



Delivering psychometric personality profiling in partnership with



Why Roots HR CIC chose Clarity4D as its personality profile of choice

Roots HR CIC recognises the range of benefits of using psychometric assessments in the workplace. We were keen to find a tool that would be most relevant, accessible, affordable – and accurate, which would add meaningful value and meet the needs of civil society organisations. This meant finding a tool that would capture, interpret and convert information about an individual that would be useful in not just a personal development context, but also in the context of business.

Having researched and trialled options, we found Clarity4D was not only an accurate tool but one that most simply and practically packaged skills, behaviours and values in to a format which is easy for others to digest and to utilise.

We became trained and accredited to deliver this tool in 2013.

Contact us on 01562 840060 / admin@rootshr.org.uk to find out more.



Why were the Clarity4D personality profiles created?

There are many psychometric models on the market that offer in depth psychological profiles, which can be too deep and complicated for many people to apply to their behaviour and communication style. Clarity4D profiles are **unique to the person** and designed to be:

- ✓ **SIMPLE**
- ✓ **AFFORDABLE**
- ✓ **GLOBAL**
- ✓ **EFFECTIVE**

Clarity4D is an online system, designed to be easily assessable and to act as a complete system for organisations in their learning and development activities, and for individual coaching. Clarity4D is intended to be affordable, accessible and relevant to civil society organisations of any size; at Roots HR we believe organisations should be able to afford to profile all levels of staff rather than a select few.

Why Clarity4D?

The name “Clarity4D” came from the concept that there are 4 dimensions to the individual.

- **1st Dimension:** The recognition and understanding of self
- **2nd Dimension:** The perception of self by others
- **3rd Dimension:** The hidden potential
- **4th Dimension:** The time it takes to develop our potential

From the Ancient Greeks to Jung

Each individual is different. Understanding self, others and interactions can be the single most important aspect of personal development. The Clarity4D approach is linked to Hippocrates and the Ancient Greeks who identified the 4 elements within us – water, fire, air and earth (also referred to as temperaments). This, combined with the work of Carl Jung the Swiss psychologist, who identified personality types and recognised that individuals have a “preference” for the way they behave, has inspired the creation of the Clarity4D profiling system.

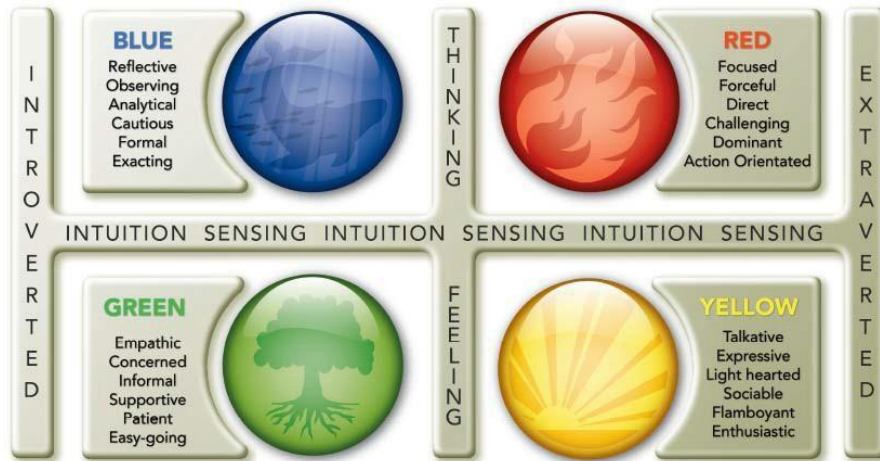
Clarity4D and Colour

We all have a mix of the 4 temperaments in us, with stronger preferences for using some of the energies over others. Linking colour to the four personality types helps us identify and understand which is our preferred order for use of these energies.



Who is the profile for?

The profiles are a powerful and enlightening personal learning experience and because the language used is simple and refers to **colour**, people recognise, remember and apply the principles in their interactions with others.



The profile can be used with a variety of people and a range of situations, including:

- New and existing teams, where there perhaps is a lack of communication and/or understanding
- People who are involved in interacting with others, and who would like to understand more fully the impact they can have on others
- People who are moving between roles, or onto next stages in their career or life and need confidence and a framework in which to build their personal development plans and aspirations.

Profiles

- ❖ The unique, **personal** profile will enable individuals to:
 - **Understand more about self, both strengths and weaknesses.**
 - **Understand more about others who may have different preferences, expectations and desires.**
 - **Better understand the behaviours expected of them to meet the requirements of different work or life situations.**
 - **Be better able to blend their preferences with those of others for improved relationships, team dynamics, communication, harmony, effectiveness and customer and sales performance.**
 - **Identify how personal influence can be enhanced by meeting others' needs.**
 - **Have a framework, a common language, on which to base their interactions.**



❖ The **Team** profile is designed to give strategies for communicating with people with different personality preferences, whether they are at work or home. They can be used to enable or support:

- **Team development**
- **Appraisals**
- **Coaching and mentoring support**
- **Senior management strategy meetings**
- **Culture change**
- **Anti-bullying workshops**
- **Leadership and management development.**

Workshops

The profiles can be successfully used in team or organisational workshops for development in areas such as:

- **Raising self-awareness and recognising the impact you have on others**
- **Recognising and valuing the differences in others**
- **Adapting your approach to build closer rapport with others**
- **Having a framework, a common language, on which to base future interactions**
- **Motivating and encouraging the team during challenging times**
- **Identifying preferred ways of communicating together, and sharing the preferences**
- **Creating action plans for effective future teamwork.**

So, whether you are someone who would like to understand yourself and those around you better, a manager who wants to invest in developing your people or someone responsible for running an organisation, Roots HR, using the Clarity4D personality profiles, can help.

