

## About the Print Survey

Compiled by: Michael Keller (2011)

### An Overview of the PRINT SURVEY and Potential Benefits:

Using Print knowledge and experience, along with a client's Print Survey Report, a Certified Print Coach can help a client understand and value:

- What motivates them
- What they gravitate toward and why
- What they try to avoid and why
- What their "best self" and "shadow" characteristics are and why
- What would help them diminish their "shadow" behaviour – the negative and reactive place that individuals go when under pressure or stress – the same behaviours that can undermine a client's forward movement
- What would help them be more in "best self" – their most productive, pleasant and relationship-enhancing response to life.



**This powerful information gives both Coach and client a starting point for meaningful dialogue as well as a point of reference throughout the coaching process. For any client who wants to perform better, find greater balance, enhance their relationships, accelerate or change their career, or simply create a life they love, Print will certainly enrich the journey.**

**Print Opens Doors:** Print has been known to generate unprecedented numbers of "ah-ha" moments. Relationships and experiences suddenly make more sense. Myriad pathways emerge for those who are stuck, uncertain or seeking new directions. Print's unique ability to answer the pivotal question "**why**" – why do people feel, think or act as they do - is at the heart of the discovery process. Frequently hidden yet vital motivations surrounding feelings, thoughts and actions are the essential knowledge from which all else flows – each person's unique "lens" or "perspective" on the world. Print explains why...simply, concisely, and with uncanny accuracy.

**Print engages learning and growth:** Print offers immediate insight and invaluable information – to stimulate dialogue, validate perceptions, and offers new perspectives. Print accelerates self-awareness and frequently shortens the timeframe to experience shifts. The central theme of Print is growth and transformation = revealing underlying motivations "as drivers" as well as "triggers" for reactivity when things aren't going as planned. By using Print, *learning and integration are heightened*, so clients reach goals more rapidly and with much greater clarity.

**What is Printing?** – Printing is a method of cataloguing human behaviour that emphasizes a focus on (1) unconscious motivators – the drivers of action, (2) best self behaviour – natural strengths, (3) shadow behaviour that seeks to avoid or control, creates "stumbling blocks", and (4) how this all affects *overall well-being and productivity*. Print explains how we react and how we relate. It is at the core of what motivates us and what drives us crazy. Print helps unleash the potential that lies within each of us. It guides us toward our success and reveals what we can do to better face our challenges. Print lets us understand others as well as ourselves. Print got its name because it is similar to "fingerprints" – each unique, distinctive.

**What's the goal of Print?** – To increase best self and decrease shadow behaviours and, thereby, to assist individuals and teams *to reach their highest potential*.

**What's in a Print profile?** – Printing takes people's personality traits, along with the why's behind these traits, and groups them into nine categories – each with its own way of thinking, feeling, and behaving; its own unique view of the world; and its own set of strengths and

potential weaknesses. Although people may see parts of themselves in some, or even in all of the groupings, there are two that fit them better than the rest – called a Major (dominant) and a Minor (secondary). The combination of a person’s Major and Minor makes up their personality type, or Print, of which there are 72 in total. All prints are good. All have ‘best self’ and ‘shadow’ sides.

#### **What Printing does not tell you:**

- Printing does not tell you whether a person is good or bad.
- Printing does not allow nor should it be used to compare an individual to others in a judgmental way of any kind.
- Printing will not tell you what career is right for a person, what slot they should hold in a company or organization, or what person you should be with.
- It does not create a “box” in which to place someone.
- Printing does not tell you the limits of an individual’s potential. In fact, under the printing methodology, potential to increase best self behavior is limitless.

#### **What makes Printing different:**

- Printing is not a static methodology. It is designed for change, growth, and expansion of individuals for themselves and in relationship with others.
- Printing views the person as a whole. It is not just limited to a number of attributes and parameters, but tries to give foundation to the complexity of an individual’s behavior.
- Printing understands that “best self” and “shadow behaviors” are two sides of the unconscious motivator, with best self being the behaviours (I ‘like’, prefer), and shadow being the behaviours (I ‘must’ do) to get the unconscious motivator met.

***When you are ready to take the Print Survey***, please contact your Certified Print Coach to make arrangements to access the Print online as well as for the follow-up debriefing and any additional coaching support.