

# 10 Reasons to choose Clarity4D

	THE ALTERNATIVE TOOLS: NSIGHTS/MBTI/DISC	CLARITY4D	REASONS TO CHOOSE CLARITY4D
1	The profile is often looked at and put in a drawer	Clarity4D approach is a process & the profiles are used for coaching, appraisals, team development	Sustainability and the client keeps coming back for additional profiles
2	The questionnaire is answered in "work" mode	The questionnaire is answered as the "instinctive" person	1 <sup>st</sup> Dimension: The individual understands their natural self and adapts to meet the needs of situation/people/role
3	The profile models need explaining	By linking colour to the four elements, it is designed to be understood quickly and easily, across cultures	The language of colour is quickly absorbed by greater numbers of people
4	Learning is only profile based	The Clarity4D Academy offers online modules for blended & continuous learning	The flexibility to offer learning in a variety of ways
5	The terminology used places people into a "box", e.g. Supporter, INTJ, "D" which can be difficult to understand or remember for the delegate	Clarity4D applies no "names"; no "boxing"; and no pigeon-holing. Everyone is unique and made to appreciate themselves for that.	People understand that they are not just one colour, but a mixture of colours energies
6	Profile covers a lot of material which needs a lot of explanation	The simplicity enables the profile to be understood without facilitation	The profile can and has been used by a variety of groups (e.g. students, teenagers, CEOs, Police Officers, life partners,
7	Profile is theory rich and does not emphasise practical application	The profile is designed to be shared and invites feedback. It is a practical workbook for continuous use even after the workshop/coaching, etc.	Effective: 2 <sup>nd</sup> Dimension – how other people see you. Fits in with corporate needs, appraisals, coaching, etc.
8	Profile is theory rich and does not emphasise potential growth and applicable ways of achieving and maintaining change	The profile is designed to encourage the delegate to explore their hidden potential through practical steps.	Effective: 3 <sup>rd</sup> Dimension Setting personal and business goals
8	Extra costs for extra "chapters", sometimes as many as ten different "chapters"	One main profile at one cost. Personal and Team profiles can be split to spread interventions where necessary.	4 <sup>th</sup> Dimension: Delegates can build their learning over time
9	Designed for corporations only	Designed for universal use by all ages. As well as corporate profiles there is also the Youth Profile.	Clarity4D is holistic and can involve the delegate's family
10	A well established and big corporation (which can be intransigent)	Well established and lean, flexible, 'family' business, with philanthropic ethics.	Clarity4D can tailor products and responds to specific needs of a client