

Competitive Analysis – Assessment Tools

TOOL	PROS	CONS
TRUE COLORS Psychological (Temperament)	<ul style="list-style-type: none"> • Very basic—can be used for those w/ low self awareness • Simple to use • Fun “edutainment” approach using live shows appeals to certain audiences • Colors are easy to remember • Context specific—data changes in each context • Can be used with a wide range of audiences 	<ul style="list-style-type: none"> • Not scientifically based • Weak validation data • Can appear to be “cute” and too light for senior level applications • Use of colors can lead to over-simplification, stereotyping
MBTI Psychological premise	<ul style="list-style-type: none"> • E-I scale can be helpful when coaching individuals and teams on intra/inter-personal dynamics • Psychological component (Inferior Function) allows for work with “hot buttons” • Plethora of reference materials on the market • Range of prices • High upfront time investment—opens door to go more indepth • Multiple versions and languages available 	<ul style="list-style-type: none"> • Often leads to “pigeon holing” or stereotyping • Complexity of model requires longer teaching time, can be intimidating • Low test-retest reliability • Difficult to remember data
INSIGHTS Jungian Archetype premise	<ul style="list-style-type: none"> • Very basic—can be used for those w/ low self awareness • Simple to complete: 48 word pairs to choose from • Extensive report with many graphs that requires very little facilitation. • Colorful report • Context specific—data changes in each context • Reinforces Jungian archetypes allowing for fast personal acceptance 	<ul style="list-style-type: none"> • Not scientifically based • Weak validation • Uses mathematical assumptions that create reports that can lead to misconceptions • Low test-retest reliability
DiSC Behavioral premise	<ul style="list-style-type: none"> • Behavioral approach is easy to understand and “see” in others • Many different versions and languages • Lengthy text report that requires very little facilitation • Context specific—data changes in each context • Widely available in self –score version • Range of prices 	<ul style="list-style-type: none"> • Not scientifically based • So context specific that the data can be easily influenced or changed • Easy to stereotype: just one type vs. degree of preference for each mode
HBDI® Brain-Based premise	<ul style="list-style-type: none"> • Very high face validity, strong actionability • Intuitive easy to apply, remember and teach • Extensive applications allow for quantifiable return on investment • Global blue-chip client network • Available in a wide variety of languages and locations • Focuses on preferences vs. competence, non-threatening, non-judgmental • High-quality simulation and blended solution available • Colorful, high-quality, comprehensive package • Profile (vs. type): reduces fear of “boxing in” • Transition to wide range of business applications (learning curve) immediate 	<ul style="list-style-type: none"> • Initially, brain premise can appear somewhat technical • May appear simpler than it really is at first glance • Less extensive “narrative report” with profile than DiSC

HBDI® Key Differentiators

High Actionability

Whole Brain® Technology is easy to understand and immediately apply to all human interactions and situations. The Whole Brain® model has a very high applicability and actionability to all work situations, problems and processes that involve people. Individuals not only learn about thinking preferences, they also get the tools to do something with that knowledge.

Brain-Based = Positive, Non-Judgmental

Because Whole Brain® Technology is based on the brain, the HBDI® profile doesn't say a person **can't** do something. It doesn't pigeonhole or stereotype the user, and it doesn't measure competencies. Instead, it shows that everyone has access to all of these types of thinking. It's up to the individual to make choices, some of which may be harder than others, but the Whole Brain® model makes it easier to go outside one's comfort zone.

Stickiness

The brain-based approach is easy to remember (left brain/right brain, quadrants). This means individuals are more likely to use and apply it long after the debrief or other training experience has ended.

Balance between Validity and Speed, Complexity and Simplicity

The HBDI® and Whole Brain® Technology are proven and research-backed, but they are also quick to implement. They are sufficiently complex to provide real value, yet they are not so overly technical that they become hard to remember, understand or apply.

