



WHY DOES BP USE CLARITY4D?

Our clients are concerned about the RISKS facing their organisations, due to:

- Poor communication
- Lack of trust
- Poor flow of information

Which can result in:

- Unskilled and demotivated staff
- Errors
- Missed deadlines
- Waste of time and resources



Which will result in:

- Loss of profitability

All these risks can be reduced with closer team work and greater self-understanding.

Clarity4D provides a good basis for personal development and when used in conjunction with personal/professional coaching can maximise the potential of individuals and teams.

Amanda Murrell, MD
CLARITY4D Business Partner,
Trainer, Facilitator and Coach

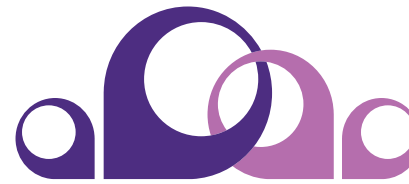
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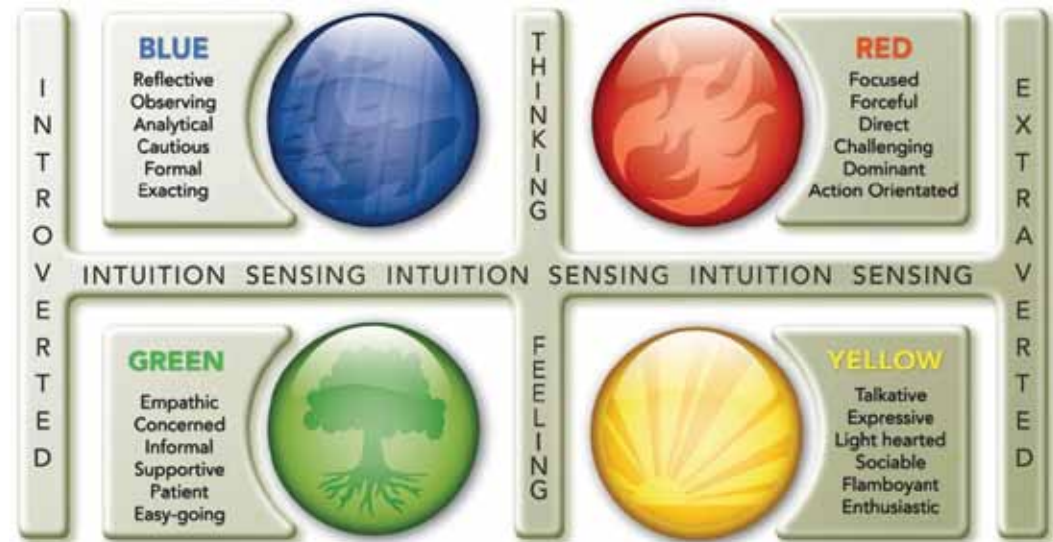
Accredited by
clarity4D

unlock the real you



CLARITY4D

A combination of personality profiling and development programmes for individuals, teams and organisations.



Clarity4D is an affordable, accessible, simple but effective learning and development solution that is globally recognised, incorporating a behavioural model and psychometric tool based on the work of Carl Jung and uses colour to identify the four basic personality types.



FOR THE INDIVIDUAL

Each individual will have a personal report which is **simple** to understand, **affordable**, gives a **global** language of COLOUR, and is **effective** in terms of:

- Understanding more about yourself, both strengths and weaknesses.
- Understanding more about others who may have different preferences, expectations and desires.
- Better understanding of the behaviours expected of them to meet the requirements of different situations – both work based and in their personal lives.
- Being better able to blend their preferences with those of others for improved individual relationships, team dynamics, communication, harmony, effectiveness and sales performance.
- Identifying how personal influence can be enhanced by meeting others' needs.
- Having a framework, a common language, on which to base their interactions.
- Forms the basis of leadership behaviour.

TEAM DEVELOPMENT

The profiles can be used in workshops for leadership and management development in the following areas:

- Team development
- Sales and negotiation training
- Appraisals
- Senior management strategy meetings
- Culture change
- Coaching
- Customer Service
- Selection and Progression Planning
- Problem Solving and Creativity Workshops



AIMS & OUTCOMES OF WORKSHOPS

- Recognise and value the differences in others.
- Adapt our approach to build closer rapport with others.
- Have a framework, a common language, on which to base future interaction.
- Motivate and encourage the team during challenging times.
- Identify preferred ways of communicating together, and sharing their preference.
- Create action plans for effective future teamwork.
- Raise self-awareness and the impact of our behaviour on others.

WHAT ARE THE PRODUCTS?

- Profiles using COLOUR to aid learning: Basic, Team, Corporate and Youth
- Training Programmes and Workshops
- 1:1 coaching sessions

The following is a list of the different products on offer from Amanda Murrell Associates Ltd:

- **Basic C4D Profile (adult)**
A basic 11 page profile giving you an overview of how you see yourself, your strengths and areas for development.

- **Full C4D profile (adult)**
The basic profile plus a team profile to expand your communication style and team interactions.

- **C4D Youth Profile**
An 11 page profile for under 18's gives an overview of your personal style and how you work with people and tasks. By highlighting your strengths and talents it can help identify areas of potential growth.

- **One to One coaching session**
These can be conducted by phone, Skype or face to face as a one-off or ongoing basis.

- **Introduction to Clarity4D**
A 2 hour group session for an introduction to the concepts of effective communication, identifying personality styles and building rapport.

- **½ day Clarity4D Workshop**
Interactive workshop focusing on teams, modifying behaviours and improving group harmony.

- **Full day Clarity4D Workshop**
Interactive workshop getting in-depth on delegate profiles, and individual/team development plans.

