

What is it that drives you?

What is it that drives and motivates people? Why does one team always operate smoothly, while the members of another are always squabbling? Which person is most suitable for this role? These are questions that perplex many a manager. The answers are often linked to the innate factors that motivate people – the basic drives that largely determine their behaviour and performance. Profile Dynamics® is a clear and simple method that can be used to measure and depict these drives. The profiling tool is based on a scientific model and can be used for a wide range of purposes, from recruitment and selection to team building and competence management.



The method has been successfully applied in all kinds of companies over the years and managers and their staff are generally extremely impressed by its effectiveness. Consultants who do a lot of training based on the method find that it provides a clear insight into what drives people and also into the fit between a person and a role and/or the culture of the organisation. It shows where people's enthusiasms lie, the types of colleagues and activities they prefer to avoid, how flexible and stress resistant they are, and the extent to which they are able to deal with change – to mention just a few of the many possibilities.

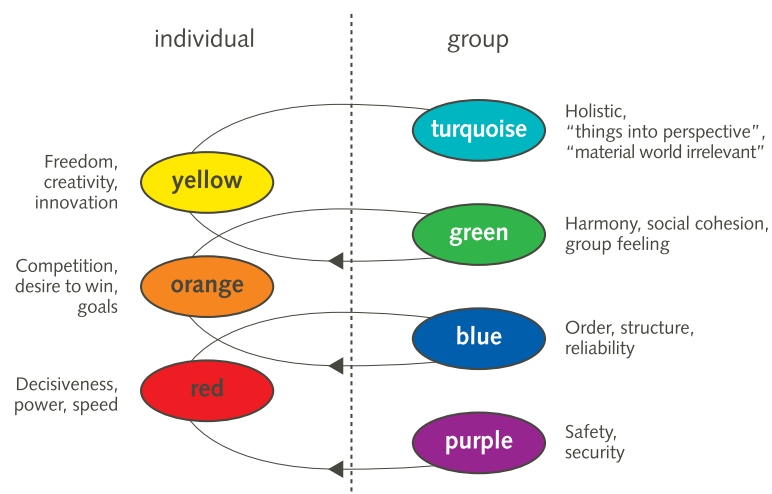
Thinking in colour

The method is simple and fast – both of which are points in its favour. People can do an online test that takes approximately twenty minutes. This results in a colour profile that is unique to the individual, hence the name Profile Dynamics®. The profile is

depicted in a graph with scores for seven different drives or core value systems, each of which has been assigned a colour. These value systems are the product of scientific research conducted by American Professor of Psychology, Dr Clare W. Graves, who interviewed many thousands of people over a period of several decades. Everyone has all seven drives, but the extent to which we are motivated by the various drives differs from one person to another. No two profiles are the same. Another big advantage of the method is the fact that people immediately recognise the value systems, which, to use the words of one user, could be described as almost archetypal. As a result, people immediately gain an intuitive feel for the different types. This is further reinforced by the use of colour. Many consultants have found that course participants are more likely to remember the colour profiles of their fellow participants than their names. "Within half an hour everyone is talking in colour – it becomes a language all of its own."

Practical and versatile

Profile Dynamics® is a modern and innovative method that can be practically applied in a wide range of areas to improve the performance of an organisation. The method is unique in the sense that it measures underlying drives that either motivate people or drain their energy. For managers who want to get the best out for their staff, awareness of these drives is essential. People are energised when they work in an environment that suits them, they find the work effortless and perform at their best. When people are motivated they are twice as effective! This might sound obvious, yet many people work in a culture or a role that is not aligned with their drives. This is unfortunate for the employee because it means that they are unable to perform at their best. It is also bad for the organisation because the organisation is not making the most of its resources and is therefore unable to achieve optimal success.



The driving factors evolve in a spiral which swings from individual to group characteristics.

Very often, a lack of effectiveness within an organisation can be traced to the absence of certain colours in the organisation. Although this might sound somewhat abstract, it is essentially very simple and practical. Take an R&D environment for example. This is an environment in which there needs to be plenty of yellow - creative and innovative people who can handle a considerable degree of complexity. In a production department these qualities are not especially functional and may even be undesirable. There what is required is blue - consistency and reliability in the implementation of the production process: the work needs to be done well and it also needs to be completed - from start to finish. With Profile Dynamics® it is possible to predict what type of profile is needed for the effective performance of a role. It is also possible to objectively assess whether a person matches this profile. This makes it an extremely effective instrument for recruitment and selection, team composition optimisation and/or change management.

No right or wrong

As will be clear from the above, there are no 'right' or 'wrong' scores or profiles. Every profile is an asset if it is used in the right environment. In other words, there needs to be a good fit between the individual's drives and the environment. A dynamic and successful results-driven car salesman will be thoroughly miserable in the role of a caring and conscientious nurse. It will drain his energy, he will find the work difficult, and his own lack of interest and reluctance will result in mediocre performance. However, a profile that is not well suited to one environment will be ideally suited to another. It is all about making sure that the right person is employed in the right place. This aspect of the method means that candidates rarely feel threatened by it, unlike assessments which often meet with considerable resistance because they involve an appraisal. Candidates generally enjoy doing the Profile Dynamics® test and tend to experience it as an opportunity to discover something about themselves and others. They gain a clearer insight into the way that they and other people operate and come away with an understanding of how to deal with the differences. It is also interesting to see how colleagues who previously found each other irritating, suddenly understand where the other person is coming from and are able to relate to one another. This makes it possible for people to increase their personal effectiveness and can dramatically improve the communication within a team. Hence the method is very successful when used for team building, personal development and coaching.

Powerful formula

The effectiveness of the method surprises even seasoned HR professionals, who have seen plenty of methods and test systems during their career. Consultants regularly train people who have worked with various models in the past. Yet when asked about their profile based on these models, nine out of ten course participants are able to provide an answer. So people are genuinely surprised to find that, months later, they can clearly recall not only their own Profile Dynamics® profile and other people's profiles, but also that they still know what the profiles mean. The fact that the method can also be used to resolve complex personnel issues and organisational problems is another major advantage. This combination means that thousands of people have now done the profile test and that the method has also been used to analyse whole organisations. Many projects have been successfully implemented for companies in a wide range of industries, from pharmaceutical and biotech companies, to banks and insurers, to companies in the service and health care sectors.

Find out more

If you are a manager, or if you work in HR, career development or coaching, and would like to know more about the Profile Dynamics® system and what it can do for your business, you will find more information on the Profile Dynamics® website, www.profiledynamics.com. You are also more than welcome to contact us at office@profiledynamics.nl.

Profile Dynamics® at work

Profile Dynamics® can be successfully applied in

Management

- Team building and development
- Team composition optimisation
- Organisational advice
- Organisational development
- Change management

Human Resources (HR)

- Recruitment and selection
- Competence management
- Outplacement and reintegration
- Career guidance
- Management Development (MD)
- Coaching and training