PRISM Brain Mapping Fact Sheet

About PRISM

PRISM Brain Mapping is a unique way of identifying people's behavior preferences based on brain activity. Unlike traditional psychometric instruments, PRISM approaches human behavior from the perspective of neuroscience, rather than psychological theory. This exciting online tool takes advantage of some of the most up-to-date neuroscience discoveries to provide users with a series of 'maps' which are representations of how their brain prefers to work.

Key Features and Science Behind PRISM

Feature	Description
Neuroscience-Based	Grounded in over 130 validated neuroscience research studies, PRISM translates complex brain science into practical insights.
Scientific Validation	Independently validated with best-in-class reliability scores. Available in the public domain.
Focus on Behavior, Not Personality	PRISM maps dynamic behavior preferences rather than static personality traits, offering a multi-faceted view of individuals.
Behavioral DNA	Behavior develops from both nature (inherited traits) and nurture (life experiences), reflecting the brain's adaptability.
Neuroplasticity Principles	PRISM reflects who an individual is today, recognizing that behavior and the brain are constantly evolving through learning and experience.
No Labels or Categories	Avoids simplistic labels or types. Each individual is treated as unique, with no algorithmic matching to predefined profiles.
Role of AI	AI-Powered Insights: enhances coaching and decision-making by connecting individual insights into actionable outcomes.
Comprehensive Analytics	Rich data offers customized reports tailored to end-users, from students to HR leaders.
Global Accessibility	Available in over 20 languages, PRISM supports diverse cultural contexts and ecosystems.

What PRISM Measures

- Behavior Preferences: Natural and adapted responses in different environments.
- Emotional Intelligence (EQ): How individuals manage emotions and interpersonal relationships.
- Work Culture Fit: Alignment with organizational values and team dynamics.
- Job Role Mapping: Identifying the ideal behavior DNA for high performance in specific roles.
- Skill Application: Beyond skill identification, PRISM measures how effectively skills are applied in real-world contexts.