



Insights Discovery Team Report

Example Profile

Produced by: Seven Institute

Insights Discovery Team Report**Example Report****Created for:** Clients Name**Date:** 17/12/2024**Created by:** Seven Institute, Insights Discovery Partner and Distributor**Purpose of the Report:**

The primary objective of this report is to provide a comprehensive analysis of the team based on the team members' Insights Discovery profiles. By understanding the distinct personality traits, strengths, and potential challenges of each team member, the team can optimise communication, enhance collaboration, and improve overall performance. This report aims to over actionable insights that can be implemented to foster a more cohesive and executive team environment.

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Profile Summaries

Jake Roberts – Directing Motivator (Classic)

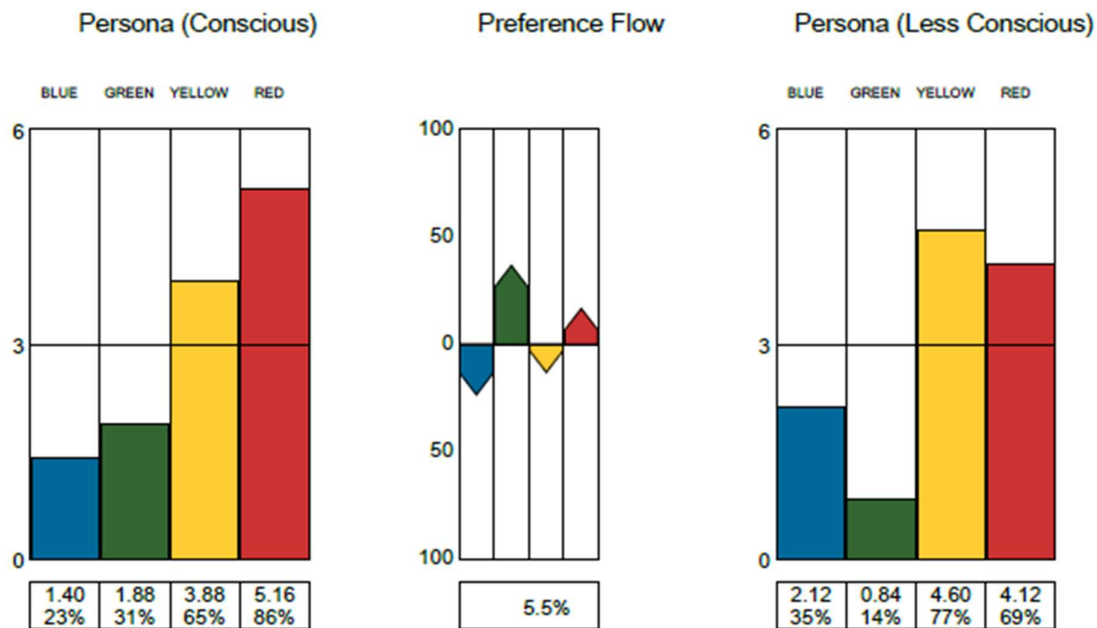
24: Directing Motivator (Classic)

Dominant Colour Energy: Fiery Red

Less Dominant Colour Energy: Cool Blue

Profile Summary:

Jake is a resourceful, action-oriented individual with a strong desire to achieve his goals. He thrives in fast-paced, dynamic environments where he can generate and implement ideas quickly. While creative and enthusiastic, Jake may struggle with routine tasks and can become frustrated when bogged down in details. His passion for innovation drives him to focus on the future, often at the expense of present tasks. A visionary, he values autonomy and prefers to work independently, though he is also effective in inspiring and leading teams. He may, however, need to temper his enthusiasm with more attention to follow-through and completion.



Team Contribution:

Jake contributes by bringing a wealth of creative ideas and solutions to the team. His dynamic, visionary thinking is a significant asset, particularly in driving innovation and navigating change. Jake is best utilised in roles where he can initiate new projects, bring energy to group discussions, and provide a motivating influence on others. His leadership style is directive, and he will excel when given the opportunity to manage others through inspiration and persuasion.

Strengths:

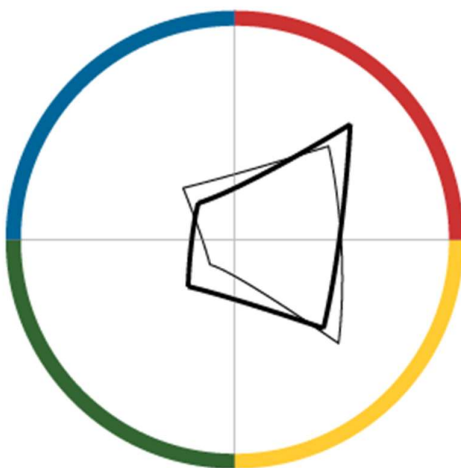
- Visionary and creative
- Enthusiastic motivator
- High energy and drive
- Skilled at inspiring others
- Adept at managing change

Possible Challenges:

- Struggles with routine tasks
- May lose focus on details
- Can take on too much at once
- Might be seen as overly assertive
- May overlook others' input in pursuit of his vision

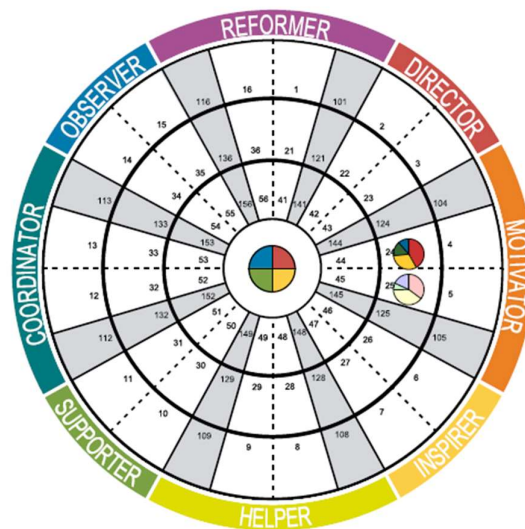
Communication Tips:

- Be direct and to the point
- Encourage his creative ideas and vision
- Avoid overwhelming him with too many details
- Provide opportunities for him to lead and inspire



— Conscious

— Less Conscious



Conscious Wheel Position
24: Directing Motivator (Classic)

Less Conscious Wheel Position
25: Inspiring Motivator (Classic)

Deepak Anand – Helping Supporter (Accommodating)

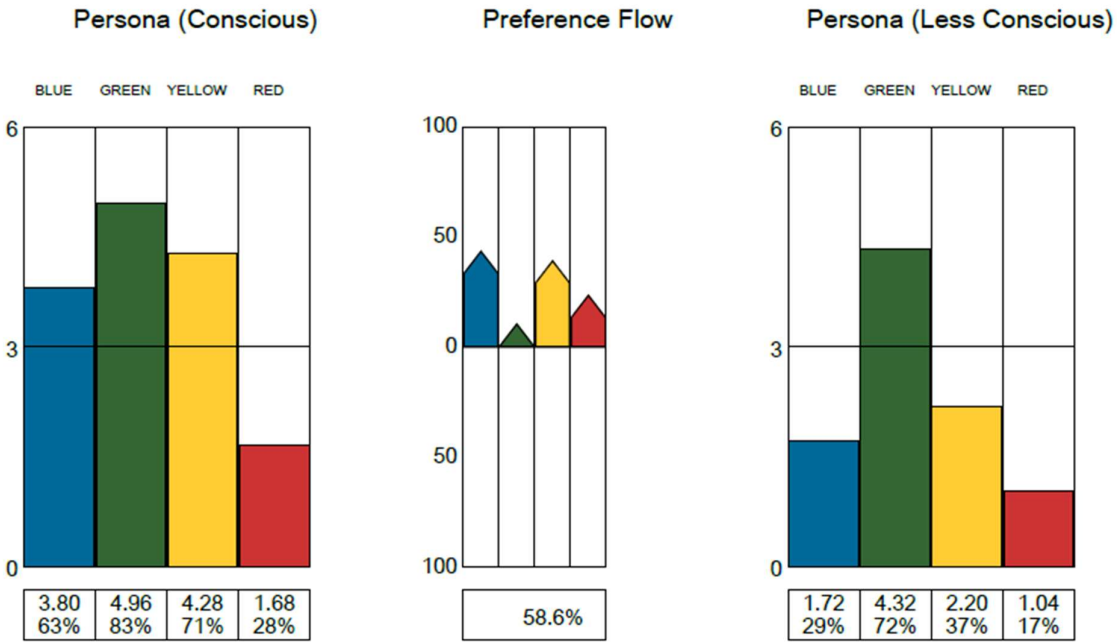
50: Helping Supporter (Accommodating)

Dominant Colour Energy: Earth Green

Less Dominant Colour Energy: Fiery Red

Profile Summary:

Deepak is a dependable, steady team member who values harmony and works diligently to support others. He is patient and compassionate, often going out of his way to ensure that colleagues feel valued and heard. Deepak prefers structured, predictable environments and may struggle with sudden changes or high-pressure situations. He can sometimes underestimate his abilities, leading to a reluctance to take charge. However, when committed to a cause or project, Deepak demonstrates a strong sense of duty and loyalty, making him a consistent and reliable team player.



Team Contribution:

Deepak’s strengths lie in his ability to foster positive relationships and maintain stability within the team. His supportive nature and steady presence help create a cohesive, collaborative environment. He is best suited to roles that require empathy, listening skills, and long-term commitment. Deepak excels in roles that require attention to detail and a focus on maintaining established systems and procedures.

Strengths:

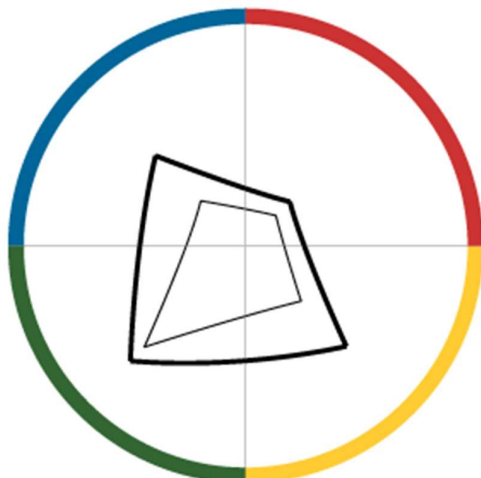
- Compassionate and supportive
- Reliable and consistent
- Values teamwork and collaboration
- Steady, calming influence in the team
- Strong sense of duty and loyalty

Possible Challenges:

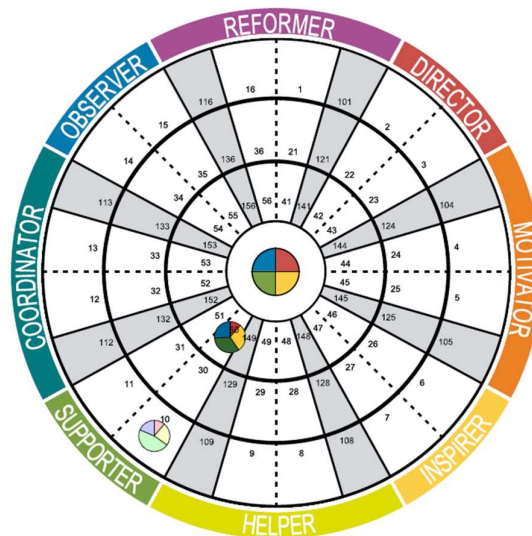
- May struggle to impose his will on others
- Can be overly accommodating, leading to burnout
- May avoid conflict, even when necessary
- Tends to underestimate his abilities
- Can resist change

Communication Tips:

- Show appreciation for his contributions
- Provide structured, clear expectations
- Avoid rushing or pressuring him
- Offer regular, positive feedback



— Conscious
— Less Conscious



Conscious Wheel Position
50: Helping Supporter (Accommodating)
Less Conscious Wheel Position
10: Helping Supporter (Focused)

Olivia Duncan – Coordinating Observer (Classic)

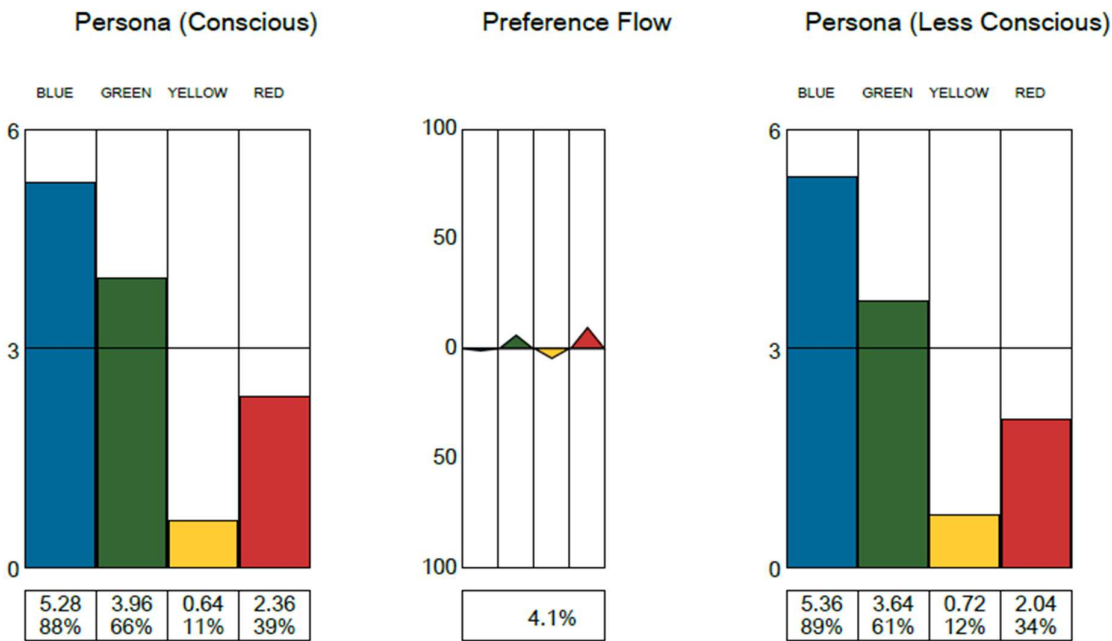
34: Coordinating Observer (Classic)

Dominant Colour Energy: Cool Blue

Less Dominant Colour Energy: Sunshine Yellow

Profile Summary:

Olivia is a highly structured, detail-oriented individual who excels in roles requiring precision and thoroughness. She values logic, consistency, and practicality, often taking a methodical approach to her work. Olivia is focused on accuracy and reliability, ensuring that tasks are completed to the highest standards. However, she can be resistant to change and may struggle with tasks that require flexibility or spontaneity. While she tends to avoid the spotlight, her calm and disciplined nature makes her a dependable and thoughtful team member.



Team Contribution:

Olivia contributes to the team through her analytical thinking and attention to detail. She is excellent at organising information and ensuring that processes run smoothly. Her calm demeanour helps stabilise the team during stressful situations. Olivia is best utilised in roles that require methodical planning, data analysis, and quality control.

Strengths:

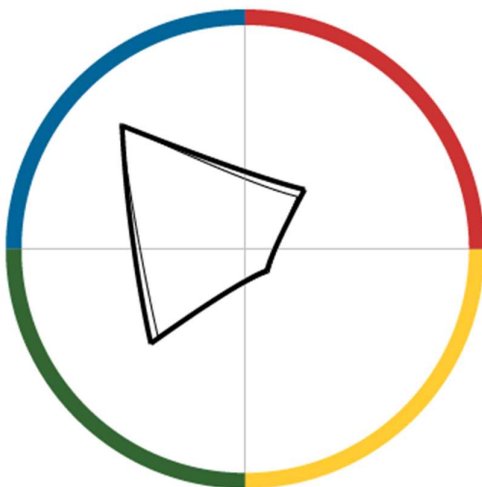
- Logical and detail-oriented
- Dependable and consistent
- Strong organisational skills
- Calm under pressure
- Focused on high-quality outcomes

Possible Challenges:

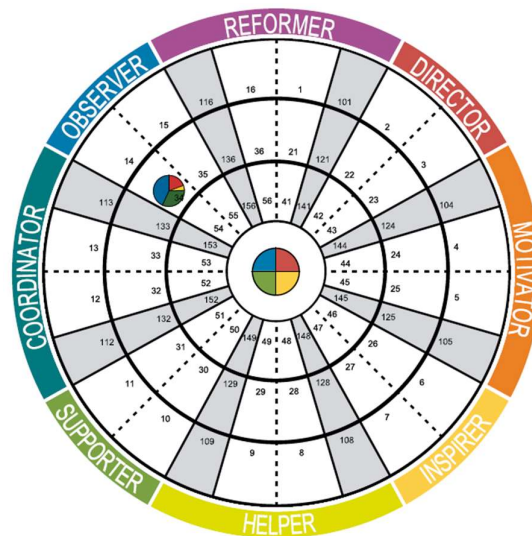
- Can be resistant to change
- May appear overly critical at times
- Tends to avoid social interactions in favour of independent work
- May focus too much on details, losing sight of the bigger picture
- Struggles with tasks that require spontaneity

Communication Tips:

- Be clear, logical, and precise
- Avoid emotional or vague communication
- Allow time for her to process information
- Provide structured, well-defined tasks



— Conscious
— Less Conscious



Conscious Wheel Position
34: Coordinating Observer (Classic)
Less Conscious Wheel Position
34: Coordinating Observer (Classic)

Lydia Miller – Reforming Director (Accommodating)

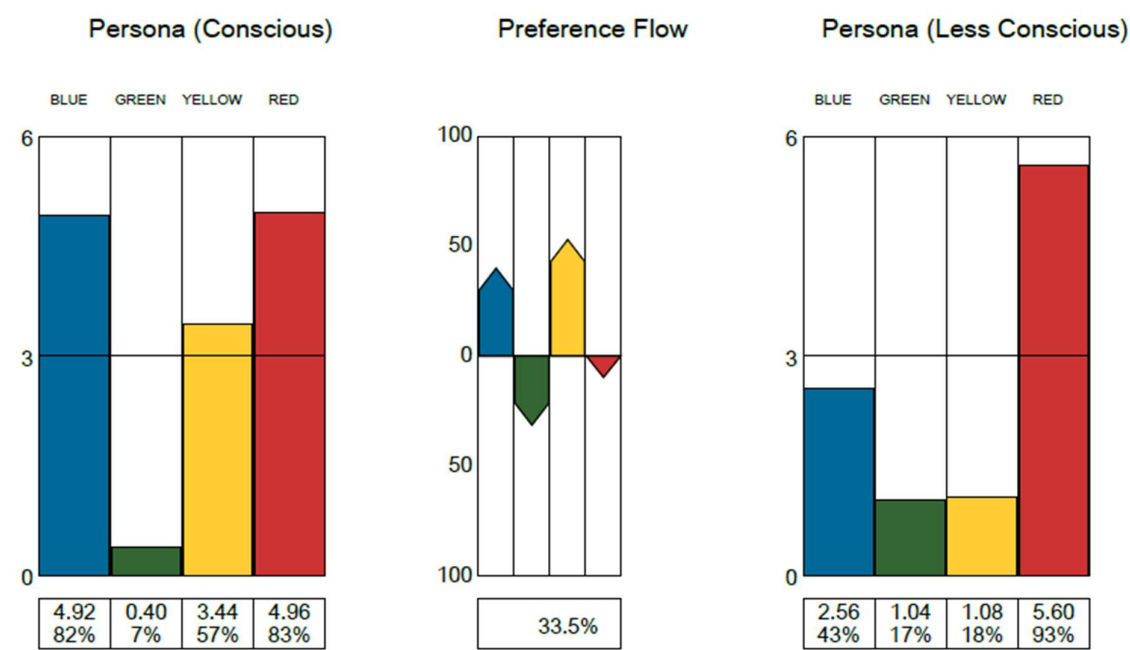
24: Reforming Director (Accommodating)

Dominant Colour Energy: Fiery Red

Less Dominant Colour Energy: Earth Green

Profile Summary:

Lydia is a pragmatic, results-driven individual who excels in structured environments. She is direct, focused, and values efficiency above all else. Her no-nonsense approach ensures that tasks are completed on time and to a high standard. Lydia is often seen as a leader who is confident in her decision-making and unafraid to challenge the status quo when necessary. While highly effective, she can come across as overly critical and may sometimes overlook the personal needs of others. She values logic and structure, preferring to work in environments where clear goals and processes are established.



Team Contribution:

Lydia's strengths lie in her ability to drive projects forward with a clear focus on results. She is well-suited to roles that require decision-making, problem-solving, and leadership. Lydia's pragmatic approach ensures that tasks are completed efficiently, and her confidence helps to inspire and guide others. While she may need to be mindful of her directness, Lydia is a valuable team member when it comes to achieving tangible outcomes.

Strengths:

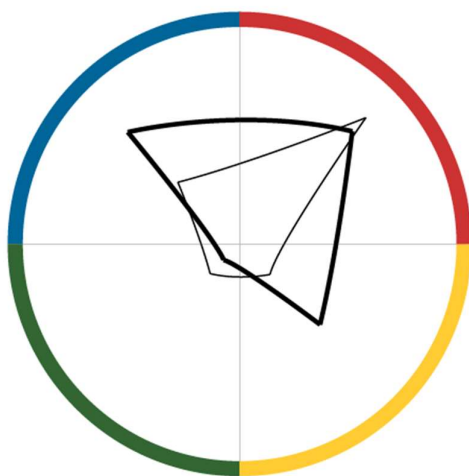
- Pragmatic and results-oriented
- Confident decision-maker
- High standards for efficiency and performance
- Direct and clear communicator
- Strong leadership capabilities

Possible Challenges:

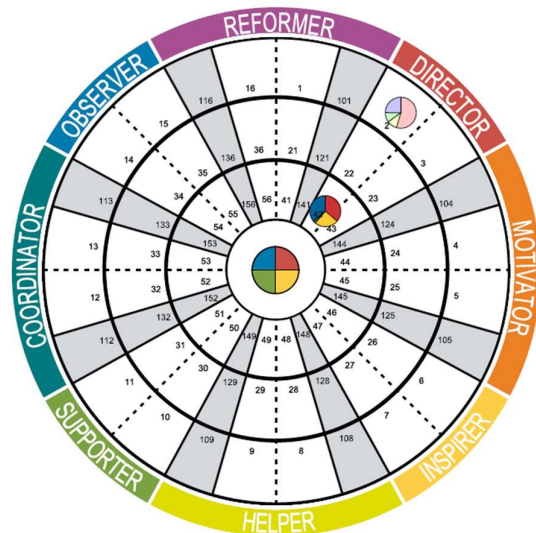
- May come across as overly critical or impatient
- Can overlook the personal needs of team members
- Tends to be less flexible in changing environments
- May struggle with collaboration when opinions differ
- Can appear distant or detached from emotional dynamics

Communication Tips:

- Be clear, direct, and to the point
- Focus on facts and practical outcomes
- Provide well-structured information
- Avoid unnecessary small talk
- Respect her need for efficiency



— Conscious
— Less Conscious



Conscious Wheel Position
42: Reforming Director (Accommodating)
Less Conscious Wheel Position
2: Reforming Director (Focused)

Noah Simpson – Motivating Inspirer (Focused)

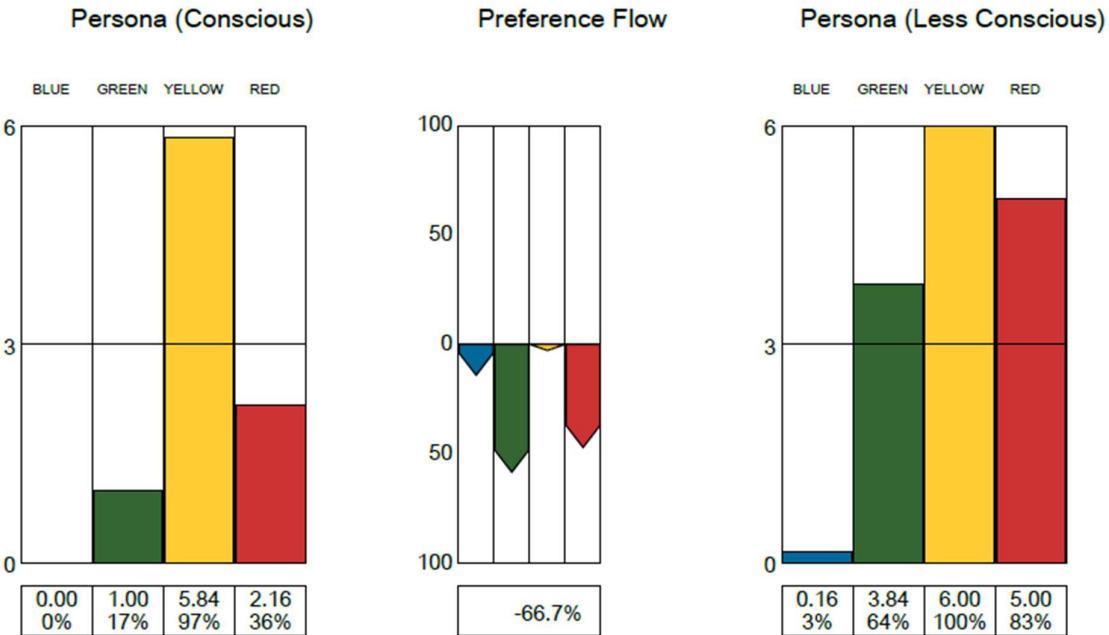
6: Motivating Inspirer (Focused)

Dominant Colour Energy: Sunshine Yellow

Less Dominant Colour Energy: Cool Blue

Profile Summary:

Noah is an enthusiastic, sociable individual who thrives on connecting with others and bringing energy to group interactions. He is imaginative, creative, and excels in roles where he can inspire and motivate others. Noah has a natural charm and is known for his ability to generate excitement around ideas and projects. However, he may struggle with consistency and follow-through, particularly when tasks require detailed, methodical work. Noah's optimism and positivity are infectious, but he can become easily distracted or lose interest if a project lacks excitement or immediate results.



Strengths:

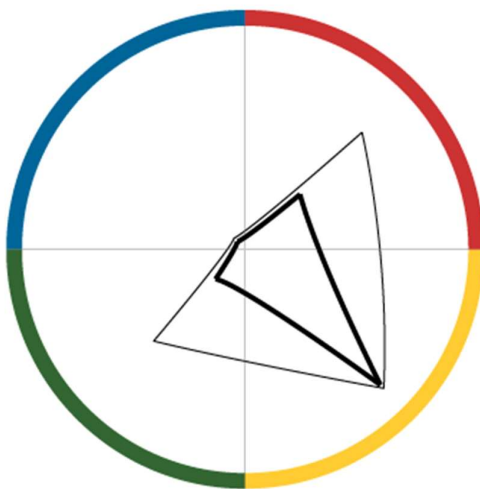
- Creative and imaginative
- Highly energetic and enthusiastic
- Strong interpersonal skills
- Motivates and inspires others
- Focused on possibilities and future potential

Possible Challenges:

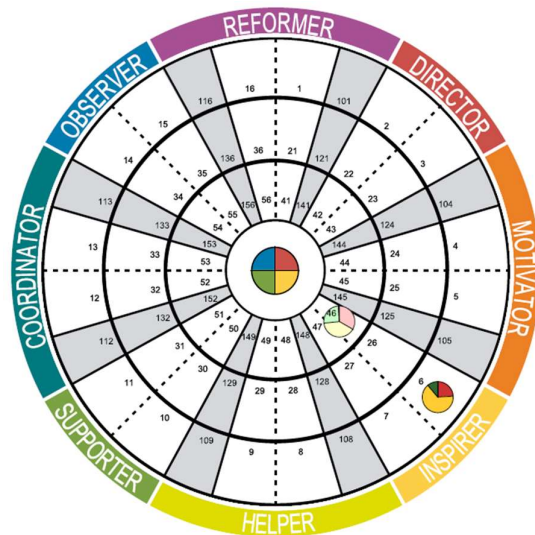
- Struggles with follow-through and consistency
- Can become easily distracted
- May overlook important details
- Tends to avoid routine or repetitive tasks
- May take criticism personally

Communication Tips:

- Be enthusiastic and positive
- Focus on big-picture ideas
- Avoid being overly critical or negative
- Provide opportunities for him to express creativity
- Keep conversations lively and engaging



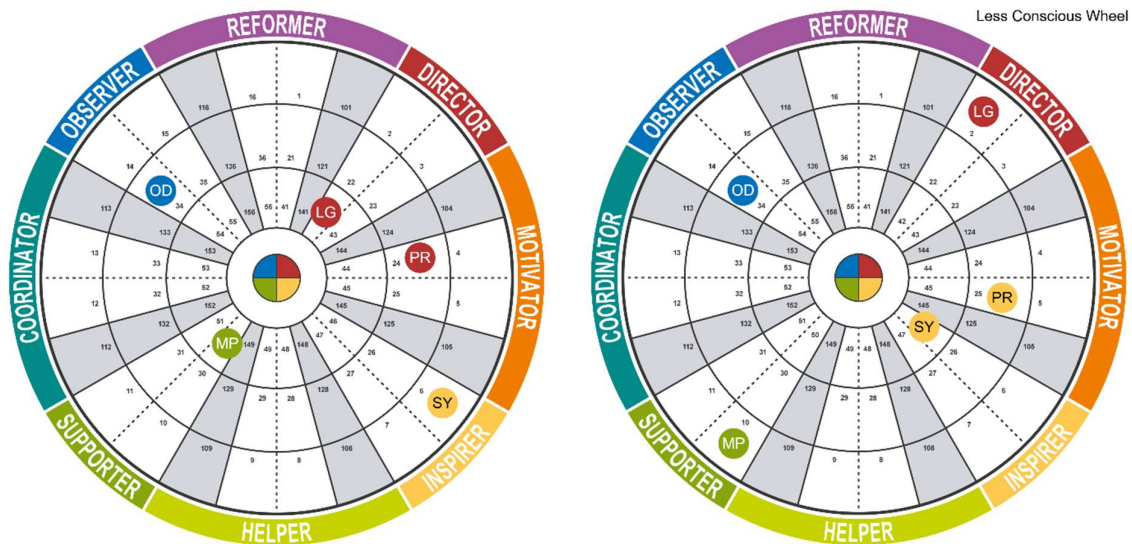
— Conscious
— Less Conscious



Conscious Wheel Position
6: Motivating Inspirer (Focused)
Less Conscious Wheel Position
46: Motivating Inspirer (Accommodating)

Team Wheels

The Insights Discovery Team Wheel categorises individuals based on their personality profiles, revealing their primary work styles and interaction preferences. The team wheel for Jake Roberts, Deepak Anand, Oliva Duncan, Lydia Miller, and Noah Simpson can be summarised as follows:



Jake Roberts – Directing Motivator (Classic)

- Conscious Wheel Position: 24 (Directing Motivator)
- Less Conscious Wheel Position: 24 (Directing Motivator)
- Key Characteristics:
 - Assertive, resourceful, and driven to achieve goals.
 - Prefers fast-paced environments and is action-oriented.
 - Innovative and thrives on leading teams through change and uncertainty.
 - Motivates and inspires others with a big-picture vision, often focusing on future outcomes.
 - Can be seen as impatient or overly directive when others do not match his pace or enthusiasm.

Deepak Anand – Helping Supporter (Accommodating)

- Conscious Wheel Position: 50 (Helping Supporter)

- Less Conscious Wheel Position: 50 (Helping Supporter)
- Key Characteristics:
 - Compassionate, steady, and supportive team member.
 - Values harmony and works hard to ensure that relationships remain positive.
 - Prefers a structured environment with clear expectations and procedures.
 - Provides a calming, steadying influence within the team but may struggle to assert himself.
 - Can be seen as overly accommodating or reluctant to engage in conflict.

Olivia Duncan – Coordinating Observer (Classic)

- Conscious Wheel Position: 34 (Coordinating Observer)
- Less Conscious Wheel Position: 34 (Coordinating Observer)
- Key Characteristics:
 - Accurate, methodical, and detail-oriented, with great concentration.
 - Prefers working independently within a structured, systematic environment.
 - Realistic and practical, focusing on gathering and organizing data to make logical decisions.
 - Diplomatic and sets high standards for herself and others but can be seen as critical.
 - May come across as slow in decision-making due to her desire for thoroughness and precision.

Lydia Miller – Coordinating Director (Pragmatic)

- Conscious Wheel Position: 34 (Coordinating Director)
- Less Conscious Wheel Position: 34 (Coordinating Director)
- Key Characteristics:
 - Highly pragmatic, results-focused, and enjoys working in structured environments.
 - Direct and decisive, with a strong preference for logic and practicality in decision-making.
 - Thrives in leadership roles, confidently guiding teams to achieve high standards.
 - Can be seen as critical or impatient with those who do not meet her efficiency expectations.
 - Focuses on facts and results, sometimes overlooking the personal needs of others.

Noah Simpson – Motivating Inspirer (Focused)

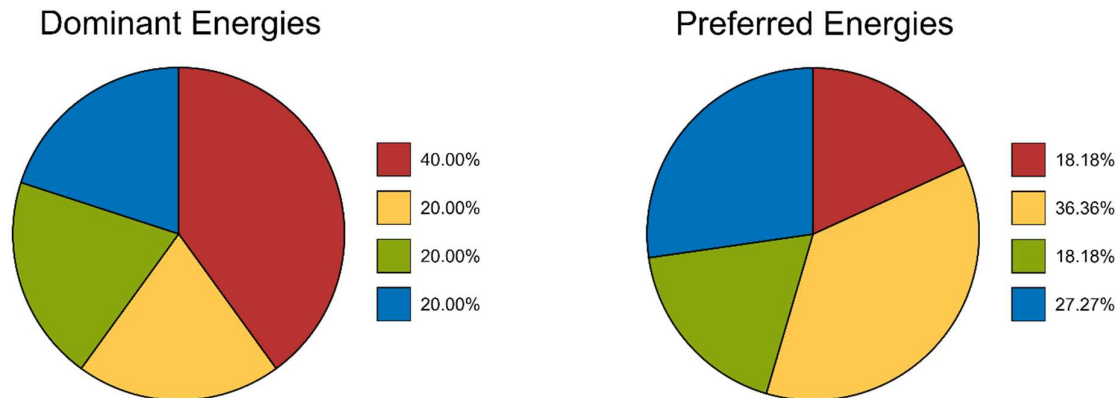
- Conscious Wheel Position: 6 (Motivating Inspirer)
- Less Conscious Wheel Position: 6 (Motivating Inspirer)
- Key Characteristics:
 - Charismatic, energetic, and highly focused on inspiring and motivating others.
 - Sociable and enthusiastic, with a strong preference for collaboration and group activities.
 - Sees the "big picture" and enjoys generating creative ideas and solutions.
 - May struggle with follow-through and attention to detail, preferring flexibility over structure.
 - Can be seen as disorganized or overly optimistic, sometimes overlooking practical concerns.

Team Wheel Insights:

- **Balanced Contributions:** The team displays a diverse mix of styles, with Jake Roberts contributing visionary and dynamic leadership, Lydia Miller bringing decisive and pragmatic direction, Noah Simpson adding enthusiasm and creativity, Deepak Anand offering steady, supportive collaboration, and Olivia Duncan providing analytical precision and methodical organisation.
- **Diverse Strengths:** The team benefits from Jake's big-picture thinking, Lydia's results-oriented focus, Noah's energy and creativity, Deepak's calming and supportive presence, and Olivia's attention to detail and logical approach.
- **Potential Challenges:** A key challenge could arise in balancing the assertiveness of Jake and Lydia with Deepak's and Olivia's more reserved, reflective styles. Noah's lively and spontaneous approach may also need to be balanced with the methodical, structured contributions of Olivia.
- **Effective Communication:** Leveraging these varied styles through clear, structured, and respectful communication will enhance team collaboration. Ensuring that each team member's strengths are fully utilised will help the team operate at its highest potential while navigating any interpersonal differences.

By recognising these individual profiles and their contributions to the team dynamics, the Insights Team Wheel offers valuable insights into how the team can maximise its potential while addressing any challenges in collaboration and communication.

Dominant v Preferred Energies



The provided pie charts from the Insights Discovery system depict the distribution of dominant and preferred energies for individuals within the framework. Each colour represents a specific type of energy:

- **Fiery Red:** Action-oriented, assertive, and bold
- **Sunshine Yellow:** Enthusiastic, sociable, and dynamic
- **Earth Green:** Supportive, caring, and harmonious
- **Cool Blue:** Analytical, precise, and structured

Dominant Energies Pie Chart

Summary of Insights Discovery Dominant Team Wheel

This team wheel highlights the dominant energy preferences of the team members based on the Insights Discovery model. The visual distribution emphasises the following personality energies:

Dominant Red Energy (Top Right Quadrant - Fiery Red):

- Focus: Results-driven, competitive, and decisive.
- This energy is heavily represented, indicating a strong bias towards action, assertiveness, and direct communication within the team.
- Team members are likely to prioritise goals, outcomes, and efficiency, sometimes at the expense of interpersonal harmony or deeper reflection.

Dominant Yellow Energy (Bottom Right Quadrant - Sunshine Yellow):

- Focus: Enthusiastic, optimistic, and sociable.
- Yellow energy is moderately represented, suggesting creativity, idea generation, and collaboration play an important role.

- These team members value teamwork, engagement, and motivation, adding vibrancy and dynamism to interactions.

Green Energy (Bottom Left Quadrant - Earth Green):

- Focus: Supportive, patient, and harmonious.
- Green energy appears less represented, suggesting a smaller presence of reflective, empathetic, and stabilising roles.
- The team may need to consciously nurture balance, ensuring people-focused tasks and relationship-building receive adequate attention.

Blue Energy (Top Left Quadrant - Cool Blue):

- Focus: Analytical, methodical, and precise.
- Blue energy is also moderately present, indicating a logical, detail-oriented approach.
- These team members contribute to structure, planning, and accuracy, ensuring processes are well-organised and outcomes are dependable.

Overall Insights

This team demonstrates a dominant Fiery Red energy, positioning it as action-oriented, results-focused, and driven by achieving goals efficiently. The presence of Cool Blue and Sunshine Yellow energies ensures a balance of logical structure and creative collaboration. However, with Earth Green energy being less represented, the team may benefit from focusing on empathy, patience, and fostering interpersonal harmony to ensure long-term success and cohesion.

This energy composition makes the team well-suited for high-pressure, goal-oriented environments, where quick decisions, measurable outcomes, and innovation are prioritised.

Preferred Energies Pie Chart**Summary of Insights Discovery Preferred Energy Team Wheel**

This team wheel highlights the preferred energy preferences of the team members based on the Insights Discovery model. The visual distribution emphasises the following personality energies:

Dominant Yellow Energy (Bottom Right Quadrant - Sunshine Yellow):

- Focus: Enthusiastic, optimistic, and sociable.
- Yellow energy is the largest segment, indicating a strong preference for collaboration, creativity, and energising team interactions.
- Team members are likely to thrive in dynamic, people-focused environments, where brainstorming, positivity, and engagement are prioritised.

Blue Energy (Top Left Quadrant - Cool Blue):

- Focus: Analytical, methodical, and precise.
- Blue energy is also highly represented, reflecting a strong inclination towards structure, planning, and logical problem-solving.
- Team members excel when attention to detail, accuracy, and systematic approaches is required.

Green Energy (Bottom Left Quadrant - Earth Green):

- Focus: Supportive, patient, and harmonious.
- Green energy is moderately present, highlighting a preference for stability, empathy, and building relationships.
- These team members naturally contribute to creating a calm and supportive environment, though they may prioritise relationships over fast-paced decision-making.

Red Energy (Top Right Quadrant - Fiery Red):

- Focus: Results-driven, competitive, and decisive.
- Red energy is the smallest segment, suggesting a lesser preference for assertiveness, action-oriented behaviours, and direct communication.
- Team members may need to consciously adopt focus, direction, and decisiveness when quick action and strong leadership are required.

Overall Insights

This team's preferred energies are characterised by a strong presence of Sunshine Yellow and Cool Blue, highlighting a balance between people-focused creativity and logical precision. This combination ensures the team thrives in environments that require both collaboration and structured analysis.

However, with Fiery Red energy less prominent, the team may occasionally find it challenging to act with urgency, assertiveness, or clear direction. While Earth Green energy supports harmony and relationships, it may take a back seat when high-pressure situations demand quick, decisive action.

To maximise team performance, members should aim to:

- **Leverage Yellow energy** for creativity, engagement, and team motivation.
- **Harness Blue energy** for planning, accuracy, and problem-solving.
- **Consciously adopt Red energy** to drive results, maintain momentum, and meet deadlines.
- **Nurture Green energy** to ensure balance, harmony, and effective relationship-building.

By actively balancing these energies, the team can achieve greater adaptability, cohesion, and success across a variety of challenges.

Comparison of Dominant & Less Conscious Energy Wheels

The dominant energy chart on the left highlights a strong preference for Fiery Red energy, suggesting the team is primarily results-driven, competitive, and decisive. This indicates a natural inclination towards action, assertiveness, and direct communication, where achieving goals and driving efficiency are prioritised. Cool Blue energy is also significant, reflecting a preference for logical, analytical, and structured approaches, ensuring detail and precision underpin their decision-making. Earth Green energy is moderately represented, showing that while the team has some capacity for empathy and harmony, it may not always be a leading focus. In contrast, Sunshine Yellow energy is the smallest segment, indicating a lower emphasis on sociable, dynamic, and collaborative behaviours in their natural working style.

In the less conscious energy chart on the right, there is a notable shift. Sunshine Yellow energy becomes the largest segment, revealing untapped potential for creativity, collaboration, and energising team interactions. This suggests that while sociable and optimistic behaviours may not be instinctive, they can still play an important role when consciously accessed. Cool Blue energy remains significant, showing that methodical and structured thinking, while less immediate, can still be utilised effectively. Earth Green energy maintains a moderate presence, highlighting the team's ability to embrace stability and patience when needed. However, Fiery Red energy, dominant in the first chart, becomes the smallest segment, suggesting that assertiveness and decisiveness are far less instinctive in less conscious moments or under stress.

Overall, while the team naturally prioritises action and results (Fiery Red), their less conscious energies indicate an opportunity to lean into collaboration (Yellow) and logical structure (Blue) to balance their approach. By recognising and actively engaging these less instinctive energies, the team can enhance adaptability, cohesion, and performance across various situations.

Key Actions

1. Enhance Collaboration and Creativity:

- Create opportunities for the team to engage in brainstorming sessions, open discussions, and team-building activities to tap into Sunshine Yellow energy.
- Encourage individuals to embrace their sociable, dynamic side when problem-solving or planning, especially when new perspectives are needed.

2. Balance Results with Relationships:

- Build awareness around the importance of Earth Green energy to ensure harmony, support, and empathy are not overlooked.
- Dedicate time for regular check-ins, feedback sessions, and relationship-building activities to nurture a more balanced, people-focused team culture.

3. Leverage Logical Structure:

- Use the team's Cool Blue energy to strengthen processes, planning, and quality. Encourage the use of tools like detailed project plans, timelines, and data analysis to ensure methodical approaches.

- Make logical problem-solving a conscious part of team meetings and decision-making.

4. Maintain Assertiveness Under Pressure:

- Recognise that Fiery Red energy may diminish in high-pressure situations or unfamiliar contexts. Equip the team with tools for decision-making, prioritisation, and clear communication to sustain momentum.
- Encourage team members to step up and provide direction, even when it feels uncomfortable or less instinctive.

5. Develop Adaptability:

- Balance the team's natural strengths (Fiery Red) with less conscious opportunities (Sunshine Yellow and Cool Blue) by encouraging individuals to flex their style when needed.
- Offer training, coaching, or workshops focused on effective communication, creative problem-solving, and emotional intelligence to develop underutilised energies.

Summary

This team excels at driving results and efficiency, but they have untapped potential for creativity, collaboration, and logical precision that can be harnessed to improve adaptability and balance. By consciously focusing on relationship-building, creative engagement, and maintaining assertiveness under pressure, the team can maximise its performance while fostering a more cohesive and dynamic working environment.

Conscious and Less Conscious Chart Summary

Conscious vs Less Conscious Persona Clarified

In the Insights Discovery model:

- **Conscious Persona:**
 - Reflects the behaviours and energies you actively prefer and choose to display in day-to-day situations.
 - It is shaped by your self-awareness, external expectations, and how you wish to present yourself to the world.
 - This is where you feel most comfortable and confident because these behaviours align with how you naturally operate in familiar settings.
- **Less Conscious Persona:**
 - Reflects the behaviours that are less visible or less actively preferred but may emerge when you are:
 1. Relaxed – operating instinctively, without effort or awareness.
 2. Under stress – reverting to more ingrained, natural patterns.
 3. In unfamiliar situations – stretching into areas that feel less like “you.”
 - The Less Conscious Persona may reveal deep-rooted instincts or energies that you do not actively rely on or identify with day-to-day.

This means there can be a disconnect between what we consciously identify as our strengths and what our natural tendencies are when we let go of conscious control.

The Case of High Sunshine Yellow in Conscious and Low in Less Conscious

If a profile shows very high Sunshine Yellow (e.g., 75%) in the Conscious Persona but low Sunshine Yellow (e.g., 30%) in the Less Conscious Persona, it suggests the following:

1. **Conscious Persona:**
 - The individual actively adopts Sunshine Yellow behaviours (enthusiasm, sociability, energy) because they recognise the value of these traits in their role or environment.
 - They may intentionally use these behaviours to energise others, build relationships, or inspire creativity.
 - However, this might not reflect their deep-rooted, natural self.

2. Less Conscious Persona:

- When they are relaxed, stressed, or operating instinctively, they do not naturally identify with Sunshine Yellow characteristics.
- Instead, they may revert to a different energy (e.g., Cool Blue, Earth Green, or Fiery Red) that feels more aligned with their innate personality.
- For example:
 - If they lean toward Cool Blue, they may prefer analysis, logic, and calmness when left to their own devices.
 - If they lean toward Earth Green, they may value harmony and deeper relationships over outward sociability.

What This Means in Practice

In practical terms, this profile suggests:

- The individual may be seen as a high-energy, sociable person in their everyday work environment (Conscious Persona). This might be a strength they have developed over time to meet their role's demands or external expectations.
- However, when they are not “on display” (e.g., in private, when stressed, or deeply relaxed), they may prefer a quieter, more introspective approach, reflecting their Less Conscious Persona.

Team Implications**1. Energy Management:**

- Continuously “putting on” Sunshine Yellow energy can be draining if it does not align with their natural tendencies. Support this individual by creating space for quieter reflection or structured tasks.

2. Self-Awareness:

- Help them recognise that their ability to show Sunshine Yellow behaviours is a strength, even if it takes more energy. Understanding this can help them avoid burnout.

3. Authenticity in Team Settings:

- Encourage balance. If their Less Conscious Persona leans toward a calmer energy (e.g., Cool Blue), they may excel in roles requiring focus, analysis, or planning when not in a high-energy environment.

Example

Imagine this is **Noah Simpson**:

- In his Conscious Persona, Noah demonstrates high Sunshine Yellow energy: he thrives in presentations, group brainstorming, and energising his team.
- In his Less Conscious Persona, Sunshine Yellow drops significantly. Under pressure or when relaxed, Noah might withdraw, preferring tasks that allow him to focus quietly, reflect, or work independently – traits often associated with Cool Blue or Earth Green.

This reveals that Noah's outward enthusiasm might be a behaviour he's developed to succeed but is not where he naturally feels most "at home."

Key Insights

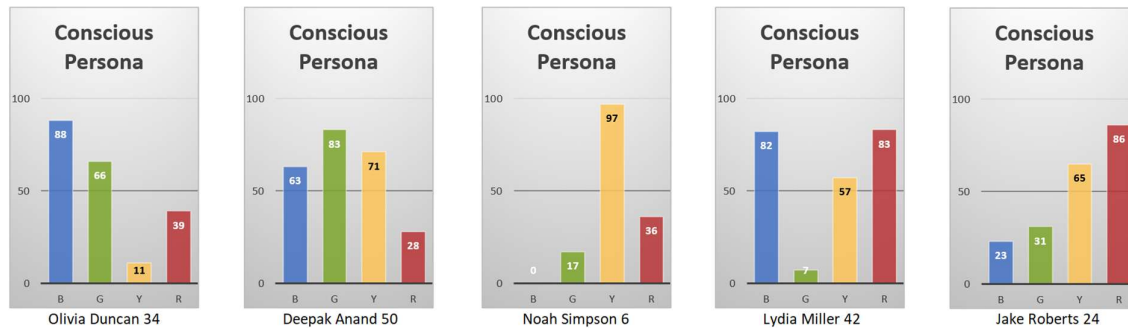
The difference between the **Conscious** and **Less Conscious Persona** reflects the interplay between:

- **Who we actively choose to be** (Conscious Persona).
- **Who we naturally are, deep down** (Less Conscious Persona).

Recognising this distinction can help individuals and teams:

1. Understand why certain behaviours feel energising while others feel draining.
2. Appreciate the effort it takes for someone to stretch into behaviours outside their natural style.
3. Create environments where individuals can balance their strengths and natural instincts.

Conscious Charts



These Conscious Persona charts represent personality insights based on the Insights Discovery model. Each bar represents one of the four colour energies:

- **Blue (B)** – Cool, analytical, and task-focused.
- **Green (G)** – Caring, empathetic, and relationship-oriented.
- **Yellow (Y)** – Enthusiastic, sociable, and extroverted.
- **Red (R)** – Direct, results-driven, and assertive.

Here's a breakdown of each individual's chart:

1. Olivia Duncan (34)

- Blue: 88 (dominant energy)
- Green: 66 (secondary energy)
- Yellow: 11
- Red: 39

Analysis:

Olivia is highly analytical, detail-focused, and likely values structure and precision. Her secondary Green energy suggests care for others and a desire to maintain harmony. However, her lower Yellow and Red energies indicate a preference for calm, reflective settings rather than social or competitive environments.

2. Deepak Anand (50)

- Blue: 63
- Green: 83 (dominant energy)
- Yellow: 71
- Red: 28

Analysis:

Deepak is primarily Green, reflecting a nurturing, people-oriented style with a focus on relationships. His Yellow energy shows enthusiasm and sociability, making him approachable and engaging. While he also has a reasonable Blue presence, he may shy away from assertive, direct behaviours (lower Red).

3. Noah Simpson (6)

- Blue: 0
- Green: 17
- Yellow: 97 (dominant energy)
- Red: 36

Analysis:

Noah is dominated by Yellow energy, meaning he is outgoing, dynamic, and thrives in social settings. His low Blue and Green scores suggest he may not prioritize structure or deep emotional reflection. Noah likely brings energy and enthusiasm to group settings but could struggle with analytical or quiet tasks.

4. Lydia Miller (42)

- Blue: 82
- Green: 7
- Yellow: 57
- **Red: 83** (dominant energy)

Analysis:

Lydia exhibits strong Red energy, meaning she is action-oriented, decisive, and results-driven. Her high Blue energy complements this, reflecting a balance between assertiveness and logical, structured thinking. Her very low Green suggests that maintaining emotional harmony is less of a focus for her.

5. Jake Roberts (24)

- Blue: 23
- Green: 31
- Yellow: 65
- Red: 86 (dominant energy)

Analysis:

Jake is strongly Red-dominant, which reflects a goal-focused, assertive, and competitive approach. His high Yellow energy indicates sociability and enthusiasm, making him an energetic and determined personality. Lower Blue and Green scores suggest he focuses less on deep analysis or emotional harmony.

Overall Trends**1. Dominant Energy:**

- Olivia: Blue
- Deepak: Green
- Noah: Yellow
- Lydia: Red
- Jake: Red

2. Balanced vs. Extreme Styles:

- Noah and Lydia show strong dominance in Yellow and Red, respectively.

- Deepak has a more balanced energy profile with strong Green and Yellow.
- Olivia's strong Blue suggests a reflective and structured persona.

3. Team Dynamics Insight:

- Olivia and Lydia would likely excel in structure and results.
- Deepak and Noah bring people-centric and enthusiastic energy.
- Jake adds drive and leadership but may need to balance interpersonal dynamics.

Leverage each individual's Conscious Persona in a team setting

Olivia Duncan (Dominant: Blue | Analytical & Reflective)

- **Strengths:** Structured, detail-oriented, logical thinker, reliable in research or planning tasks.
- **Challenges:** May overanalyse or struggle with spontaneous decisions; avoids high-energy, competitive environments.
- **Best Roles:**
 - Data analysis, project planning, or quality control.
 - Tasks requiring precision, systems, and consistency.
- **How to Work With Olivia:**
 - Give her time to prepare and process information before meetings.
 - Be clear, concise, and logical in communication.
 - Avoid pressuring her for immediate decisions; provide structured timelines.
- **Team Collaboration:**
 - Olivia will excel when paired with Lydia or Jake, who can drive results while she ensures accuracy and structure.

2. Deepak Anand (Dominant: Green | People-Oriented & Harmonious)

- **Strengths:** Empathetic, team player, excellent at building relationships, promotes harmony.
- **Challenges:** May avoid conflict, struggle with fast-paced decisions, and resist change.
- **Best Roles:**
 - Client liaison, HR, or roles requiring diplomacy and interpersonal connection.
 - Team facilitator or mediator.
- **How to Work With Deepak:**
 - Create an inclusive environment; listen to his input and ensure the team feels heard.
 - Avoid overly aggressive or competitive communication styles.
 - Recognise and appreciate his contributions to build trust.

- **Team Collaboration:**
 - Deepak balances assertive personalities like Jake and Lydia, fostering team unity.
 - Partner him with Olivia for detail-oriented tasks where relationship-building is key.

3. Noah Simpson (Dominant: Yellow | Energetic & Social)

- **Strengths:** Inspiring, creative, enthusiastic, brings energy and optimism to the team.
- **Challenges:** May lack focus or avoid repetitive, detailed tasks; struggles with structure or deadlines.
- **Best Roles:**
 - Sales, marketing, or roles requiring public speaking and team motivation.
 - Creative brainstorming and team energiser.
- **How to Work With Noah:**
 - Allow space for creative thinking and encourage his ideas in group settings.
 - Use clear, structured deadlines to keep him on track.
 - Provide variety in tasks to maintain his enthusiasm.
- **Team Collaboration:**
 - Noah's energy complements Olivia's calm analysis and Lydia's drive.
 - He will motivate Deepak and Jake to engage more collaboratively.

4. Lydia Miller (Dominant: Red | Results-Driven & Decisive)

- **Strengths:** Strong leadership, action-oriented, goal-driven, thrives in challenges.
- **Challenges:** Can be blunt or overlook emotional needs; may become impatient with slower processes.
- **Best Roles:**
 - Project leader, operations manager, or roles requiring fast decision-making.
 - Driving results and accountability in teams.
- **How to Work With Lydia:**
 - Be direct and to the point; avoid vague or overly detailed discussions.
 - Respect her need for progress; provide clear goals and deadlines.
 - Balance her assertiveness with support from empathetic team members like Deepak.
- **Team Collaboration:**
 - Lydia pairs well with Olivia (structure) and Deepak (harmony) to balance her direct style.
 - Noah's creativity can also energise her approach to problem-solving.

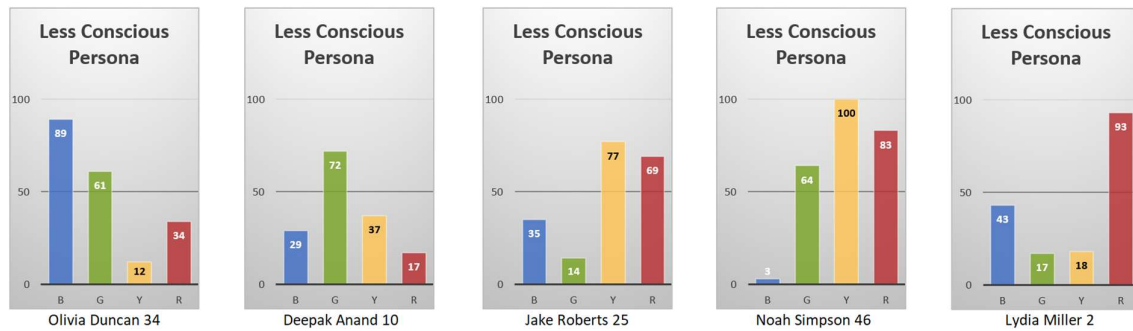
5. Jake Roberts (Dominant: Red | Assertive & Dynamic)

- **Strengths:** Goal-focused, competitive, confident leader who drives progress and accountability.
- **Challenges:** Can be seen as overly dominant or less empathetic; may overlook details.
- **Best Roles:**
 - Leadership roles requiring decision-making, urgency, and progress tracking.
 - Sales, strategy, or operational leadership.
- **How to Work With Jake:**
 - Be straightforward and decisive; avoid ambiguity or slow responses.
 - Recognise his achievements to keep him motivated.
 - Offer support for detail-oriented tasks to complement his action-focused style.
- **Team Collaboration:**
 - Jake works well with Lydia for driving results, while Deepak can help soften his approach.
 - Olivia can support him with structured data, while Noah can keep team morale high.

Team Dynamics Summary

- **Balance of Energies:**
 - Lydia and Jake provide leadership, drive, and focus on results (Red).
 - Olivia ensures structure, precision, and analytical rigour (Blue).
 - Deepak brings harmony and team cohesion (Green).
 - Noah injects creativity and enthusiasm to energise the team (Yellow).
- **Ideal Collaboration:**
 - Pair Lydia and Jake to drive results but involve Deepak and Olivia to ensure emotional balance and accuracy.
 - Use Noah to motivate and engage the team during brainstorming sessions or presentations.
- **Potential Pitfalls to Watch:**
 - Overly dominant Red energy (Lydia and Jake) can cause conflict without Deepak's harmonising role.
 - Noah's enthusiasm may distract from structured goals unless Olivia provides focus.
 - Olivia's preference for analysis can slow decision-making without Lydia and Jake's urgency.

Less Conscious Charts



Here is a brief overview of the Less Conscious Persona charts for each individual based on the Insights Discovery model. The Less Conscious Persona highlights behaviours or energies that may emerge under stress or in unfamiliar environments.

1. Olivia Duncan (Less Conscious Persona)

- Blue: 89 (dominant)
- Green: 61
- Yellow: 12
- Red: 34

Overview:

Olivia remains strongly analytical (Blue) even under stress, focusing on structure and precision. Her Green energy (empathy) is still present but slightly reduced, suggesting she may become less accommodating. Her Yellow energy (sociability) remains low, while her Red energy (assertiveness) increases marginally, indicating a slight tendency to adopt a firmer stance when under pressure.

2. Deepak Anand (Less Conscious Persona)

- Blue: 29
- Green: 72 (dominant)
- Yellow: 37
- Red: 17

Overview:

Deepak's Green energy (harmony and empathy) remains dominant, indicating that he still prioritises people and relationships under pressure. However, his Blue energy (analysis) drops significantly, suggesting he may become less focused on detail. His Yellow energy (sociability) is reduced, and his Red energy (assertiveness) remains low, showing a tendency to avoid conflict or assertive action when stressed.

3. Jake Roberts (Less Conscious Persona)

- Blue: 35
- Green: 14
- Yellow: 77 (dominant)
- Red: 69

Overview:

Jake's Yellow energy (enthusiasm and sociability) becomes dominant under pressure, showing a strong preference for connecting with others to maintain momentum. His Red energy (drive and assertiveness) remains high, indicating he stays results-focused but may become more reactive. His Green energy (empathy) drops significantly, while Blue (structure) also remains low, suggesting he may overlook details and relationships when stressed.

4. Noah Simpson (Less Conscious Persona)

- Blue: 3
- Green: 64
- Yellow: 100 (dominant)
- Red: 83

Overview:

Noah's Yellow energy (creativity and sociability) becomes overwhelmingly dominant, showing an extreme focus on connecting and inspiring others under pressure. His Red energy (assertiveness) remains high, indicating an urgent drive to act. His Green energy (harmony) increases, suggesting some effort to maintain relationships, but his Blue energy (structure) is virtually absent, showing little attention to detail or logic.

5. Lydia Miller (Less Conscious Persona)

- Blue: 43
- Green: 17
- Yellow: 18
- Red: 93 (dominant)

Overview:

Lydia's Red energy (action and decisiveness) becomes even more dominant under stress, showing a strong focus on control and results. Her Blue energy (structure) remains stable but secondary, reflecting some attention to logic. Both Green (empathy) and Yellow (sociability) energies are very low, suggesting she may become less accommodating and collaborative, focusing solely on achieving outcomes.

Summary of Trends

- **Olivia** remains analytical and slightly firmer under pressure.
- **Deepak** prioritises harmony but withdraws from detail and assertiveness.
- **Jake** increases his sociability and drive but may neglect detail and relationships.
- **Noah** becomes highly sociable and action-oriented, ignoring structure entirely.
- **Lydia** becomes intensely driven and decisive, focusing less on collaboration or relationships.

Team Analysis

Colour Energy Distribution

The team's colour energy distribution reveals a balanced blend of Fiery Red, Cool Blue, Earth Green, and Sunshine Yellow energies. This distribution highlights the team's diversity in thinking styles and approaches to work.

- **Jake Roberts** and **Lydia Miller** contribute Fiery Red energy, driving action and leadership.
- **Deepak Anand** and **Olivia Duncan** offer Earth Green and Cool Blue energies, emphasising structure, stability, and precision.
- **Noah Simpson** adds Sunshine Yellow energy, bringing creativity and enthusiasm to the team.

This range of colour energies allows the team to draw on various strengths and perspectives.

Strengths and Weaknesses

Strengths:

- The team benefits from a mix of pragmatic, structured thinkers (Olivia, Deepak) and creative, enthusiastic individuals (Noah, Jake).
- Lydia's and Jake's Fiery Red energy ensures decisive leadership and results-focused action, while Deepak's and Olivia's more methodical approach brings a stabilising influence and attention to detail.
- Noah's optimism and ability to inspire others injects positivity into the team, fostering collaboration and driving innovation.

Weaknesses:

- Differences in communication preferences may cause misunderstandings. Noah's lively and enthusiastic communication style may clash with Olivia's preference for precision and logical discussions.
- The fast-paced decision-making style of Jake and Lydia may create friction with Deepak and Olivia, who prefer more time for analysis and reflection.
- Jake's assertive approach could overwhelm team members who prefer a more measured pace, such as Deepak and Olivia, leading to potential tension in high-pressure situations.

Diversity and Balance

Diversity:

- The team benefits from a broad spectrum of colour energies, offering a range of perspectives and problem-solving approaches.
- The combination of creative, energetic individuals (Jake, Noah) with methodical, structured thinkers (Deepak, Olivia) ensures that the team is both innovative and thorough in its execution of tasks.

Balance:

- There is a healthy balance between action-oriented energies (Fiery Red, Sunshine Yellow) and those focused on stability and reflection (Cool Blue, Earth Green).
- The team can leverage this balance to combine practical problem-solving with creative thinking, ensuring that solutions are both innovative and well-thought-out.

Interpersonal Dynamics

Communication Style Preferences:

- **Jake Roberts:** Prefers direct, to-the-point communication and responds well to big-picture discussions.
- **Deepak Anand:** Values a calm, steady approach with clear expectations and positive reinforcement. Prefers structured communication and tends to avoid confrontation.
- **Olivia Duncan:** Prefers logical, detailed communication and appreciates time to gather her thoughts. Responds best to structured, factual discussions.
- **Lydia Miller:** Values efficiency and clarity. Prefers brief, straightforward communication focused on practical outcomes.
- **Noah Simpson:** Enjoys lively, enthusiastic conversations and responds well to personal interaction. Prefers communication that focuses on possibilities and creativity.

Conflict Management:

- **Jake Roberts:** Assertive and direct, Jake may confront conflicts head-on, often pushing for a quick resolution. His strong opinions and fast decision-making could create friction with more reflective team members.
- **Deepak Anand:** Deepak prefers to avoid conflict, often seeking to maintain harmony within the team. He may struggle to voice concerns, especially in high-pressure situations, and might need encouragement to engage in conflict resolution.
- **Olivia Duncan:** Olivia is logical and calm, preferring to resolve conflicts through factual, objective discussions. She may withdraw from emotional or heated arguments, favouring a systematic approach to finding a resolution.

- **Lydia Miller:** Lydia is pragmatic and decisive in conflict situations. She will push for an efficient resolution, sometimes without fully considering the personal dynamics involved, which may cause tension with team members who need more time.
- **Noah Simpson:** Noah prefers to resolve conflicts through enthusiastic discussions and brainstorming. He may try to diffuse tension with positivity but could become disengaged if conflicts persist or disrupt his creative energy.

Motivation and Engagement:

- **Jake Roberts:** Driven by innovation, challenges, and leadership opportunities. Jake thrives when given autonomy and space to create and lead new projects.
- **Deepak Anand:** Deepak is motivated by supportive environments, clear tasks, and consistent feedback. He values relationships and is most engaged when he feels appreciated by the team.
- **Olivia Duncan:** Olivia is motivated by structure, logic, and the opportunity to deliver high-quality work. She prefers well-defined roles and tasks that allow her to apply her analytical skills.
- **Lydia Miller:** Lydia is driven by efficiency and achieving tangible results. She is most engaged when she can take control of projects and direct them toward a successful outcome.
- **Noah Simpson:** Noah is energised by creative freedom, collaboration, and recognition for his ideas. He is highly motivated in dynamic environments where his contributions are valued and encouraged.

Recommendations

1. Communication:

- Hold regular team meetings to ensure all members are aligned on goals and to address any concerns early.
- Foster open communication that respects each team member's preferred style. For example, provide detailed information to Olivia, while keeping communications to the point for Jake and Lydia.
- Ensure feedback is provided regularly, especially to Deepak and Noah, who thrive on positive reinforcement.

2. Decision-Making:

- Balance Jake's and Lydia's fast decision-making with Olivia's need for thorough analysis. This can be achieved by combining innovative ideas with structured planning.
- Involve all team members in the decision-making process by encouraging collaborative discussions, giving space for Noah's creativity and Deepak's supportive input.

3. Conflict Resolution:

- Address conflicts constructively, ensuring that more reserved members like Deepak and Olivia feel safe to voice their concerns.
- Encourage a balanced approach to conflict by allowing assertive members, like Jake and Lydia, to lead resolutions, while ensuring all perspectives are heard.

4. Leveraging Strengths:

- Assign Jake and Lydia to leadership roles that require quick decision-making and results orientation, while assigning Olivia and Deepak to roles requiring careful analysis and attention to detail.
- Encourage Noah to lead brainstorming sessions and inject creativity into team projects.

5. Development Opportunities:

- Encourage Jake to be mindful of others' input, ensuring his assertiveness doesn't overshadow team collaboration.
- Support Deepak in developing more confidence in sharing his ideas and engaging in conflicts constructively.
- Provide opportunities for Olivia to develop flexibility and adapt to rapid changes in the team's approach.
- Guide Lydia in fostering more collaborative and empathetic leadership, allowing for a greater balance between efficiency and personal dynamics.

6. Team Activities:

- Plan team-building exercises that cater to different colour energies, such as problem-solving challenges for Cool Blue (Olivia), creative workshops for Sunshine Yellow (Noah), and goal-setting sessions for Fiery Red (Jake, Lydia).
- Conduct workshops on effective communication and conflict resolution to bridge gaps in communication styles.
- Organise social events that allow the team to connect on a personal level, fostering stronger relationships.

Conclusion

Summary of Key Findings

- The team has a diverse mix of colour energies, offering a broad spectrum of strengths and perspectives. Jake and Lydia bring high-energy leadership with Fiery Red, while Deepak and Olivia offer stability and attention to detail with Earth Green and Cool Blue energies. Noah adds creativity and enthusiasm with Sunshine Yellow.
- Potential friction may arise from differences in communication styles, with Jake and Lydia preferring direct, fast-paced communication, while Deepak and Olivia may prefer more methodical, detailed discussions.
- Differences in decision-making speeds could also present challenges, as the faster-paced Fiery Red energy of Jake and Lydia may clash with the more reflective approach of Deepak and Olivia.
- The recommendations provided aim to enhance collaboration, optimise roles, and improve team dynamics by leveraging each team member's strengths and communication preferences.

Next Steps

- Implement regular team meetings to ensure everyone is aligned and to provide an opportunity for concerns to be addressed in a structured, open format.
- Encourage open communication by respecting and leveraging each team member's preferred communication style. This will help avoid misunderstandings and foster a more harmonious working environment.
- Align roles with individual strengths, ensuring that team members are placed in roles where they can utilise their unique abilities and feel supported. For example, Jake and Lydia can take leadership roles, while Deepak and Olivia focus on tasks requiring detail and analysis.
- Plan team-building activities and workshops that cater to the diverse personalities within the team, enhancing understanding and cohesion. These can include creative workshops, problem-solving challenges, and structured goal-setting sessions.

Specialist Area of Interest 1 – Collaboration

Strategies for Enhanced Team Collaboration

Jake Roberts (Directing Motivator - Classic), **Deepak Anand** (Helping Supporter - Accommodating), **Olivia Duncan** (Coordinating Observer - Classic), **Lydia Miller** (Coordinating Director - Pragmatic), and **Noah Simpson** (Motivating Inspirer - Focused) each bring unique strengths and preferences to the team. To foster better collaboration, consider the following combined strategies:

1. Clear and Structured Communication

- **Jake** tends to be direct and action-oriented, preferring concise and goal-focused communication.
- **Deepak** values calm and considerate discussions, thriving in environments where mutual respect and support are prioritised.
- **Olivia** prefers thorough and logical discussions, with time to gather all necessary information before making decisions.
- **Lydia** values brief, efficient, and clear communication, focused on practical outcomes.
- **Noah** enjoys enthusiastic, engaging discussions with a focus on creativity and collaboration.

Implementation:

- Use structured meeting agendas to ensure communication is clear and efficient. Provide detailed notes ahead of time to give team members, especially **Olivia** and **Deepak**, enough time to process the information.
- Establish clear objectives and timelines for meetings, allowing space for each team member to express their thoughts without feeling rushed, particularly for **Noah**, who prefers dynamic discussions, and **Olivia**, who needs time for analysis.

2. Leveraging Individual Strengths for Team Goals

- **Jake** is a strong leader who drives results, keeping the team focused on the big picture and moving toward goals efficiently.
- **Deepak** offers steady support and reliability, helping to maintain harmonious relationships within the team.
- **Olivia** ensures accuracy, quality, and logical decision-making, providing structure and attention to detail.
- **Lydia** is results-focused, bringing practicality and decisiveness to the team.
- **Noah** thrives on creativity and innovation, injecting energy and new ideas into projects.

Implementation:

- Assign tasks based on individual strengths: Let **Noah** lead brainstorming sessions, **Jake** drive project timelines, **Olivia** handle detailed planning and analysis, **Lydia** ensure practical outcomes, and **Deepak** manage team coordination and support.
- Create a culture of recognition where each member's contributions are valued and celebrated, ensuring that everyone's efforts are acknowledged.

3. Creating a Collaborative Environment

- **Jake's** direct approach can sometimes come across as overbearing to more reserved team members like **Deepak** and **Olivia**.
- **Deepak** and **Olivia** prefer a more harmonious and non-confrontational environment, where their need for structure and calm is respected.
- **Noah** enjoys dynamic environments but may overlook others' needs in his pursuit of creative solutions.

Implementation:

- Encourage open and respectful dialogue. **Jake** should be mindful of allowing space for **Deepak** and **Olivia** to voice their opinions without feeling pressured.
- Foster an inclusive environment where **Noah's** creativity is harnessed without overshadowing **Olivia's** and **Deepak's** need for structure and harmony.

4. Balancing Innovation and Practicality

- **Noah** brings a lot of creative energy but sometimes needs grounding in practical application.
- **Olivia** and **Lydia** ensure that decisions are realistic and based on thorough analysis.

Implementation:

- Pair **Noah** with **Olivia** on projects to balance innovative ideas with practical implementation.
- Have **Deepak** support the team by ensuring project milestones are met, and there is consistent follow-through.

5. Encouraging Continuous Feedback and Development

- **Jake** values performance improvement and can drive the team toward continuous development.
- **Deepak** and **Olivia** need constructive feedback to feel valued and enhance their contributions.

Implementation:

- Implement regular feedback sessions where **Jake** can offer constructive feedback, and team members can voice their concerns and suggestions.
- Create development plans for each team member, focusing on leveraging strengths and addressing areas for improvement.

Conclusion

By integrating these strategies, the team can enhance their collaboration, leveraging each member's strengths while accommodating their preferences. This approach will create a balanced, dynamic, and efficient team environment.

Specialist Area of Interest 2 – Client Interaction (Internal and External)

Enhancing Team Interaction with Internal and External Clients

Based on the Insights Discovery profiles of **Jake Roberts** (Directing Motivator), **Deepak Anand** (Helping Supporter), **Olivia Duncan** (Coordinating Observer), **Lydia Miller** (Coordinating Director), and **Noah Simpson** (Motivating Inspirer), here are combined team strategies for improving interactions with both internal and external clients.

1. Leverage Diverse Strengths

- **Jake Roberts:** As a Directing Motivator, Jake excels at seeing the big picture and making quick, confident decisions. His leadership will ensure that the team stays focused on delivering client results efficiently.
- **Noah Simpson:** Noah's creativity and enthusiasm can inject innovative ideas into client projects, making presentations dynamic and engaging. He can lead brainstorming sessions and pitch creative solutions to clients.
- **Olivia Duncan:** Olivia's attention to detail and methodical approach ensure that all client deliverables are accurate and of high quality. She can handle detailed planning and analysis, ensuring client requirements are thoroughly met.
- **Deepak Anand:** Deepak's supportive nature and reliability make him a stabilising presence in client interactions. His ability to build and maintain strong relationships helps in managing client expectations and ensuring long-term client satisfaction.
- **Lydia Miller:** Lydia's pragmatic approach ensures that decisions and processes are grounded in efficiency, helping the team stay focused on practical solutions for the client.

2. Effective Communication Strategies

- **Clear and Concise Communication:** Keep communication with clients clear and concise. **Jake** and **Lydia** prefer to move swiftly from topic to topic, so structured meetings with clear agendas will help keep them engaged.
- **Structured Information Sharing:** Provide detailed, structured information to clients, especially when **Olivia** is involved. Her preference for thorough explanations ensures that clients receive comprehensive and accurate information.
- **Relationship Building:** Leverage **Deepak's** ability to build stable and supportive relationships. His empathetic approach can help in understanding and addressing client concerns effectively.

3. Balancing Creativity and Practicality

- **Innovative Solutions:** Encourage **Noah** to lead brainstorming sessions to generate creative ideas for client projects. These sessions can result in unique solutions that stand out to clients.
- **Feasibility and Quality Checks:** Ensure **Olivia** and **Deepak** review these ideas for practicality and quality. Their analytical and supportive nature ensures that the solutions are not only innovative but also implementable and aligned with client expectations.

4. Responsive and Adaptive Approaches

- **Quick Decision-Making:** Utilise **Jake**'s ability to make quick decisions to respond promptly to client feedback and changing requirements.
- **Continuous Feedback Loop:** Establish a feedback loop where clients can provide continuous feedback on the project's progress. **Deepak**'s supportive nature can help in managing this loop effectively, ensuring that clients feel heard and valued.
- **Detail-Oriented Adjustments:** Allow **Olivia** to implement detailed and precise adjustments based on client feedback, ensuring that all aspects of the client's needs are met accurately.

5. Enhancing Team Collaboration for Client Benefit

- **Regular Team Meetings:** Hold regular team meetings to discuss client projects, allowing each member to contribute their unique perspective. This ensures a holistic approach to client projects.
- **Role Clarity:** Clearly define roles and responsibilities for each team member in client projects, ensuring everyone knows their part in delivering high-quality client solutions.
- **Client-Focused Objectives:** Align the team's objectives with client goals, ensuring that everyone is working towards the same end. This helps in delivering consistent and cohesive client experiences.

Specialist Area of Interest 3 – Team Meetings

Tailored Suggestions for Improving Team Meetings

1. Structured Agendas:

- **For Olivia:** Use clear, detailed agendas to ensure meetings are structured and systematic. **Olivia** values logical, thorough planning and will appreciate a well-organised approach.
- **For Deepak:** Ensure the agenda is shared in advance. **Deepak** appreciates time to assimilate information and prefers predictability and structure.

2. Encouraging Participation:

- **For Deepak:** Create a comfortable environment where **Deepak** feels safe to express his thoughts. This can be achieved by providing time for him to respond.
- **For Olivia:** Allow **Olivia** time to gather her thoughts and express her views, respecting her need for thorough analysis and logical presentation of ideas.

3. Leveraging Strengths:

- **For Deepak:** Utilise his strengths in building stable relationships and ensuring team commitments are honoured. Assign him roles that involve behind-the-scenes support and maintaining harmony within the team.
- **For Olivia:** Encourage **Olivia** to focus on quality and accuracy. Her logical and pragmatic approach can help in decision-making processes and ensuring that all factors are considered.

4. Feedback and Follow-up:

- **For Deepak:** Provide sincere feedback and recognise his contributions to keep him motivated. Ensure feedback acknowledges his high personal standards.
- **For Olivia:** Offer logical and factual feedback. **Olivia** appreciates reasoned, concrete information and will benefit from clear, constructive input that respects her need for thorough analysis.

5. Conflict Management:

- **For Deepak:** Handle conflicts with care, focusing on maintaining harmonious relationships. Address disagreements privately and acknowledge his perspective.
- **For Olivia:** Approach conflicts with a logical and factual basis. Ensure discussions remain impersonal and objective, which will help **Olivia** stay engaged and receptive.

6. Innovation and Creativity:

- **For Deepak:** Encourage **Deepak** to contribute his ideas in a structured manner. He might be hesitant to express his ideas directly, so creating a safe space for sharing can be beneficial.
- **For Olivia:** While she may be sceptical of new ideas without practical applications, presenting new concepts with detailed data and logical reasoning can help her see their value.

By incorporating these tailored strategies, team meetings can be more inclusive and productive, leveraging the strengths and accommodating the preferences of each team member.

Specialist Area of Interest 4 – Management

Best Ways for Jake Roberts to Manage His Team:

Managing Noah Simpson

Profile Summary: Noah is a Motivating Inspirer (Focused). He is energetic, enthusiastic, and thrives in dynamic, creative environments. However, he can become easily distracted or disengaged with tasks that feel too repetitive or lack excitement.

Best Management Practices:

1. **Stimulate Creativity:** Assign Noah to tasks that require brainstorming and creative problem-solving. He enjoys opportunities to innovate and lead engaging projects.
2. **Provide Autonomy:** Give Noah the freedom to approach tasks in his unique way. Allow flexibility while offering guidance to help keep him focused and on track.
3. **Offer Recognition:** Regularly recognise and appreciate Noah's contributions. Positive reinforcement will keep him motivated and energised.
4. **Set Clear Goals:** Noah may need help with follow-through. Set clear milestones and deadlines to keep him focused and accountable.
5. **Encourage Team Collaboration:** Engage Noah in collaborative projects where he can channel his creativity while benefiting from the structure and support of team members like Deepak and Olivia.

Managing Deepak Anand

Profile Summary: Deepak is a Helping Supporter (Accommodating). He is dependable, loyal, and thrives in structured environments. He values stability and supportive relationships but may hesitate to assert himself in more dynamic or confrontational situations.

Best Management Practices:

1. **Provide Structure:** Deepak thrives when tasks and expectations are well-defined. Provide clear instructions and a stable working environment.
2. **Foster Harmony:** Deepak values harmonious relationships, so creating a supportive, collaborative team environment will enhance his performance.
3. **Acknowledge Contributions:** Regularly appreciate and recognise Deepak's work, as he is motivated by positive reinforcement and a sense of belonging.
4. **Encourage Confidence:** Help Deepak build confidence in voicing his ideas by providing opportunities for him to lead smaller projects or take on supportive leadership roles.

5. **Support During Change:** Deepak may be resistant to change. Gradual, well-explained transitions with consistent support will help him adapt.

Managing Olivia Duncan

Profile Summary: Olivia is a Coordinating Observer (Classic). She is analytical, precise, and thrives in structured environments where she can focus on accuracy and logical problem-solving. She values privacy and prefers working independently on tasks.

Best Management Practices:

1. **Provide Clear Instructions:** Ensure tasks and expectations are clearly defined. Olivia prefers to have all the details before starting a project.
2. **Respect Her Independence:** Olivia values her privacy and may prefer working independently. Allow her the time and space to focus on tasks without unnecessary interruptions.
3. **Offer Logical Feedback:** Provide rational, data-driven feedback that respects her need for thoroughness and logical analysis.
4. **Support During Changes:** Olivia may resist rapid changes. Introduce them gradually and provide logical explanations for why they are necessary.
5. **Leverage Her Analytical Skills:** Assign tasks that require detailed analysis and problem-solving. Olivia's logical and methodical approach will ensure thorough and accurate results.

Managing Lydia Miller

Profile Summary: Lydia is a Coordinating Director (Pragmatic). She is results-oriented, decisive, and prefers efficient, goal-driven work environments. Lydia can be direct and may overlook the personal needs of others while focusing on outcomes.

Best Management Practices:

1. **Set Clear Expectations:** Lydia thrives when given clear, outcome-focused goals. Provide well-defined objectives and let her take the lead on achieving them.
2. **Encourage Leadership:** Lydia is a natural leader and enjoys being in control of projects. Assign her leadership roles where her decisiveness can drive results.
3. **Offer Autonomy:** Give Lydia the freedom to make decisions and direct the team's efforts. She prefers working independently but values clear targets.

4. **Provide Constructive Feedback:** Lydia appreciates feedback that is focused on improving efficiency and achieving better results.
5. **Foster Collaboration:** Help Lydia integrate more collaborative approaches by involving her in team discussions and ensuring that everyone's input is valued.

Specialist Area of Interest 5 – Engaging with Management

Here are the tailored strategies for each team member to deal effectively with their manager, Jake Roberts, a "Directing Motivator (Classic)" according to the Insights Discovery profile.

1. Olivia Duncan – Coordinating Observer (Classic)

Key Traits: Structured, detail-oriented, methodical, cautious, and logical thinker.

Best Strategies to Deal with Jake Roberts

1. **Be Direct and Concise:** Jake prefers fast, direct communication. Olivia should avoid lengthy explanations and instead get straight to the point, backing up her logic with clear, concise points.
2. **Emphasise Practicality and Results:** Since Jake is focused on outcomes, Olivia should connect her suggestions to tangible results. Focus on how her methodical approach can support better outcomes.
3. **Respect Jake's Preference for Flexibility:** Olivia's preference for structure might clash with Jake's dislike of routine. Rather than pushing for rigid processes, Olivia should offer practical options that allow for flexibility.
4. **Demonstrate Efficiency and Adaptability:** Jake values people who embrace change. Olivia should highlight her adaptability and willingness to shift plans if better results can be achieved.
5. **Maintain Energy and Positivity:** Olivia can sometimes come across as reserved or cautious, while Jake thrives on energy and big-picture thinking. She should consciously exude positivity and enthusiasm when presenting her ideas.

2. Noah Simpson – Motivating Inspirer (Focused)

Key Traits: Energetic, optimistic, creative, people-oriented, and flexible.

Best Strategies to Deal with Jake Roberts

1. **Be Bold and Visionary:** Both Noah and Jake are big-picture thinkers, so Noah should engage Jake by sharing bold, creative ideas. Jake will appreciate Noah's enthusiasm for innovation.
2. **Stay Focused and Organised:** Since Noah can be easily distracted, he should ensure his points are clear and goal-oriented. Avoid rambling, as Jake values efficiency and directness.
3. **Acknowledge Jake's Drive for Results:** Jake prefers action and fast implementation. Noah should show how his ideas can lead to quick wins and tangible benefits.
4. **Don't Get Sidetracked by Over-Socialising:** While Noah enjoys social connection, Jake may see too much small talk as a waste of time. Keep interactions engaging but efficient.
5. **Appeal to Jake's Competitive Nature:** Position ideas as challenges or competitions that Jake can "win." Frame suggestions using language like "let's be the first to..." or "this will give us the edge over..."

3. Lydia Miller – Reforming Director (Accommodating)

Key Traits: Direct, logical, independent, goal-oriented, and driven.

Best Strategies to Deal with Jake Roberts

1. **Match His Energy and Decisiveness:** Jake thrives on action and bold decision-making, and Lydia naturally has a similar approach. Be bold, confident, and decisive in communications.
2. **Focus on Results, Not Process:** Jake dislikes being bogged down in details, while Lydia may have a tendency to focus on doing things "the right way." To align with Jake, Lydia should prioritise the end result rather than the process.
3. **Provide Direct, Honest Feedback:** Both Lydia and Jake appreciate direct communication. Be forthright and transparent when sharing ideas, even if they challenge Jake's point of view.
4. **Avoid Over-Reliance on Rules:** Lydia likes structure, but Jake prefers flexibility. While it's fine to introduce structure, Lydia should be open to change if Jake believes a new path is better.
5. **Maintain an Assertive Approach:** Jake respects assertiveness and self-assurance. Lydia should be ready to defend her position when she feels strongly about it, which aligns well with Jake's natural inclination for debate.

4. Deepak Anand – Helping Supporter (Accommodating)

Key Traits: Supportive, loyal, people-focused, compassionate, and steady.

Best Strategies to Deal with Jake Roberts

1. **Be Direct, Not Passive:** Deepak prefers harmony, but Jake prefers direct, decisive communication. Deepak should avoid being too passive and instead clearly state his needs and ideas.
2. **Be Decisive and Fast-Acting:** Jake dislikes hesitation, while Deepak tends to be more reflective. Deepak should practise making quicker decisions and avoid delaying his responses.
3. **Avoid Over-Sensitivity to Criticism:** Deepak tends to take criticism personally, but Jake is known for his direct feedback. Deepak should prepare himself for candid feedback from Jake and view it as constructive rather than personal.
4. **Present Ideas as People-Centred Solutions:** Deepak naturally cares about people, and Jake values fresh ideas. Deepak can connect his people-focused ideas to the bigger picture, showing how they support Jake's goals.
5. **Create Structure Where Possible:** While Deepak thrives on stability, Jake prefers variety and action. Deepak can support Jake by providing him with consistent updates on progress and emphasising his role in ensuring smooth operations.

These strategies have been designed to leverage each team member's strengths and to complement the work style of Jake Roberts. By aligning their approach with his need for energy, action, and flexibility, team members can foster stronger relationships and achieve better outcomes in their interactions.

Specialist Area of Interest 6 – SWOT Analysis

SWOT analysis helps in strategic decision-making by providing a clear framework for understanding both internal and external factors related to the team.

Strengths:

1. Diverse Leadership Styles:

- Jake and Lydia provide strong leadership, with Jake's big-picture thinking complementing Lydia's focus on practical outcomes.
- Noah's enthusiasm and creative thinking, paired with Olivia's methodical, data-driven approach and Deepak's supportive nature, create a well-rounded leadership dynamic.

2. Creativity and Innovation:

- Noah excels at coming up with creative solutions, driving the team toward innovative outcomes. His enthusiasm is infectious, helping to inspire the team.
- Olivia's ability to analyse and critically evaluate ideas ensures that creative solutions are both practical and feasible.

3. Supportive and Reliable Team Members:

- Deepak's supportive and empathetic nature creates a foundation of trust within the team. His reliability ensures that tasks are completed, and team harmony is maintained.
- Olivia adds consistency with her focus on structure, quality, and logical decision-making.

Weaknesses:

1. Potential for Communication Gaps:

- Jake's and Lydia's fast decision-making may overwhelm Deepak and Olivia, who prefer to process information more thoroughly. These differences in communication speed may lead to misunderstandings.

2. Risk of Overlooking Details:

- Noah's focus on the big picture and creativity might lead to an oversight of important details, requiring Olivia's involvement to ensure thorough execution.
- Jake's quick decision-making may also lead to gaps in follow-through if the team does not balance his pace with attention to detail.

3. Resistance to Change:

- Deepak and Olivia may struggle with rapid changes initiated by Jake or Lydia, as they prefer stability and routine in their working environments.

Opportunities:**1. Balanced Problem-Solving Approaches:**

- Combining Noah's creative thinking with Olivia's and Deepak's systematic approach can lead to innovative yet practical solutions.
- Lydia can drive results efficiently, while Deepak helps maintain team stability, ensuring all voices are heard in the decision-making process.

2. Enhanced Collaboration:

- The diversity in communication styles and problem-solving approaches provides opportunities for collaborative growth. Encouraging interaction between Jake's fast-paced leadership and Deepak's calm, steady support can strengthen team dynamics.

3. Continuous Learning and Development:

- Noah and Jake's energy for growth can inspire the team to engage in continuous learning and development. Opportunities for cross-training can enhance the team's skills and foster mutual appreciation of each other's roles.

Threats:**1. Potential for Conflict:**

- Jake's direct approach may clash with Deepak's preference for a more considerate and structured communication style.
- Differences in decision-making speed may lead to friction, especially when balancing fast-paced leadership with more methodical analysis.

2. Risk of Burnout:

- Jake's and Lydia's drive for results could create a high-pressure environment, leading to stress or burnout, especially for team members like Deepak and Olivia, who prefer a slower pace.
- Noah's need for excitement and new challenges could lead to frustration if the team struggles to keep up with his enthusiasm.

By recognising these factors, Jake Roberts can guide his team to leverage strengths, mitigate weaknesses, capitalise on opportunities, and navigate potential threats effectively.

Specialist Area of Interest 6 – Transactional Analysis

Transactional Analysis (TA) is a psychological theory that helps us understand interactions between individuals. It identifies three primary ego states—Parent, Adult, and Child—that influence communication styles and behaviour. In the context of **Jake Roberts’** team, the following analysis will highlight how each member operates within these ego states and how their interactions may unfold.

Ego States in Transactional Analysis:

1. **Parent:** This state includes behaviours, thoughts, and feelings copied from parents or parental figures. It is divided into the Critical Parent (controlling, judgmental) and the Nurturing Parent (caring, supportive).
2. **Adult:** This state involves behaviours, thoughts, and feelings that are direct responses to the "here and now" and involves rational, objective, and data-driven approaches.
3. **Child:** This state includes behaviours, thoughts, and feelings replayed from childhood. It is divided into the Free Child (spontaneous, creative) and the Adapted Child (compliant, rebellious).

Based on the Insights Discovery profiles of Jake Roberts, Deepak Anand, Olivia Duncan, Lydia Miller, and Noah Simpson, we can analyse the team using the Transactional Analysis (TA) model. TA identifies three ego states in individuals: Parent, Adult, and Child. These ego states influence communication and interactions within a team.

Analysis of the Team Using the TA Model

1. **Jake Roberts - Directing Motivator (Classic)**
 - **Ego States:**
 - **Adult:** Jake’s decision-making is grounded in a logical, goal-focused approach. He uses objective data to make quick, efficient decisions.
 - **Critical Parent:** In times of stress or urgency, Jake may adopt an authoritative, decisive communication style, expecting others to keep up with his pace and leadership.
 - **Communication Style:** Direct, assertive, and results-driven.
 - **Potential TA Interactions:**
 - Jake may often operate from the Adult state when making decisions but could shift into the Critical Parent state when managing conflicts or trying to assert control. This might cause friction with more methodical team members like Deepak or Olivia, who may feel pressured by Jake’s rapid decision-making.

2. Noah Simpson - Motivating Inspirer (Focused)

- **Ego States:**
 - **Adult:** Noah's innovative approach to work is grounded in strategic thinking, aligning creativity with business objectives.
 - **Free Child:** His enthusiasm and energetic communication style often show his spontaneous, creative side, allowing him to inspire and engage others.
- **Communication Style:** Enthusiastic, persuasive, and creative.
- **Potential TA Interactions:**
 - Noah may frequently shift between Adult and Free Child states. His Free Child energy during brainstorming sessions can spark creativity but might frustrate more practical team members if ideas are not grounded in reality. Conversely, his Adult state ensures logical outcomes when it's time to implement ideas.

3. Deepak Anand - Helping Supporter (Accommodating)

- **Ego States:**
 - **Nurturing Parent:** Deepak is naturally empathetic and supportive, seeking to maintain harmonious relationships and providing encouragement to others.
 - **Adult:** His steady, logical approach ensures that tasks are completed with attention to detail and consistency.
- **Communication Style:** Patient, supportive, and collaborative.
- **Potential TA Interactions:**
 - Deepak primarily operates from the Nurturing Parent state, especially in team settings where he prioritises others' well-being. In conflict situations, Deepak might retreat to his Adapted Child state, becoming more passive, especially if faced with Jake's Critical Parent or Noah's Free Child energy.

4. Olivia Duncan - Coordinating Observer (Classic)

- **Ego States:**
 - **Adult:** Olivia's methodical and data-driven approach allows her to remain calm, analytical, and objective. She prefers factual, logical discussions.
 - **Adapted Child:** Under pressure, Olivia may become more withdrawn or compliant, especially if she feels overwhelmed by the speed of decisions around her.
- **Communication Style:** Calm, logical, and detail-oriented.
- **Potential TA Interactions:**
 - Olivia operates mostly from the Adult state, ensuring that discussions are rooted in facts and analysis. However, when pushed into

uncomfortable situations or faced with rapid changes (like from Jake or Noah), she may retreat into the Adapted Child state, becoming more reserved.

5. **Lydia Miller - Coordinating Director (Pragmatic)**

- **Ego States:**
 - **Adult:** Lydia's pragmatic approach ensures efficient decision-making, always focused on practical outcomes and logical solutions.
 - **Critical Parent:** In high-pressure situations, Lydia may adopt a more authoritative stance, expecting others to follow her lead without much deliberation.
- **Communication Style:** Direct, efficient, and results-oriented.
- **Potential TA Interactions:**
 - Lydia's primary state is Adult, but her Critical Parent state may emerge when team members do not meet her high standards for efficiency or practical solutions. This could lead to tension with team members who need more time to process (like Deepak or Olivia).

Transactional Dynamics in the Team

1. **Complementary Transactions:**

- **Jake and Noah:** When both operate from their Adult states, focusing on logical, innovative solutions, their complementary skills can drive the team forward. Jake's leadership and Noah's creative ideas form a powerful duo.
- **Deepak and Olivia:** Both prefer structured, predictable environments, and their Adult interactions ensure that tasks are completed methodically, with minimal conflict.

2. **Crossed Transactions:**

- **Jake and Deepak:** Jake's Critical Parent state may clash with Deepak's Nurturing Parent or Adapted Child state. Deepak may feel overwhelmed or undervalued by Jake's direct, results-oriented approach.
- **Noah and Olivia:** Noah's spontaneous Free Child energy during brainstorming sessions may frustrate Olivia, who operates from the Adult state, requiring logical, well-thought-out ideas before moving forward.

3. **Ultterior Transactions:**

- **Jake and Lydia:** While both operate primarily from the Adult state, ultterior transactions may occur when both slip into their Critical Parent states. This could lead to power struggles or conflicts over decision-making if their leadership styles clash.

Recommendations for Effective Team Dynamics Using TA

1. Encourage Adult-to-Adult Communication:

- Promote a culture where team members communicate from their Adult state, focusing on rational, objective discussions. This will help prevent emotional or authoritative responses from dominating interactions.

2. Balance Ego States:

- Recognise and respect the different ego states each team member brings. Encourage Noah to channel his Free Child creativity while aligning with Jake's and Olivia's Adult pragmatism. Similarly, support Deepak's and Lydia's leadership skills while accommodating their different approaches to communication.

3. Conflict Resolution:

- Address conflicts by shifting communication to the Adult state. For example, if Jake and Deepak clash, encourage them to discuss their perspectives rationally, focusing on mutual goals rather than authority or emotional responses.

4. Leverage Strengths:

- Utilise Noah's creativity, Jake's decisiveness, Olivia's analytical skills, Lydia's efficiency, and Deepak's supportiveness to create a well-rounded team dynamic.

5. Foster Mutual Understanding:

- Conduct team-building activities that help members understand each other's preferred ego states and communication styles. This will foster empathy and collaboration, enhancing overall team performance.

Specialist Area of Interest 7 – Pairings

Potential Challenges Between Pairings

Pair 1

- Jake Roberts (Directing Motivator - Fiery Red)
- Noah Simpson (Motivating Inspirer - Sunshine Yellow)

Potential Challenges:

- **Leadership Dynamics:** While both are enthusiastic and action-oriented, **Jake's** direct and fast-paced approach may conflict with **Noah's** need for flexibility and creativity. **Jake** may perceive **Noah** as too spontaneous, while **Noah** might find **Jake** overly assertive.
- **Focus and Structure:** **Jake** prefers quick, decisive actions, while **Noah** may struggle with follow-through and attention to detail. **Noah's** creative, big-picture thinking could clash with **Jake's** focus on results

Pair 2

- Jake Roberts (Directing Motivator - Fiery Red)
- Deepak Anand (Helping Supporter - Earth Green)

Potential Challenges:

- **Communication Style:** **Jake's** assertive, results-driven communication may feel overwhelming for **Deepak**, who prefers a calm, supportive environment. **Deepak** might struggle to assert himself, especially when **Jake** pushes for quick decisions.
- **Pace and Approach:** **Jake's** desire for rapid progress might conflict with **Deepak's** more measured and methodical pace, leading to potential frustration on both sides. **Jake** may find **Deepak** too slow or accommodating, while **Deepak** might feel pressured.

Pair 3

- Jake Roberts (Directing Motivator - Fiery Red)
- Olivia Duncan (Coordinating Observer - Cool Blue)

Potential Challenges:

- **Decision-Making:** **Jake** is quick to make decisions and drive action, whereas **Olivia** prefers to thoroughly analyse situations before moving forward. This difference could lead to frustration, with **Jake** perceiving **Olivia** as indecisive and **Olivia** seeing **Jake** as too hasty.

- **Communication Style:** **Jake's** directness may come across as too forceful for **Olivia**, who prefers detailed, factual discussions. **Olivia** may feel undervalued if **Jake** doesn't allow sufficient time for analysis.

Pair 4

- Jake Roberts (Directing Motivator - Fiery Red)
- Lydia Miller (Coordinating Director - Fiery Red)

Potential Challenges:

- **Leadership Clashes:** Both **Jake** and **Lydia** are strong leaders who prefer to take control. This could lead to power struggles, especially when both want to drive the direction of the team. They may clash over who gets the final say in decisions.
- **Critical Approach:** Both are highly pragmatic and direct, which could create tension if their strong opinions differ. Each might be seen as overly critical or unwilling to compromise, leading to conflict over efficiency and results.

Pair 5

- Noah Simpson (Motivating Inspirer - Sunshine Yellow)
- Deepak Anand (Helping Supporter - Earth Green)

Potential Challenges:

- **Different Motivations:** **Noah** thrives on dynamic, fast-paced environments, while **Deepak** prefers a calm, steady approach. **Noah** may feel held back by **Deepak's** reluctance to take risks, while **Deepak** may find **Noah** too unpredictable.
- **Communication Style:** **Noah's** lively and enthusiastic communication might overwhelm **Deepak**, who prefers more structured and predictable conversations. **Noah's** tendency to shift focus could frustrate **Deepak**, who values stability and clear direction.

Pair 6

- Noah Simpson (Motivating Inspirer - Sunshine Yellow)
- Olivia Duncan (Coordinating Observer - Cool Blue)

Potential Challenges:

- **Idea vs. Analysis:** **Noah's** big-picture, creative thinking may be at odds with **Olivia's** detail-oriented, methodical approach. **Noah** may see **Olivia** as overly critical or slow, while **Olivia** might view **Noah's** ideas as impractical or lacking substance.

- **Structure vs. Flexibility:** **Noah's** preference for flexibility may clash with **Olivia's** desire for structure and organisation. **Olivia** may become frustrated if **Noah** doesn't follow through on his ideas in a detailed, systematic way

Pair 7

- Noah Simpson (Motivating Inspirer - Sunshine Yellow)
- Lydia Miller (Coordinating Director - Fiery Red)

Potential Challenges:

- **Focus on Results vs. Creativity:** **Lydia** is highly pragmatic and focused on results, while **Noah** prioritises creativity and enthusiasm. **Lydia** may find **Noah** too scattered or lacking discipline, while **Noah** could feel restricted by **Lydia's** focus on efficiency.
- **Communication Style:** **Noah's** enthusiastic, people-oriented communication might not resonate with **Lydia's** direct, task-focused style, leading to misunderstandings or tension.

Pair 8

- Deepak Anand (Helping Supporter - Earth Green)
- Olivia Duncan (Coordinating Observer - Cool Blue)

Potential Challenges:

- **Pace of Work:** Both prefer structured, methodical approaches, but **Olivia** may push for more precision and attention to detail than **Deepak**. **Olivia** could view **Deepak** as too accommodating, while **Deepak** may find **Olivia** too critical or demanding.
- **Avoidance of Conflict:** Both tend to avoid conflict, which could lead to unresolved issues. **Deepak** may shy away from voicing concerns, and **Olivia** might prefer to work around problems rather than addressing them directly.

Pair 9

- Deepak Anand (Helping Supporter - Earth Green)
- Lydia Miller (Coordinating Director - Fiery Red)

Potential Challenges:

- **Decision-Making:** **Lydia's** assertive and decisive approach may be overwhelming for **Deepak**, who prefers to avoid conflict and maintain harmony. **Lydia** could see **Deepak** as too passive, while **Deepak** might feel pushed or undervalued.

- **Task Orientation:** **Lydia's** focus on efficiency may clash with **Deepak's** emphasis on relationships. **Lydia** might overlook **Deepak's** need for a supportive environment, leading to potential disengagement on **Deepak's** part.

Pair 10

- Olivia Duncan (Coordinating Observer - Cool Blue)
- Lydia Miller (Coordinating Director - Fiery Red)

Potential Challenges:

- **Analytical vs. Action-Oriented:** **Olivia's** careful, analytical approach may be at odds with **Lydia's** fast-paced, decisive style. **Lydia** may become frustrated with **Olivia's** need for detailed analysis, while **Olivia** could feel pressured by **Lydia's** impatience for results.
- **Communication Differences:** **Lydia's** direct, results-driven communication might seem abrupt to **Olivia**, who values precision and logical discussions. **Olivia** could feel rushed or disregarded if **Lydia** moves forward without full consideration of her analysis.

Conclusion

The Insights Discovery Team Report for Jake Roberts and his team highlights the diverse strengths and unique contributions each member brings to the table. The combination of leadership from Jake and Lydia, creativity from Noah, stability and support from Deepak, and meticulous attention to detail from Olivia creates a well-rounded, high-potential team.

However, differences in communication styles, decision-making speeds, and resistance to change could pose challenges if not managed effectively. By fostering open, Adult-to-Adult communication, balancing the team's various approaches, and leveraging their diverse strengths, Jake can create an environment that promotes collaboration, innovation, and high performance.

Implementing regular feedback, team-building activities, and aligning roles with individual strengths will ensure that the team not only meets its goals but thrives in the process. By understanding and respecting each team member's preferred working style, the team can overcome challenges, harness its potential, and drive lasting success both internally and in client-facing roles.