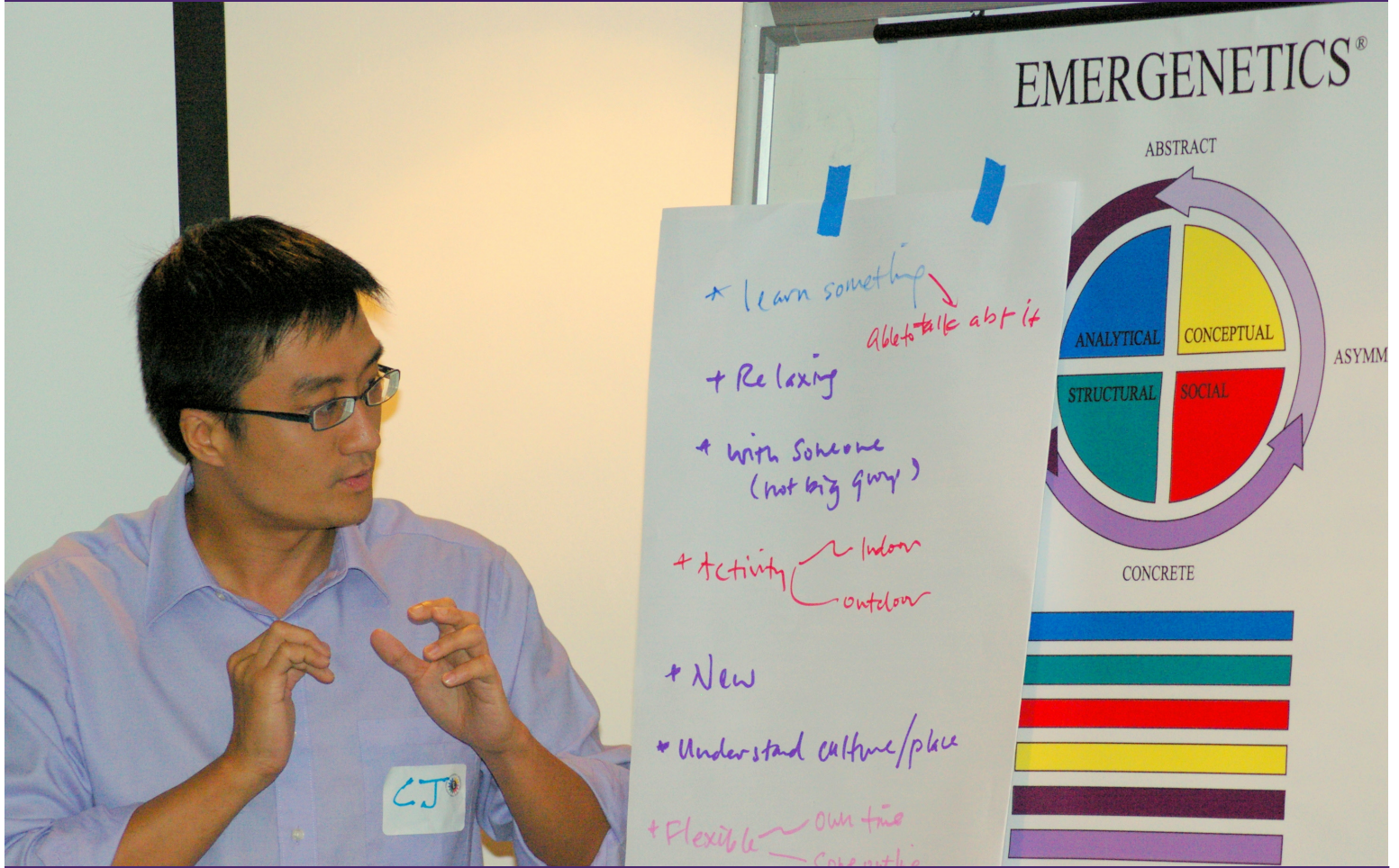




A New Way of Thinking



Business is about capitalizing on opportunities.
 To do that, you need your strategy, your processes
 and your people in sync.

Emergenetics® is a multifaceted tool for your entire business. A brainbased profile that analyzes people from a thinking and behavioral perspective. With Emergenetics, you get a greater understanding of your team and your business, which translates into productivity, effectiveness, synchronicity, and solutions.

Our clients include:



the science

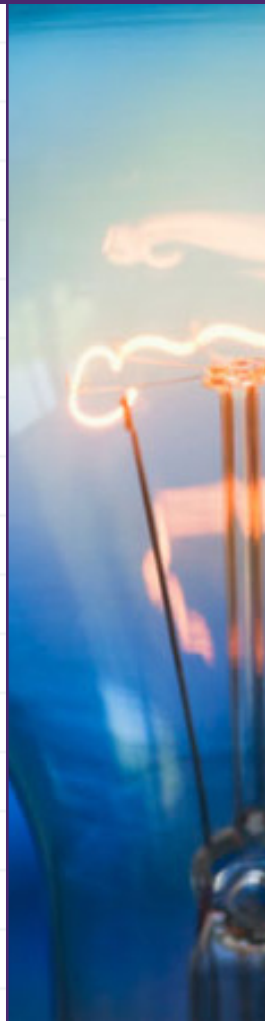
The Emergenetics Profile is based on the latest brain research and backed by 20 years of data collection and analysis.

Definitive: Over 300,000 profiles and counting.

Accurate: Test/retest validation is very strong.

Valid: *The Standards of Education and Psychological Testing*, which outline test reliability and validity, were strictly followed during the development process.

Up-to-date: Data is re-normed against the population every two years to ensure reliability.



the solution

More than anything else, Emergenetics gives you insight. Insight into the strengths of your team members and how to work together to achieve concrete results. Insight into the ways your partners, clients and competitors process and react.

Emergenetics insight is easy to understand, easy to implement, and tied to real business results.

Guiding strategic thinking: Utilize diverse ways of thinking by harnessing the strengths of your team members to create new solutions to difficult challenges.

Developing leaders: Gain greater self-awareness, improved learning, and the ability to empower a team to maximize its potential.

Enhancing performance: Match employee strengths with company objectives for improved customer service, increased sales, more in-depth marketing and research, and more efficient processes.

the results

The ability to respond to your needs and translate your business' strengths into clear-cut results is what sets Emergenetics apart. Whether you work with many organizations or are a part of one company, Emergenetics gives you the power to create solutions.

- **Create stronger, more collaborative teams:** "Emergenetics has made a significant impact on myself, my staff, our extended staff and how we approach collaboration. We now understand how to appreciate divergent opinions and value all perspectives before we move as a team."
– Dave O'Callaghan, Vice President, WW Distribution, **Cisco Systems, Inc.**
- **Facilitate multilevel success strategies:** "Since 2003, we have used the Emergenetics tool to: foster individual development, enhance interpersonal and organizational communications, build stronger teams, and strengthen relationships with community and business partners."
– Cynthia Kiser Murphey, Senior Vice President - Human Resources, **MGM MIRAGE**
- **Increase ROI:** "Emergenetics {helped us} in creating a dynamic team that has transformed our company into an industry leader."
– Robert Bates, President (retired), Benefit Partners, Jefferson Pilot Financial now **Lincoln Financial Group**

