

# Six Exceptional Elements of Emergenetics®

Over the past 30 years, Emergenetics has been trusted to support talent development for individuals employed by thousands of organizations across the globe. Here are six reasons why:

1



## **Our assessment is scientifically valid and reliable.**

Backed by significant research that has been revalidated over the past 30 years, the Emergenetics assessment and resulting Profile meet the Standards of Educational and Psychological Testing. We assess our assessment's validity and reliability every two years and renorm as needed to reflect the global population. As a result, users can be confident in receiving accurate, consistent insights into who they are and can use their learnings to support global connections.

2



## **We measure Thinking and Behavioral preferences.**

Many tools only measure Thinking or Behavioral patterns. While these data points are helpful on their own, having both is essential to achieving results. If you want to communicate effectively, behavioral information alone will only help anticipate reactions. You would need to know how the other person thinks to truly connect to their needs and interests.



# 3



## **The Emergenetics Profile is easy to remember and instantly applicable.**

Our one-page report clearly represents an individual's preference for seven Thinking and Behavioral Attributes, which makes their results easy to remember. As all people possess some degree of each Attribute, individuals can readily compare their preferences to others, enabling employees, teams and managers to recognize how to work together, adapt to meet others' preferences and lean on each other's strengths.

# 4



## **We use positive, strengths-based language.**

Cognitive studies show that affirmative language motivates people to succeed. That is why we use positive language to help individuals recognize and work through their gifts. Affirming language also supports team performance. If an assessment does not celebrate the brilliance of every Attribute, individuals may be less open to different approaches, which could adversely impact team dynamics.

# 5



## **We deliver team applications – in addition to individual growth and development.**

Self-awareness helps employees at all levels perform better. Whether a person is on a team or only collaborates on a few projects, it's important to understand how to work productively with others. Having practical applications to support teams as well as individual contributors and leaders is critical in today's business world – and Emergenetics provides these tools through workshops, programs and resources on our mobile app and web portal.

# 6



## **We promote cognitive diversity.**

Inclusion initiatives are growing more commonplace, and cognitive diversity has an important role in these discussions. Emergenetics recognizes the importance of diversity of thought. Our work helps individuals appreciate differences in one another, supporting inclusion. Our tools help groups identify and utilize cognitive diversity, leading to greater productivity.

**Discover how Emergenetics can help you achieve your objectives. Contact me today!**