



Be confident!

Be confident in your hiring and professional development decisions, pre-empt stress, burn-out, friction and blind spots to build and maintain high performing teams and organisations.

Personality Mapping for Organisational Behaviour



Increase quality, lower costs

Identify best hires quickly and lower costs while increasing quality.



Better decisions

More information to make better decisions.



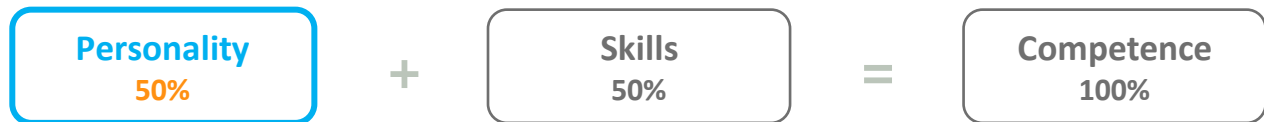
Shared direction

Create common language, focus on values, align strengths to goals.

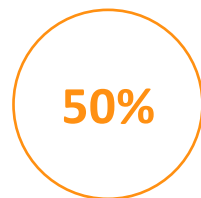
How?

By mapping and reporting comprehensive personality, drives, values and strengths to create awareness, motivate, drive effective recruitment, create common language and help your organisation and individuals to make better decisions for themselves.

Why?



Many organisations use various assessments at different points in the employee journey and parts of the organisation. These don't always link up or grow with the employee. Why use several contrasting assessments when Leading Brains HBF can run assessments for multiple contexts on one simple framework?



You could be wasting up to 50% of your potential by not measuring and using personality metrics well!

Employees	<ul style="list-style-type: none"> Identify strengths Mapped to core skills Awareness and action plans 	<ul style="list-style-type: none"> ✓ Improve communication ✓ Work to strengths ✓ Use individuals well
Teams	<ul style="list-style-type: none"> Identify group strengths Flag potential blind spots Build awareness of performance blocks 	<ul style="list-style-type: none"> ✓ Improve team cohesion ✓ Accurate analytics ✓ Quickly identify potential points of friction
Executives	<ul style="list-style-type: none"> Match traits to roles Simplify search and selection Inform development planning 	<ul style="list-style-type: none"> ✓ Improve communication ✓ Improve team cohesion ✓ Map to teams and employees



Designed for Organisations' Needs

Our specialised personality mapping tools give the additional support, in one unified human behavioural framework (HBF), to improve search, hiring, continual professional and personal development and well-being and engagement in the workplace

This will give you a competitive edge, improve quality, and enhance insights and reporting of employees across the organisation

High-Performing Businesses Need



Quality staff

Attract and select team members faster and with more accuracy, reducing time to hire, associated costs and risk of cultural or role mis-match



Continuous improvement

Have a unified method, language and set of criteria upon which to systematically monitor and evaluate the development of traits contributing to the achievement of organisational goals



Shared direction

Augment a clear strategic direction with a shared understanding of the behaviours needed to create an effective and inclusive working environment

Challenges



Competitive market

Establish your organisation as an employer of choice by contributing in a unique way to the professional and personal development of your employees



Meaningful Data

Replace multiple, disparate, assessments with one framework on which employees and teams of all levels and roles can map traits, values and strengths creating consistency in data and reporting



Controlling Costs

Protect your business from costly role or culture mis-matches which inhibit performance and reduce the return on your investment in development

leading brains - Corporate Suite

- ✓ Attract and retain the best talent
- ✓ Make informed decisions
- ✓ Protect return on investment in people
- ✓ Meaningful data
- ✓ Easy & simple



Easy & Simple: One Framework

Our multi-level reporting means that you can create a solution which perfectly fits the size, shape and maturity of your business. Focus can be on one specific area of development or expanded to give a total overview of the organisation plus give individual level analytics or those for a team as a whole.

And everything in-between.

The **Human Behavioural Framework (HBF)** is designed as a completely comprehensive personality mapping tool.

Bronze, Silver, Gold reporting...



60 or 155-item questionnaire
Simple, informative,
Quality



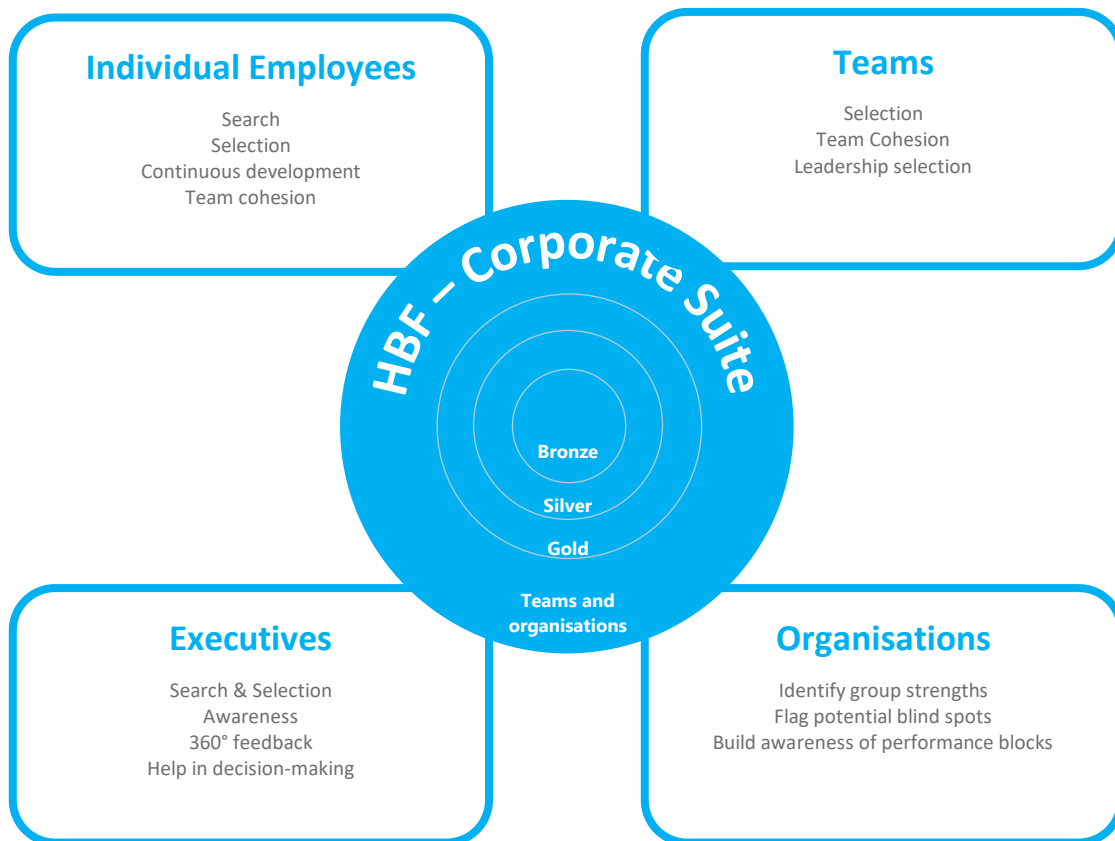
155-item questionnaire
Higher data quality
Detailed mapping



240-item questionnaire
Highest data quality
Stability, over time
3rd person

...in one framework...

To ensure effective use of data and consistent and effective reporting at all levels. Use a common language.



...and grows with your employees and your business:

At different stages of the employee lifecycle, from apprentice to executive, expectations and the importance of certain values and traits can change

Your business also has a lifecycle, from entrepreneurship and innovation to maturity and collaboration, during which growth and performance are driven by different behaviours

We understand this and have a solution to support your business on every level



Modular: Pick and Choose

Our modular approach means you can pick and choose according to your budget or specific needs:

1. **One area** e.g. in Search and Selection or development planning
2. **One stream** e.g. Individuals only or selected teams
3. **Comprehensive** and fully aligned: All levels of employees individually, workgroups and teams and organisation overview

Product Examples

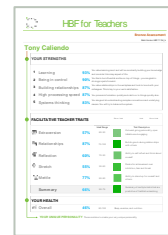


HBF Bronze

For example:

- Search
- Recruiting

- 60 or 155-item questionnaire
- 2-page short report
- List beneficial traits
- Predictive traits only listed
- Cost effective packages for large scale recruiting and mapping



- All critical information on one- page
- Valuable insights



HBF Silver

- Recruiting
- Professional development
- Personal Development
- Team formation

- 155 -item questionnaire
- 9-page report
- Overview
- Detailed overview
- Predictive traits listed
- Strengths
- Values



+ 6

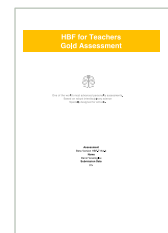
- Simple + detailed data
- Action planning
- Comparison to average



HBF Gold –

- Recruiting (leadership)
- Professional development
- Personal Development

- 240 -item questionnaire
- 14-page comprehensive report
- Overview
- Best in role comparison
- Stability
- Peer perspectives
- Values



+ 12

- Simple + detailed data
- Action planning
- Comparison to average



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Experience an HBF corporate assessment for yourself [here](#):

<https://leading-brains.typeform.com/to/thBU78>

Please give us a call:

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Or contact our experts – we'd love to hear from you:

Jenny Watson

Jenny is our expert for HR. If you have any questions on how leading brains assessments can benefit your organisation and HR processes and how best to use them, please contact Jenny:

jenny@leading-brains.com

Andy Habermacher

Andy is the developer of the HBF and can answer any academic questions you have on the construction of the assessments and psychometric background. Please contact Andy here:

andy@leading-brains.com

Stuart May

Stuart is operations officer and can help with setting up processes and any technical question you may have. Stuart will also be happy to answer any questions on data protection:

stuart@leading-brains.com



Leading brains is an organisation, based in Switzerland, that has developed personnel development concepts, theories and practical material based on cognitive neuroscience and human behaviour. Leading brains has developed the HBF framework a comprehensive approach to map personality across 6 evolutionary levels of the brain. These help drive business and educational institutions to have better hires, retain talent, develop staff and lower costs.

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