

PERSONA PROFILING

DURATION

Flexible

REQUIREMENTS

Dependant on guest numbers

GUEST NOS.

1 – 100+



Persona Personality Profiles give each user a straightforward, accessible report with a graphical representation of the way they express their personality to the world around them. Achieved by using four Jungian factors and combining them, we then use colours to represent each to make it more memorable.

Many people have researched personality; Hippocrates divided individuals into the 4 humours; Jung described introversion, extraversion, thinking, feeling, sensing and intuition; Myers classified 16 types based on Jungian principles. Persona accesses all these ideas and produces an easy-to-read profile to help individuals to:

- Understand how personality, behaviour and energy are used in our daily roles.
- How we may come across to others in our interactions.
- Understand others and improve our interactions.

When used as part of a team building exercise, this profile can help to build confidence, helping people to identify their own strengths and how they can play to these strengths in the workplace. The profile also focuses on communication - crucial for any effective team - and how this can be improved between team members. Playing to your team members strengths and using these strengths to the team's advantage can develop team members and enhance overall performance.

This is an invaluable tool in improving your staff and team relationships.