

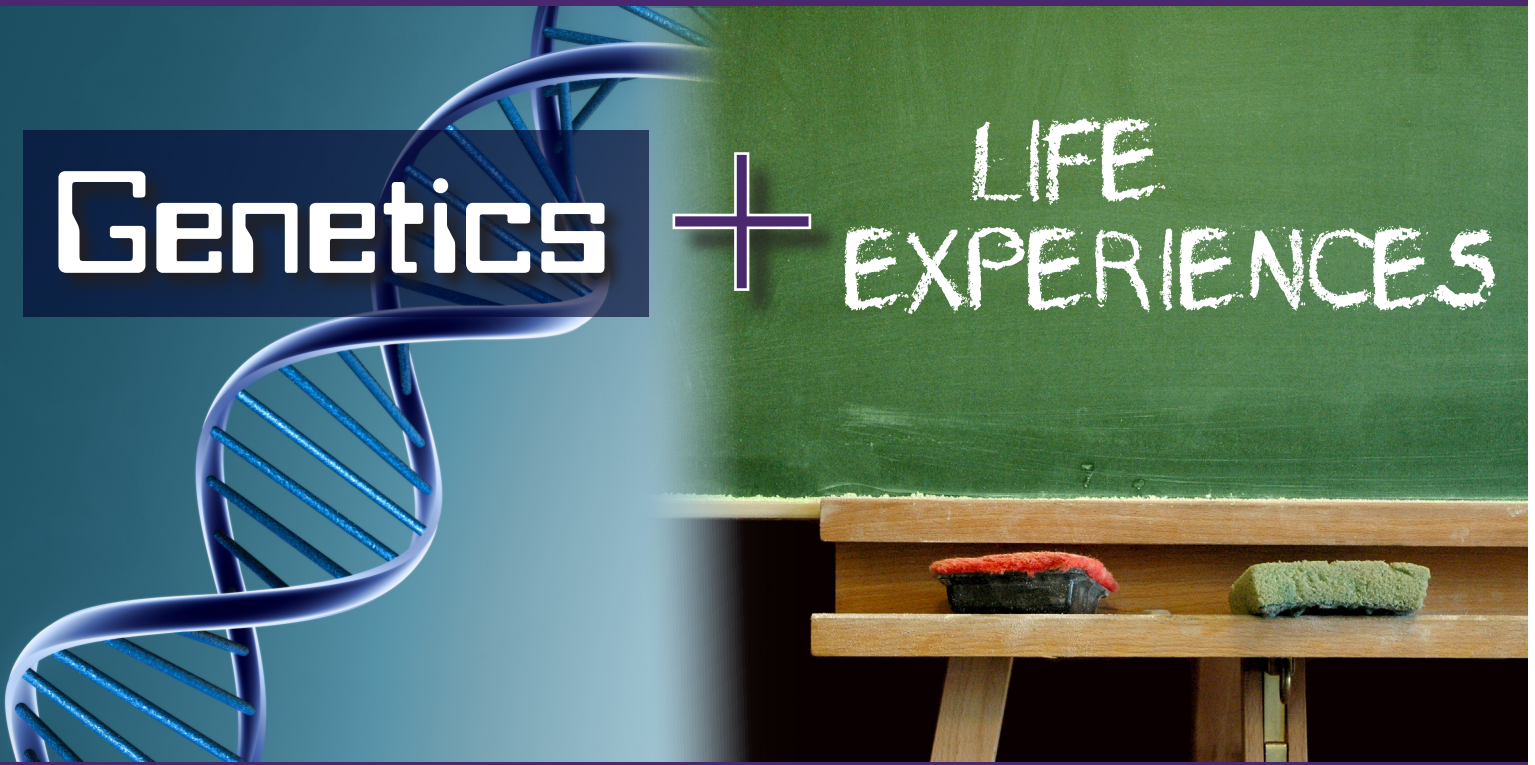


Emergenetics: The Basics

Genetics



LIFE EXPERIENCES



= Your True Colors

The Emergenetics® Profile was developed to distinctly measure the blend of genetics and life experiences. The result is a clear-cut profile unlike any other on the market.

The Basics

Research and Neuroscience Fuel the Emergenetics® Profile

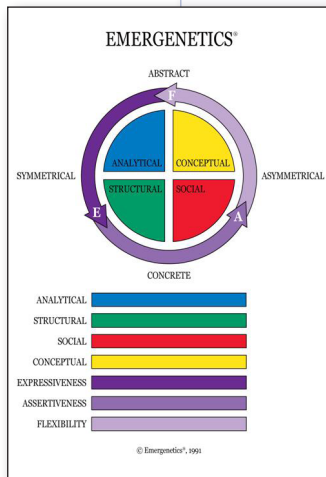
It's an understanding that personality is about genetics *and* life experiences. Thinking *and* behavior.

The Emergenetics profile places thinking and behavior into manageable, understandable attributes that provide definition without boxing people in.

The Thinking Behind Emergenetics Thinking

Emergenetics measures four distinct attributes based on Nobel Prize winning research on left-brain/right-brain thinking. By rooting the thinking attributes in this context, Emergenetics clarifies thinking on a brain-based level. It's not pop science—it's a grounded, valid and reliable way of defining **how** people think. Just as importantly... Emergenetics theory resonates with people and provides understanding.

- Analytical** – The combination of rational thought with abstract ideas
- Structural** – The combination of sequential thought with practical ideas
- Social** – The combination of intuitive thought and a regard for people
- Conceptual** – The combination of intuitive thought with abstract ideas



Background on the Behaviors

The Emergenetics behaviors set us apart from the crowd. Scientifically formulated to represent how people act, communicate, process and interact, the three Emergenetics behavioral tendencies create a new way to quickly and easily see how people relate. Like the Thinking Attributes, Emergenetics behaviors are compared to the population-at-large—that means a more defined idea of where a person is coming from.

- Expressiveness** – Your level of participation with others
- Assertiveness** – Your interest in controlling situations and results
- Flexibility** – Your willingness to accommodate others

The Mix

With the Emergenetics Profile, the sum is greater than the parts. Every Emergenetics Attribute unlocks a key component of thinking and behavior. But the mix of all the Attributes is the true value—a nuanced picture of preferences, strengths and personality—and what makes Emergenetics so powerful and so different from other tools.

The Emergenetics profile is only as good as the science behind it

- ✓ Standards for Educational and Psychological Testing from the American Psychological Association
- ✓ Reliability measures that ensure every answer precisely translates into a unique profile
- ✓ Three constructs of validity
- ✓ Regular data benchmarking to ensure consistency and accuracy

Want more info on what goes into the Emergenetics Profile?

Visit <http://www.emergenetics.com/emergenetics/masterpages/Research.aspx>

Research