

A full-page background image of an astronaut in a white spacesuit floating in space. The astronaut is positioned centrally, with their right arm extended towards the right. The Earth's horizon is visible in the background, showing a blue sky and white clouds. The overall lighting is bright, suggesting the sun is nearby.

# DECODE PEOPLE'S MINDSETS



# BECAUSE YOU ARE SO MUCH MORE



People will think differently in different situations. We don't always respond the same. That's why MindSonar offers a new, modern type of psychological measurement. We measure your mindset for a specific situation. We call this 'contextualized' measurement.

We look at your values and your thinking patterns. But we don't lock you up in a 'personality' box. We describe your mindset in a way that can help you change it and develop it. Your mindset determines how you feel and what you do. It shapes how you evaluate things, what you notice and what you miss. And all that, in turn, determines your results in a given situation.

## THE MINDSONAR® PROFILE

After the on-line measurement, which takes about 30 minutes, you will receive a 30-page report of your thinking style, describing

- Your criteria for success and failure
- The value systems from which you operate (Graves Drives)
- An accurate description of over a dozen ingredients of your thinking style that make up your mental strategy (Meta Programs)

And that is just the beginning of your personal development adventure with MindSonar™.

## HOW IT WORKS

After the report comes the support – it is your time.

### Coaching

If you work with a coach, MindSonar allows you to look inside yourself from the very start of the coaching session. You will quickly understand what you need change in your mindset to succeed.

### Training

If you participate in training, you will quickly get involved. Your MindSonar profile is a tangible document showing you what to change to learn new skills.

### Management

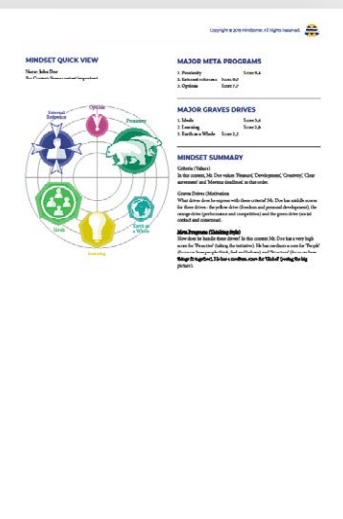
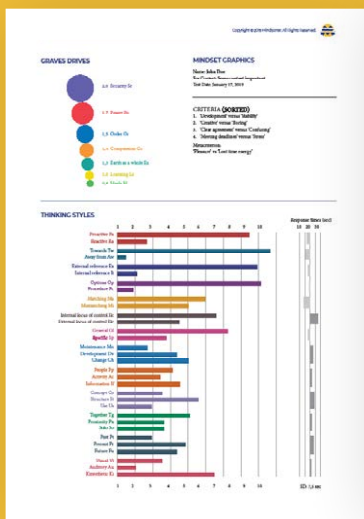
If you are a manager, you will gain knowledge about what motivates your employees, how to communicate with them and how to help them develop.

### HR

If you are a HR Professional, you will start truly understanding conflicts and you will be able to design changes that people are motivated to implement.

### Consultancy

If you are a business consultant, you will have a unique tool to research and change organizational culture.



## A FEW EXAMPLES OF MINDSONAR® APPLICATIONS

### Working with teams

In the Netherlands, MindSonar was used to coach an Olympic horseriding team. They won 20% of all the Dutch Olympic medals in 2012. MindSonar Professionals gave the athletes insight in their values and the thinking styles that were dominant or lacking. For the riders, the team captain, the manager and the vet as well. Some major thinking style differences had been a detrimental stressfactor. Explaining these differences, and showing them graphically, helped resolve them and using them as assets rather than obstacles.

### Precise Recruitment

In the UK, a printing company was unhappy with their assessment tools and had recently lost an important employee. They were looking for a more granular and flexible tool. A MindSonar Professional built benchmark profiles of what they needed exactly from people in different positions. They based this on current experts. This has allowed the company to recruit to specific roles as well as training people in those roles. Management reported saving many thousands of pounds this way.

### Leadership

In Peru, a mining company had serious and persistent problems in their management team. They all had great difficulty with "Don Pesimo" ("Mister Horrible"), who would habitually disagree and point out everything that could go wrong. A MindSonar Professional showed them graphically that this person just used a different thinking style. He was relabelled as an internal consultant, with the unique ability to show them dangers and pitfalls. Today he sits at the head of the board of directors.

## LEARN MORE

Visit us at:

**MindSonar.info**

for a list of MindSonar Professionals, articles, training opportunities and other events.

