Insights Discovery and the CliftonStrengths® Assessment

Insights Discovery and the CliftonStrengths® Assessment can both be used for personal development and have self-awareness at their core. The main difference is that Insights Discovery allows for easy comparison between individuals, making it ideally suited for use in teams and relationship-building.

	Insights Discovery	CliftonStrengths® Assessment (formerly Clifton StrengthsFinder®)
Provider	Insights Learning and Development	Gallup
Influenced by	Carl Jung and Jolande Jacobi	Work of Donald Clifton
Core products and reported reliability Scale of 0-1 (N.B 0.7 or higher is accepted value)[1]	**First touchpoint** Insights Discovery: Range 0.91 -0.93 **Further assessment** Insights Deeper Discovery: Range 0.81-0.89	**First touchpoint** Strengths Insight Report (Top 5 Themes) **Further assessment** Your Theme Sequence Report (34 Themes) These results are publicly accessible but not authorised for commercial reprint. To access please see product publisher
Business application	• Teamwork • Transformational Leadership • Navigating Change • Sales and Service • Culture and Engagement	• Individual development • Management • Organisational culture • Educators[2]

© The Insights Group Ltd, 2018. All rights reserved.

Theory

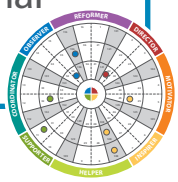
Insights Discovery and CliftonStrengths® Assessment are based on different theoretical models, meaning that in practice they look very different. Insights Discovery measures personal preferences, using Jung's psychological types as the foundation for its framework. The CliftonStrengths® Assessment is based on a general model of Positive Psychology and measures the presence of talents and themes.

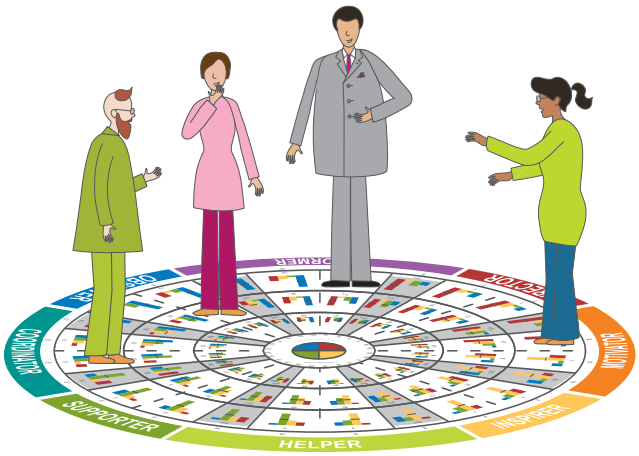
Benefits of Insights Discovery

The Insights Discovery methodology allows individuals to view their personal preferences in relation to those of others, making it easy to identify where they may come into conflict, and where they share common ground.

The CliftonStrengths® Assessment does allow for interpersonal comparison, but unless the individuals share the same top theme it is harder to find ways to adapt and connect.

Our team wheels give you a highly visual representation of your team's personal preferences





Some of the advantages of Insights Discovery that our clients have listed:

Using meaningful words like Fiery Red or Earth Green makes everything more memorable.

Being able to use floor mats and actually step into the model to compare wheel positions in a team is very impactful.

The profiles have great information that can be applied on a daily basis, both inside and outside the workplace.

[1] Insights Discovery and Insights Deeper Discovery Cronbach's Alpha Coefficient (UK Version 2016)
[2] Business Applications of the CliftonStrengths® Assessment. Source Gallup Website: www.gallupstrengthscenter.com/home/en-US/Index

© The Insights Group Ltd, 2018. All rights reserved.

insights®