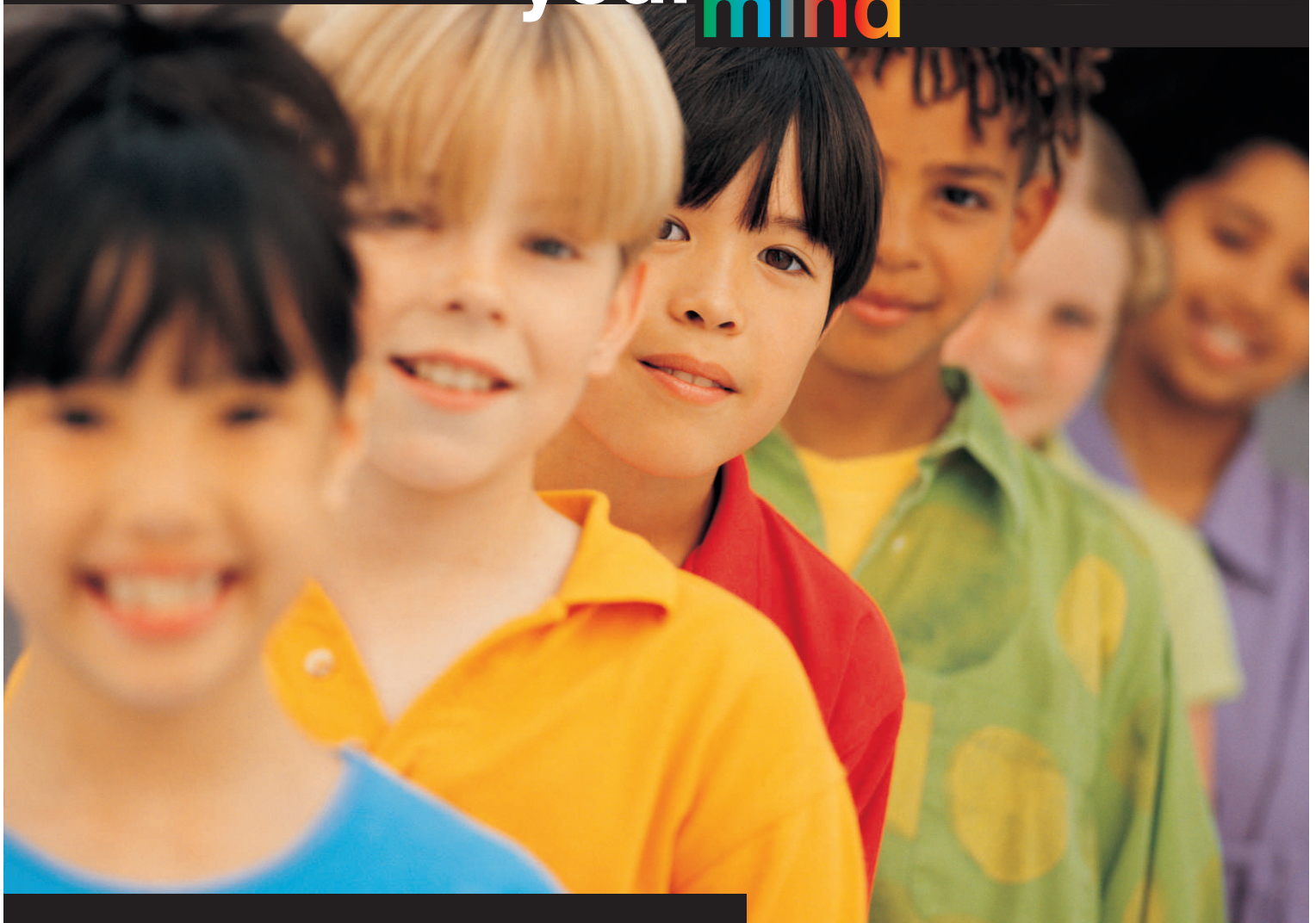


Open your **mind**



Let **Neuroscience** help improve
your child's performance

At School, At Home and Socially ...

“ In order to believe they can solve their own problems, kids need self-esteem, integrity, and a sense of their own power.”

- Coloroso,
Kids Are Worth It:
Giving Your Child The Gift Of Inner Discipline



People With High Emotional Intelligence

- ✓ Excel Socially
- ✓ Are rarely fearful or worried
- ✓ Are sympathetic and caring in their relationship

Hallmarks of Children who succeed in School

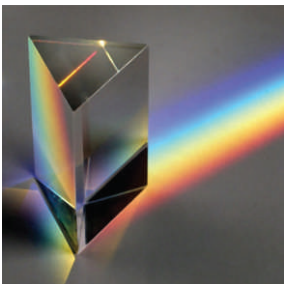
- ✓ They are eager to learn
- ✓ They have well developed social and emotional skills
- ✓ They are good at assessing their skills

“ 15% of the reason why people get a job, keep a job, and move ahead in that job is determined by their technical skills, experience and knowledge regardless of their profession.”

“ The other 85% has to do with their people skills and people knowledge.”

The Carnegie Foundation,
The Stanford Research Institute

What is PRISM ?

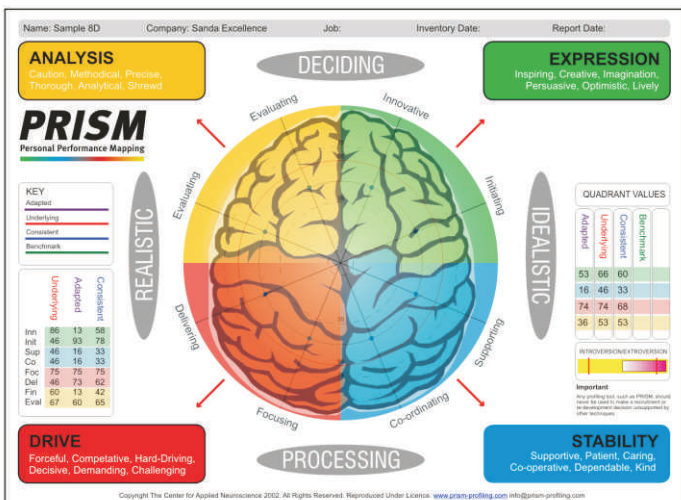


PRISM is the ultimate 21st century human behaviour instrument useful for identifying human behaviour and enhancing performance. **PRISM** makes use of the latest discoveries in **neuroscience** to generate a comprehensive, yet easy to understand, ‘map’ which illustrates how a person is likely to behave in different situations.

PRISM is a very powerful personal development tool that deconstructs day-to-day behaviour back to its physiological origins in the brain – just like an actual **PRISM** breaks down light into its constituent colours. Based on some of the latest neuroscience advances, **PRISM** goes beyond technical abilities and reveals **what really makes people tick, and how they relate to other people.**

PRISM is about **self-understanding** as well as **understanding other people.** The way each of us behaves is the result of the interplay mainly between four opposing parts of the brain – the hemispheres of the frontal cortex (known to most of us as the front of the left and right hemispheres) and the right and left hemispheres of the limbic system.

The **PRISM** model is a metaphor of the dynamic interaction that takes place between the brain’s functional areas and provides a visual representation of the behaviour preferences that behaviour preferences that result from this interaction.



The Brain Map shown here is PRISM Pro Brain Map

“ I have extensively used the **PRISM** theory in a programme called Foundations of Leadership that Syngenta runs where I am a certified trainer and my knowledge on the **PRISM** has been a key resource in getting first level leaders to be able to deal with many queries on their behaviors especially when they go through an AHA moment! ”

Noel Noronha - Syngenta

“ Working in the field of Learning & Development for some 20 years, I have not come across a more user-friendly, flexible and accurate tool for behavioural assessment, perfectly supported by a team of passionate professionals. Whether to complement the recruitment process, raise levels of individuals self awareness, appreciate the full behavioural dynamics of complex teams or simply make people aware and respectful the behavioural diversity, **PRISM** ticks all the boxes. ”

Terry McIlkenny - Kleinwort Benson Private Bank

How Reliable is PRISM ?

The best way to understand reliability is to understand that, all things being equal, a person should get the same results on a questionnaire if they complete it at two different points in time. Another way to look at reliability is to say that two people who are the same in terms of the traits being measured, should get the same score.

A three-year study of **PRISM** by the University of Kent showed that the instrument achieved the following Alpha scores:

PRISM main dimension	Minimum consistency score	PRISM consistency score
Red	0.7	0.94
Green	0.7	0.93
Gold	0.7	0.94
Blue	0.7	0.93

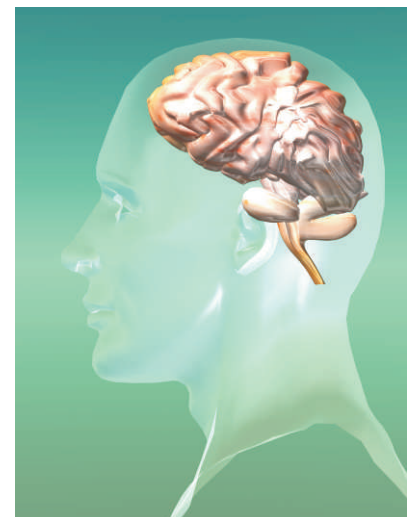
Now in use by some of the world's leading organisations,

PRISM is a must for all those who want to improve personal or business performance. Those who use **PRISM** include:



Why NEUROSCIENCE rather than PSYCHOLOGY ?

- ◆ The brain, for example, **does not** have a system dedicated to 'perception'.
- ◆ **No one part of the brain does solely one thing and no part of the brain acts alone.**
- ◆ In modern personality theory the notion of 'self' typically refers to the conscious self, in the sense of having self-knowledge, a self-concept and self-esteem. However, the brain learns and stores many things in networks that function outside conscious awareness.
- ◆ Some so-called personality traits are highly influenced by genetic history. However, people are not always true to their personality traits. *A person can display extroverted behaviour at home and yet appear to be introverted at work.*
- ◆ Some instruments categories individuals into one of 16 types, but critics have long contended that typology oriented approaches to personality are "too simplistic and often inaccurate."
- ◆ "People are infinitely variable even if they do tend to 'fit into' global categories."

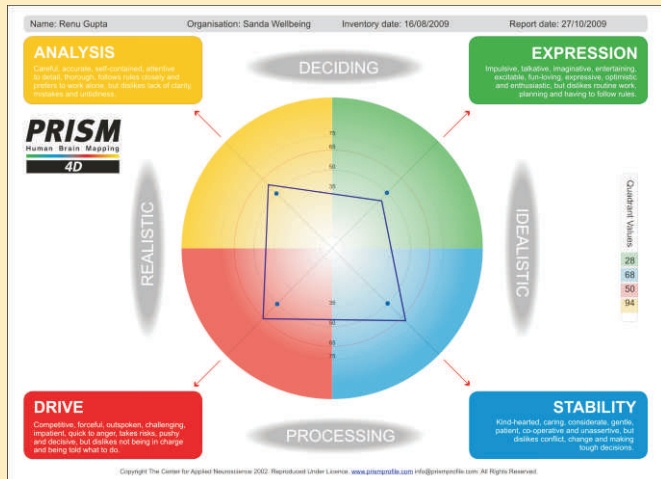


How *PRISM* helps your child

'*PRISM 4D*' is a four-dimension profiling instrument and comes complete with a workbook.

Quick and easy to use, it provides a great introduction to understanding behaviour.

This is a perfect tool for students in schools, colleges and higher education institutions.



Young Discovery Program

Sanda Excellence's *Young Discovery* program for children, helps to build self esteem, boost confidence and enhance emotional development by helping them:

- To understand how everyone sees the world differently.
- To become more aware of their behaviour and how it effects others.
- To learn more about themselves through listening to others.
- To give them opportunity to adapt their behaviour.

The *Young Discovery* program is a one day module, where our UK Certified Coaches provide an interactive and experiential learning environment for your child.

Using advanced *PRISM* Brain Maps, the Coaches help the children to understand their behavioural preference, thus allowing individuals to understand themselves and others better.

Helps your child build on their preferences.

Build self esteem

Developing your child's self-esteem sets the foundation for a lifelong positive attitude. Children who feel good about themselves are more likely to **excel academically**, have an **enriching social life** and make **better decisions**.

Promote Confidence in Children

Most parents want their children to be confident and to be able to **accomplish their goals**. Being aware of their behaviours and the rationale behind it ensures the children are able to do so with a **healthy attitude**.

At the *Young Discovery* Program our **UK Certified Coaches** provide an interactive and experiential learning environment for your child. Using advanced *PRISM* Brain Maps, the Coaches help the children to understand their behavioural preference, thus allowing individuals to understand themselves and others.

Enhance Emotional Development

Most educators agree that children's emotional well-being contributes greatly to their social and intellectual development. *Young Discovery* Program ensures children get an understanding of their behaviours and the diversity of behaviour around them.

Continuing Personal Growth

Introducing effective habits and empowering techniques can help child learn responsibility, gain confidence, and make healthy choices. Being able to receive feedback ensures that the child has access to a continual personal development tool.

Why **PRISM** is Different ?

Many tools categorize a person into a single type. These over simplified labels make no allowance for the subtle, yet crucial, differences between people or the reasons why they behave in certain ways. **PRISM** is **not** a 'psychometric test'. It does **not** label individuals by telling them what they are, it demonstrates why they tend to behave in certain ways in different situations.

The core of the **PRISM** Model is an easy-to-use, online inventory which can be completed in approximately 20 minutes. Due to its highly visual content and practical focus **PRISM** is easily grasped and immediately useful.

“I really feel for the first time that we have discovered in **PRISM** a model of human behaviour that we can readily incorporate into our team and that will lead to improved motivation, performance and results”

David Pickup, Customer Business Development Director,
Procter & Gamble

“Although the human brain is immensely complicated, we have known for some time that it carries out four basic functions: getting information, making meaning of information, creating ideas from these meanings, and acting on those ideas”

Professor Marian Diamond,
University of California, Berkeley

PRISM is a highly reliable measurement instrument

Dr G T Viki
Chartered Psychologist - Senior Lecturer in Forensic Psychology

“I have been using **PRISM** now for over 3 years and I never cease to be amazed at the difference it can make in the here and now. I just love seeing the real impact it can have on individuals and teams. It is visual, easily understandable, memorable and jargon-free”

- David Mellor
Chairman - Viridian Corporate Finance

PRISM produces a wide range of easy to understand charts and reports to help users gain an insight into their behaviour preferences.

Using your whole brain

- ◆ Have you ever wondered why you get along well with some people, but not so well (or not at all) with others.
- ◆ Do you wish you knew how to get along better with other people?
- ◆ **That would make your life easier. It would make their life easier too.**
- ◆ If someone gave you a simple tool that would help you to get along better with your friends, your family and other important people in your life, would you use it? If so, **PRISM** is just what you need.
- ◆ **PRISM** is **not** a test. There are **no** write or wrong answers. You **can't**, therefore, pass or fail. You can get a lot out of it-at home, at school, with your friends, and in all of your relationships.
- ◆ **PRISM** gives you insights into your thoughts, feelings, and **behaviours that you'll use for a lifetime, including in your career.**
- ◆ It opens your eyes to ways in which people are different, and reasons why those differences are positive, exciting, and good for everyone-including you.
- ◆ **PRISM suite of instruments are designed to identify and enhance personal and business relationships:**

PRISM 4D®

PRISM Pro®

PRISM Pro-Select®

Sanda Business Solutions Pvt. Ltd.

Regd. Office: 2nd floor Bela Vista Apartments,
Luis Miranda Road, Argao, Goa-403601, INDIA

www.prismprofile.com
✉ info@prismprofile.com
☎ +91 0832 6683050

Corporate Office: G-2, Akruiti Centre Point,
MIDC, Andheri-East, Mumbai - 400 093