communicators with a friendly & effervescent approach.

AMIABLE: Agreeable & cooperative traits distinguishing reliable & peaceable individuals who are averse to conflict & make friends easily & authentically by being dependable & loyal.

PRECISE: Analytical & organized traits depicting detailed & conscientious individuals who use logical, systematic approaches, & need to get things right.

PRISM: PERSONALITY

Based on Marston's theory, the four dimensions should exist along a two-factor continuum, with two dimensions existing at the opposite ends of each factor. Thus, based on the four-dimension theory, the Prism personality module would have two factors.

POWERFUL AND AMIABLE: OPPOSING ENDS OF THE SAME FACTOR

The Powerful dimension reflects a take-charge individual who is typically not easily intimated and is willing to apply pressure when necessary. They tend to be assertive, decisive, and energized by challenges.

The Amiable dimension reflects a reliable and loyal individual who is typically averse to conflict and makes friends easily. They tend to be dependable, observant, and interested in maintaining the status quo.

VERSATILE AND PRECISE: OPPOSING ENDS OF THE SAME FACTOR

The Versatile dimension reflects a charismatic and inspirational individual who is often a good communicator and easy to approach. They tend to be friendly, persuasive, and attracted to people and discussions.

The Precise dimension reflects an analytical and highly conscientious individual who is often very systematic. They tend to be committed to high accuracy and getting things exactly right.

CORRELATIONS

The correlations between **Powerful & Amiable** and **Versatile & Precise** will reflect a strong, negative relationship.

- On average, individuals scoring high on Powerful should score low on Amiable.
- On average, individuals scoring high on Versatile should score low on Precise.
- Furthermore, the remaining correlations between the four dimensions should have weak to moderate correlations, as they are meant to exist on separate factors.

PERSONALITY UNDER PRESSURE

The Prism Personality Under Pressure module identifies the patterns of acting, thinking, and feeling caused by anxiety, strain, or difficulty. This module accounts for shifts occurring when dealing with stress or provocation. Paying attention to the shift can make it easy to understand a person's behavior change in high-pressure situations or even notice that they're under pressure.

PRISM: PERSONALITY

UNDER PRESSURE describes how you present yourself and how others perceive you when stressed. It accounts for shifts that naturally occur when dealing with stress or provocation.

ORIENTATION

Orientation refers to an individual's preferred approach to situations and tasks.

BIG PICTURE ORIENTED is about people who see overarching themes, connections, and patterns and understand the broader context. Big picture people tend to be creative & strategic, see ever-expanding opportunities, and grasp the entire spectrum of issues & situations. At times, they may not necessarily pay attention to the details. SUMMARY: Creative & strategically minded, grasping the entire perspective of issues & situations.

DETAIL ORIENTED is about people who are organized, responsible, reliable, and focus their attention on the particulars. Detail-oriented people tend to be analytical and can understand in-depth processes and details. Sometimes, they may not be on board with projects without the details. Factual, definitive, & analytically minded, concerned with logic, rationale, & refined processes. SUMMARY: Factual, definitive, & analytically minded, concerned with logic, rationale, & refined processes.

RESULTS DRIVEN refers to a person with a clear sense of determination, persistence, and resolve, People driven by results tend to complete tasks & achieve goals efficiently and effectively. They can be direct and dutifully minded, focused on the mission, driven by inquiry and resolution, and on completing the task with a drive-forward attitude. SUMMARY Directed & dutifully minded, focusing on objectives, driven by inquiry & resolution.

PEOPLE DRIVEN refers to people who understand and empathize with others' emotions, needs, and perspectives. People driven by people-centric practices prioritize relationship-building, are conversant and socially minded, focus on who is involved and driven by interactions with others, and can organize people, prioritizing relationships over deliverables. SUMMARY: Conversant & socially minded, focusing on who is involved, prioritizing relationship-building, empathy, & teamwork.

In summary, big picture & detail orientation and mission & relationship oriented are interrelated components that contribute to an individual's emotional, relational, and team intelligence. These aspects help individuals effectively manage their emotions, build strong relationships, and work collaboratively in teams to achieve shared goals.

GUIDANCE

Leveraging your personality strengths improves how you relate with others.

PRISM: SIX INSIGHTFUL MODULES

PROCESSING

Processing refers to how people absorb information and make sense of the world. It provides information about how you get energized, make judgments, and other such insights. Processing is about temperament, which refers to how we think, behave, or react to the environment.

Prism's processing module builds upon the pioneering works of Carl Jung, Isabel Myers, and Katherine Briggs. The module measures four traits:

EXTERNAL-INTERNAL: WAYS OF RELATING TO THE ENVIRONMENT

- **EXTERNAL:** Focus on people & activities, drawing their energy from the external world & the activities in which they are involved.
- **INTERNAL:** Focus on the inner world of ideas & thoughts; time alone for reflection is important.

CONCRETE-INTUITIVE: TAKING IN INFORMATION OR MAKING DECISIONS BASED ON INFORMATION ALREADY RECEIVED

- **CONCRETE:** Perceive what they can verify, facts, realistic opportunities, and the bottom line. They are often seen as being practical and focused.
- **INTUITIVE:** Perceive new possibilities and opportunities, considering as many scenarios as possible.

LOGIC-EMOTION: HOW PEOPLE REACH JUDGMENT

- **LOGIC:** Cognitively-driven approach concerned with objective facts & analysis.
- **EMOTION:** Affective-driven approach, with more concern for their convictions, values, feelings, and how a decision will impact others.

ORDERLY-SPONTANEOUS: LIFESTYLE ORIENTATIONS BY WHICH PEOPLE RELATE TO THE EXTERNAL WORLD

- **ORDERLY:** Relates to life by being more decisive, planned, structured, & organized.
- **SPONTANEOUS:** Relates to life by being more flexible, adaptable, curious, & quick to embrace the change that may come their way.

GUIDANCE

The eight distinct traits explain how we interact with our environment. Prism's processing module assesses the relative preferences of each trait so that respondents can foster a sense of self-awareness that will allow them to understand better their natural tendencies, set up their environments to match their strengths better, and recognize their potential blind spots.

PRISM: SIX INSIGHTFUL MODULES

DECISION-MAKING

Prism builds upon Richard Johnson's individual styles of decision-making framework. Different roles and situations will call for different types of decision makers. The insights provided by Prism can help organizations enable collaboration, satisfaction, productivity, and efficiency.

Prism helps show whether one tends to be a careful or a rapid decider. It also provides feedback on whether one is an inward or outward decider. This helps to clarify whether there is a need for introspection and reflection before deciding or if group interaction and conversation are needed to make a choice. This relates to introversion and extraversion but is a distinct capacity and pertains to decision-making activity and exercising the will. It also correlates to using rational capacities to evaluate information and make informed decisions.

OUTWARD DECISION MAKERS
Interact with others to process information and make decisions. They communicate their thoughts openly to discern which ideas contribute to the best decision.

INWARD DECISION MAKERS
Keep their thoughts private until they are convinced that their ideas are sound. It is in their private world that they can solidify their decisions.

RAPID DECISION MAKERS
Has a quick sense of what will work and can intuitively process information and arrive at a decision without the need to go step by step.

CAREFUL DECISION MAKERS
Investigates all options before deciding, wanting to be certain of the outcome. They tend to go step by step with a methodical style of processing information and making decisions.

GUIDANCE

Prism's decision-making module assesses the relative value of traits so that respondents can foster a sense of self-awareness and an understanding of their natural tendencies and potential blind spots when making decisions.

PRISM: SIX INSIGHTFUL MODULES

CONFLICT MANAGEMENT

Prism's conflict management module draws upon the seminal work of Kenneth Thomas and Ralph Kilmann. Together, they proposed the theory that humans have five distinctive styles for handling conflict based on two underlying factors: assertiveness and cooperativeness.

Assertiveness refers to the extent to which individuals will try to satisfy their interests, and cooperativeness refers to the extent to which individuals will attempt to satisfy the interests of others involved in the conflict.

The combination of assertiveness and cooperativeness will result in one of five different conflict management styles:

COMPETING combines low cooperativeness and high assertiveness. The focus is ensuring that your interests, ideas, and perspectives are accepted. Competing means a willingness to disagree and hold your ground if you believe your position is correct.

ACCOMMODATING combines high cooperativeness and low assertiveness, representing the opposite of the Competing style. When accommodating, individuals often neglect their concerns to satisfy the concerns of others.

AVOIDING combines low cooperativeness and low assertiveness. Individuals using this style neither pursue their concerns nor those of others. They step back from the situation and let it play out without their involvement.

COLLABORATING combines high cooperativeness and high assertiveness, representing the opposite of the Avoiding style. Collaborating involves working with others to find a solution that satisfies everyone's interests. It means digging into an issue to pinpoint those involved and their underlying needs and aspirations.

COMPROMISING is the combination of moderate cooperativeness and moderate assertiveness. Compromising means giving up more than competing but less than accommodating. Likewise, it addresses an issue more directly than the Avoiding style but does not explore it as much as the Collaborating style. In some situations, compromising might mean splitting the difference between two positions, exchanging concessions, or seeking a quick middle-ground solution.

PRISM: CONFLICT MANAGEMENT

Figure 1: Conflict Management Dimensions: Cooperativeness & Assertiveness

COMPETING
Making sure interests, ideas, & perspectives are accepted; a willingness to disagree & hold ground if position is correct or the right thing to do.

COLLABORATING
Finding a solution that fully satisfies everyone's interests & digging into an issue to pinpoint the underlying needs & aspirations of those involved.

COMPROMISING
Splitting the difference between the two positions, exchanging concessions, & seeking a quick middle-ground solution.

AVOIDING
Neither pursue own concerns nor those of others; take a step back from the situation & let it play out without their involvement.

ACCOMMODATING
May often neglect own concerns to satisfy the concerns of others.

ASSERTIVENESS

COOPERATIVENESS

GUIDANCE

Based on the five-style conflict management theory, we use all five styles to varying degrees. Prism's conflict management module assesses the relative value and preference order of each of the five styles so that respondents can foster a sense of self-awareness that will allow them to deal with conflict more productively than before.

PRISM: SIX INSIGHTFUL MODULES

FUNDAMENTAL NEEDS

Prism's fundamental needs module builds on over 50 years of research into what drives human behavior. SurePeople has continued to expand this research into developing the fundamental needs module that provides individuals with the most accurate insights on what pushes them forward and influences their actions. This research and ongoing development resulted in the 3-scale module based on Abraham Maslow's Hierarchy of Needs, first proposed in 1943. At the time, he believed there to be five fundamental human needs: physiological, safety, love & belongingness, esteem, and self-actualization[6, 7]. Prism's Fundamental Needs module draws from Maslow's initial hierarchy while addressing many of the criticisms that have surrounded the theory since its creation.

Assessing fundamental needs is crucial to foster self-awareness and understanding of what motivates and draws individuals to certain actions. Therefore, assessing and understanding these needs is essential to avoid conflicts and personal hardships. Typically, one of these three needs will be dominant in people and drive their actions and behaviors; however, it is possible that two or all three needs can share equal importance. The three primary needs of significance, control, and security can fluctuate over time and vary in relative importance based on an individual's cultural and life experiences.

SIGNIFICANCE
Comes by way of approval or affection from significant others. It brings a desire for a career setting that positively affects others. This usually comes about through cooperative efforts or association with a particular group.

CONTROL
Manifests itself in efforts to influence or manage circumstances or people. It is a longing for a setting that will allow the opportunity to control the work setting or have the power to manage people/events.

SECURITY
Comes through acquiring assets, position, education, or a sense of belonging. Those motivated by security are likely attracted to a career setting that provides for a stable future.

GUIDANCE

These three needs explain what drives us forward, specifically in our professional/career endeavors. Prism's fundamental needs module assesses the relative preferences of each need so that respondents can foster a sense of self-awareness that will allow them to understand better what motivates and draws them to certain actions. Fundamental Needs can be the source of conflict and personal hardship. Human needs theorists argue that one of the primary causes of protracted or intractable conflict is people's unyielding drive to meet their unmet needs.

PRISM: SIX INSIGHTFUL MODULES

MOTIVATION

Motivation focuses on the factors that activate, direct, and sustain behavior. It is the rationale one has for acting or behaving in a particular way. While motivation is a deeply researched and long-standing focus for psychologists, Prism's Motivation module is a compilation of several theories and models. The result is a workable and applicable model for assessing motivation. The Motivation module uncovers why you're motivated and how those motivations take shape through action. Motivation has two parts: Why and How.

MOTIVATION: Why

The "why" of motivation is about the underlying reason or purpose behind a person's drive. It is the fundamental driving force that propels a person forward and keeps them focused on the context of their actions.

SurePeople has identified the following three constructs that are believed to drive our actions and engagement:

ATTAINMENT OF GOALS - RECOGNITION FOR EFFORTS
- **ATTAINMENT OF GOALS:** The opportunity to pursue and achieve the valued goal or objective.
- **RECOGNITION FOR EFFORTS:** Being recognized for the efforts made during work.

INFLUENCE - COMPLIANCE
- **INFLUENCE:** Most comfortable when able to lead and make decisions for the team and are more of an initiator.
- **COMPLIANCE:** Most comfortable when given clear instructions and directions to be followed and are more of a responder.

AFFILIATION - ACTIVITY
- **AFFILIATION:** More interested in whom they are working with.
- **ACTIVITY:** More interested in what tasks they are performing at work.

GUIDANCE

These six traits provide a better insight into why we are motivated to do certain things. Prism's motivation "why" module assesses the relative preferences of each scale so that respondents can foster a sense of self-awareness that will allow them to understand better why certain situations and activities might be fun and engaging while others seem to drain the life out of them. This knowledge will allow them to set up their own environments to better match their strengths and to recognize their potential blind spots.

PRISM: SIX INSIGHTFUL MODULES

MOTIVATION: How

The "how" of motivation concerns the specific methods and strategies a person uses to achieve their objectives. It is often related to personal values, beliefs, and aspirations, giving meaning and purpose to a person's efforts.

The Motivation module uncovers why you are motivated and how those motivations take shape through action. Prism's motivation "how" module seeks to explain how we are motivated. SurePeople has identified the following four constructs that are believed to drive our actions and engagement:

SELF-AFFIRMED - AFFIRMED BY OTHERS
- **SELF-AFFFIRMED:** An internal sense of adding value to the surrounding environment.
- **AFFIRMED BY OTHERS:** A desire for the appreciation, encouragement, and support of others.

EXCHANGE OF IDEAS - RECEIVE DIRECTION
- **EXCHANGE OF IDEAS:** The opportunity to explore and have dialogue involving ideas, strategies, vision, and challenges at work.
- **RECEIVE DIRECTION:** Receiving clear, concise directions to act out.

VARIETY - ROUTINE
- **VARIETY:** Having the freedom and latitude to make decisions, adjust, and act on important matters.
- **ROUTINE:** Having set routines and consistency to follow.

TASK COMPLETION – PREFERS PROCESS
- **TASK COMPLETION:** Focus on getting things done.
- **PROCESS PREFERENCE:** Focus on the methods to get things done (how they do it).

GUIDANCE

Prism's motivation "how" module provides a better insight into what processes might best motivate someone. The eight traits increase self-awareness and understanding of how certain situations and activities might be fun and engaging while others seem draining. One can use this knowledge to set up environments that match their strengths while recognizing potential blind spots.

PRISM IN ACTION

THE PRISM PROVIDES INSIGHTS ON PAR WITH THE MOST CREDIBLE PERSONALITY ASSESSMENTS ON THE MARKET

Prism provides a comprehensive overview of what makes us unique: personality, processing, decision making, conflict management, fundamental needs, and motivation. In contrast, other assessments typically offer limited information, mainly on personality traits. To reach the same level of insight, an organization must administer various assessments via a much more time-consuming and inefficient process. SurePeople Prism is a way to establish a holistic and multidimensional overview in one sitting easily.

Prism lays the foundation for objective self-awareness and insight in a highly accessible format. This allows individuals, leaders, teams, and organizations to gain deep and broad insights. This forms the bedrock for a lifetime of learning, growth, and development, particularly in emotional, relational, and team intelligence. Prism also helps with reflection on how best to contribute to a team setting and within multi-layered organizations.

The comprehensive, in-depth, and efficient overviews Prism provides help organizations develop plans for their employees' growth, training, and continuous development. It also informs learning programs that keep individuals and teams on track and accountable to the broader goals and values of the company.

Awareness of self, awareness of others, awareness of how to manage and be managed by others— all these the Prism enables in a way that can send any organization off on a better route to success. Standing on the bedrock of well-documented and validated research, Prism's insights contribute meaningful data for comprehensive growth and development.

SUMMARY

The Prism algorithm meets various pressing needs in the market, organizations, teams, and individual lives. For more information regarding the SurePeople Prism, please email **prism@surepeople.com**.

ABOUT SUREPEOPLE

SurePeople is a technology innovator dedicated to unlocking human potential.

We are committed to delivering positive, measurable outcomes for all stakeholders – our valued team members, customers, partners, and investors – by operating through our values and standing true to our mission: To make people sure of themselves and organizations sure of their people®.

Learn more at **www.surepeople.com**

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