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insights®
Partner

Personal Effectiveness

Beginning the Journey



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Javi Ursua

PEOPLE | TEAMS | BUSINESS

Executive Coach | Insights Partner Distributor

Insights Discovery® Accredited Consultant.

Executive Coaching Certification Program, EEC (ICF).

NLP Master Practitioner and Trainer, IG (AEPNL).

Master in **Human Resources Management**, EAE.

Bachelor's degree in **Labour Relations**, UPF.

Diploma in **Labour Relations**, UPNA.

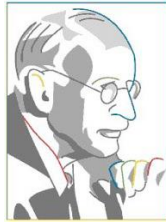
Currently studying Bachelor's Degree in Philosophy, UNED.



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Insights Discovery® is a model for people and team development in organizations.



Based on Carl G. Jung's research:

"The Psychological Types" (1921).



Decades of experience:

Insights Discovery® has been developed by Insights Learning and Development (Dundee, Scotland) since 1996.



More than 10 million people around the world endorse its effectiveness

Insights Discovery® is available in more than 30 languages.



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Featured Programmes:



Personal Effectiveness



Team Effectiveness



Leadership Effectiveness



Sales Effectiveness

Endless possibilities for people and team development

“Know yourself”

“I am able to control only that which I am aware of. That which I am unaware of controls me. Awareness empowers me.”

John Whitmore, Coaching for Performance.



The Steps to Personal Effectiveness

1. Understand self
2. Understand others
3. Adapt and connect
4. Take action

Contents:

1. The Power of Perception
2. The Four Insights Colour Energies
3. Jung's Psychological Preferences
4. The Eight Insights Types
5. Insights Discovery® Personal Profile
6. Recognising Type
7. Adapting and Connecting
8. Take Action

The Power of Perception



Two people can see the
same thing, disagree, and
yet both be right.



*“The World exists not merely in itself, but also
as it appears to me.”*

Carl G. Jung, Psychological Types

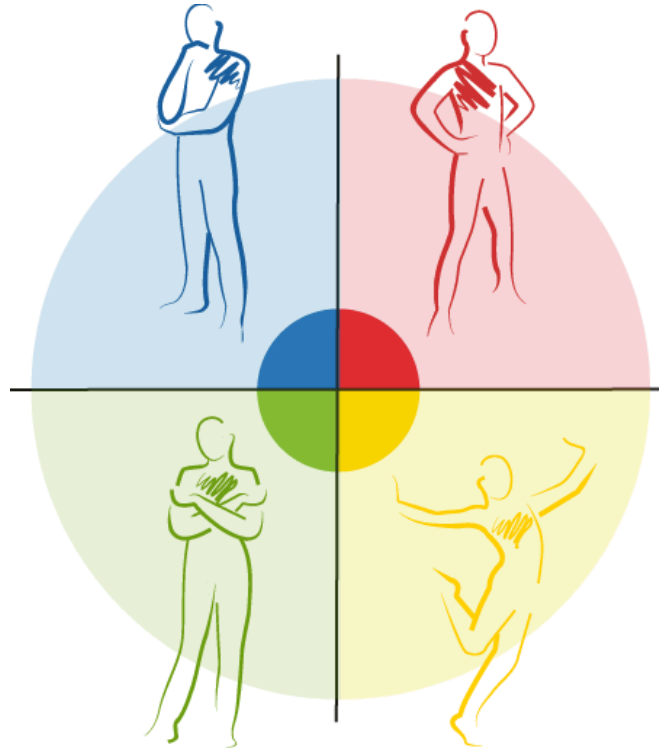


“We see the world not as it is, but as we are.”

Stephen Covey



How are we?

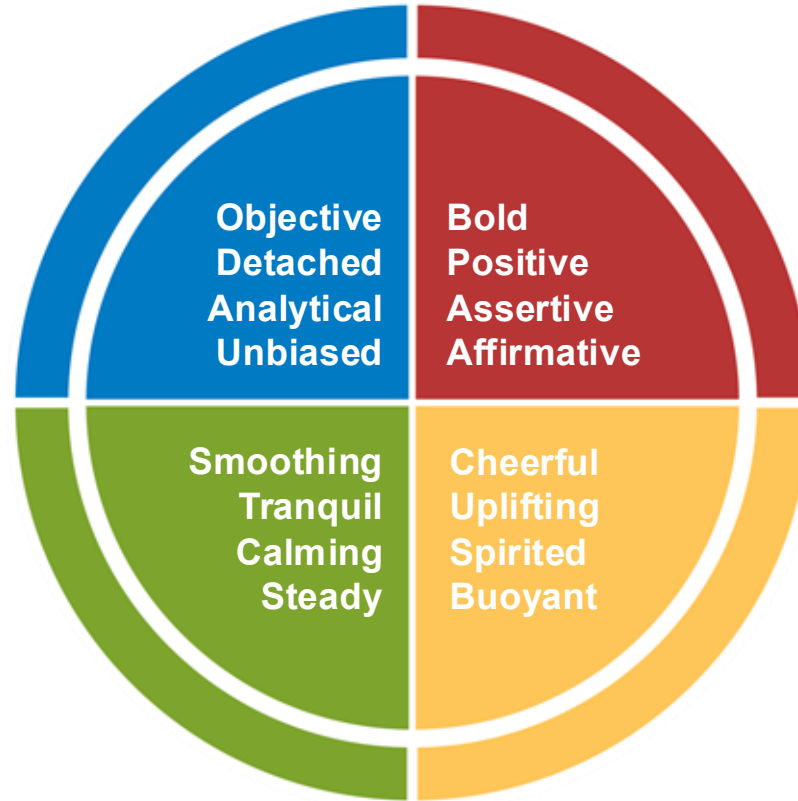


The Four Insights Colour Energies

cheerful reflective concise challenging caring assertive
enthusiastic determined firm factual well-argued reliable
accommodating objective active steady fun sensitive
accurate tactful driving constant structured harmonious
strong-willed purposeful convincing cautious calculating amenable
persuasive patient influencing diplomatic logical sociable
outgoing courageous co-operative forceful conventional optimistic
mobile friendly stable consistent decisive correct
loyal calm daring analytical engaging exact
impulsive realistic

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outgoing courageous co-operative forceful conventional optimistic
mobile friendly stable consistent decisive correct
loyal calm daring analytical engaging exact
impulsive realistic

The four colour energies – we have them all!



Match faces and colours



**Individuals
with a
preference for
Fiery Red
energy...**

Are active and
move in a positive
and firm direction

Have a strong
determination that
influences those
they interact with

Are single-minded
and determined in
their focus on
results

Approach others in
a direct and
straightforward
manner

Seek an outcome
that is specific
and tangible

**Individuals with
a preference for
Sunshine
Yellow
energy...**

Radiate
enthusiasm and
encourage
participation

Enjoy and seek
the company of
others

Approach
others in a
persuasive,
engaging and
inviting manner

Have a desire to
be involved

Like to be noticed
and appreciated
for their
contributions

**Individuals
with a
preference for
Earth Green
energy ...**

View the world
through what they
value and what is
important to them

Seek harmony
and depth in
relationships

Defend what they
value with quiet
determination and
persistence

Prefer democratic
approaches that
respect the
individual

Ensure all individual
perspectives are
heard and considered
in making choices or
decisions

**Individuals
with a
preference for
Cool Blue
energy ...**

Desire to know
and understand
the world around
them

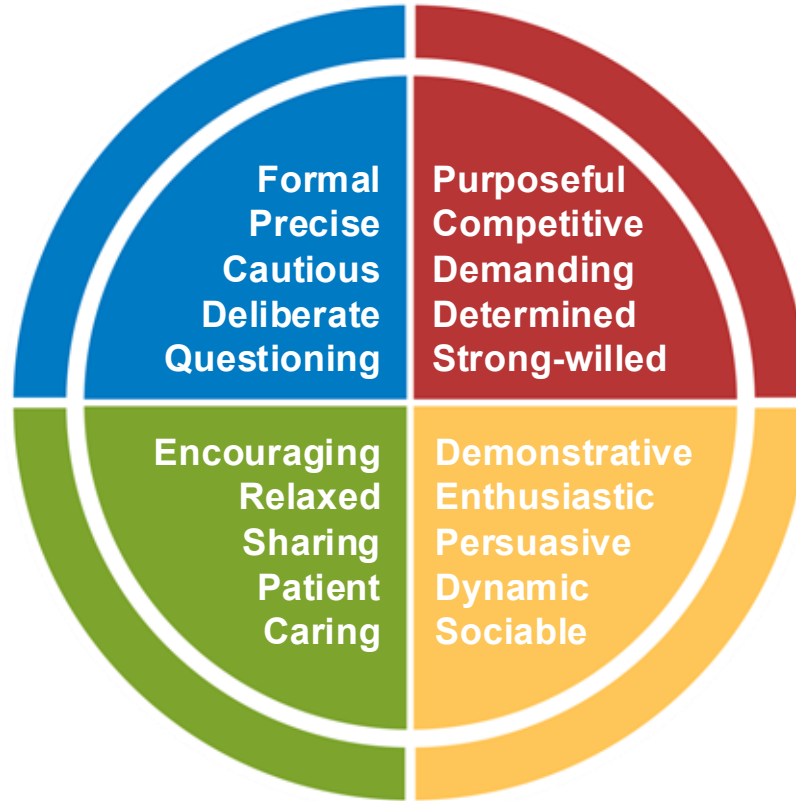
Maintain a
detached and
objective
standpoint

Value independence
and intellect

Think things through
before committing to
action

Like information to
be accurate and
complete before
proceeding

On a good day...



On a bad day...





Finger
constantly on
the pulse.



Responsible,
methodical and
works well with
facts and
figures.



Makes friends
quickly and
easily.



Sensitive to the
needs of the
group.



Sets precise
goal-oriented
objectives.



Makes time for
people and their
problems.



Direct and quick
thinking.



Boundless
energy, capable
of adopting a
number of roles
simultaneously.



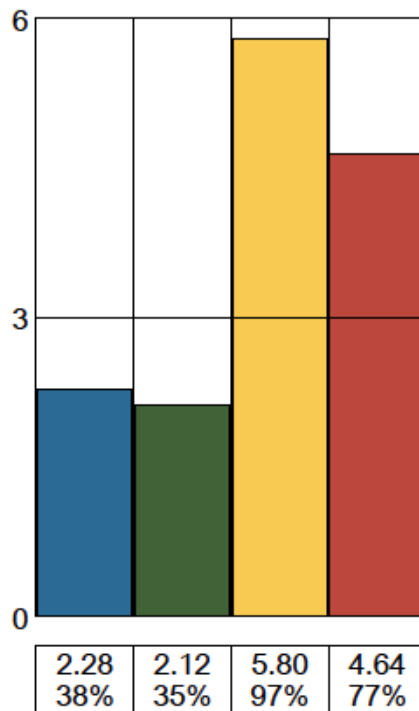
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Your Colour Energy Mix

The four colour energies, we have them all.

1. Colour energy MOST like you
2. ...
3. ...
4. Colour energy LEAST like you





Evaluator Frames

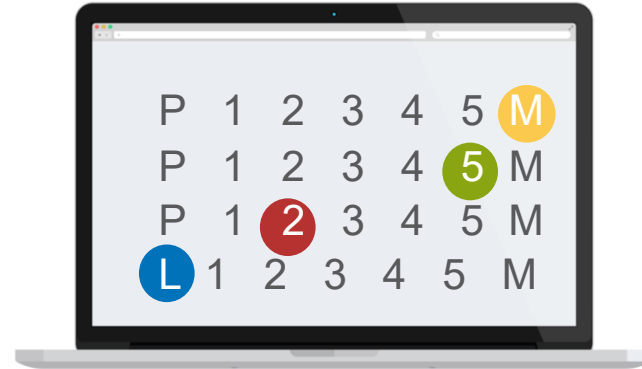
Frame 1

Amicable and quick

Reliable and restrained

Forceful and goal-oriented

Methodical and logical



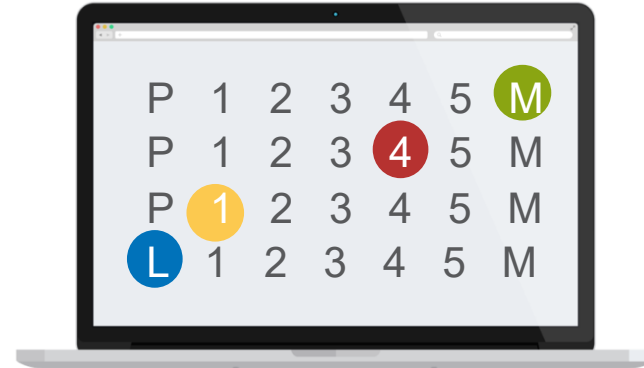
Frame 2

Calm and even-tempered

Determined and dominant

Buoyant and light-hearted

Exact and precise





Gifts & Liabilities





Gifts

- ✓ Confident, determined
- ✓ Loves challenges
- ✓ Focused
- ✓ Influencing others

Liabilities

- ✓ Poor listener
- ✓ Can be seen as arrogant
- ✓ May push too hard
- ✓ Doesn't wait for feedback

Liabilities

- ✓ May lack focus
- ✓ Too casual for some
- ✓ Poor planning and follow-up
- ✓ Can lose interest



Gifts

- ✓ Quick to build relationships
- ✓ Friendly and sociable
- ✓ Adaptable, imaginative
- ✓ Skilful presenter

Gifts

- ✓ Builds deep, long-term relationships
- ✓ Natural listener
- ✓ Sincere and warm
- ✓ Persistent



Liabilities

- ✓ Slow to adapt
- ✓ May lack enthusiasm in asking for a decision
- ✓ Avoids rejection
- ✓ Takes difficulties personally

Gifts

- ✓ Knowledgeable and detailed
- ✓ Air of competence
- ✓ Asks probing questions
- ✓ Thorough follow-up



Liabilities

- ✓ Initial interaction may be difficult or stuffy
- ✓ Questions may be seen as critical and insensitive
- ✓ Overlooks others' feelings
- ✓ Focus on inconsequential details

Remember!

The four colour energies – we have them all.

Jung's Psychological Preferences

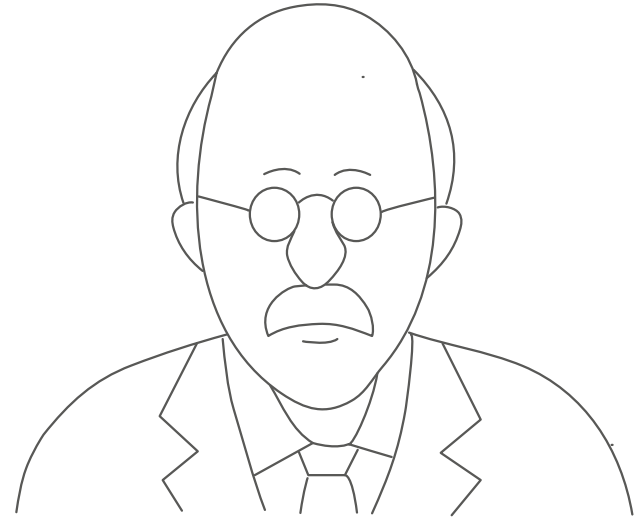
Jung's Preferences

Attitude:

- **Introversion / Extroversion**

Psychological Functions:

- Rational – how we judge and make decisions.
 - **Thinking / Feeling**
- Irrational - how we perceive and process information.
 - **Sensation / Intuition**



“The Psychological Types” 1921

Introversiion

Quiet

Observant

Inwardly focused

Depth focused

Intimate

Reserved

Reflective

Thoughtful

Cautious



Extraversion

Talkative

Involved

Outwardly focused

Breadth focused

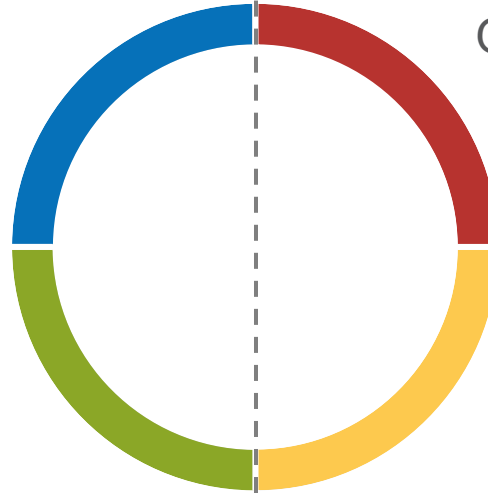
Gregarious

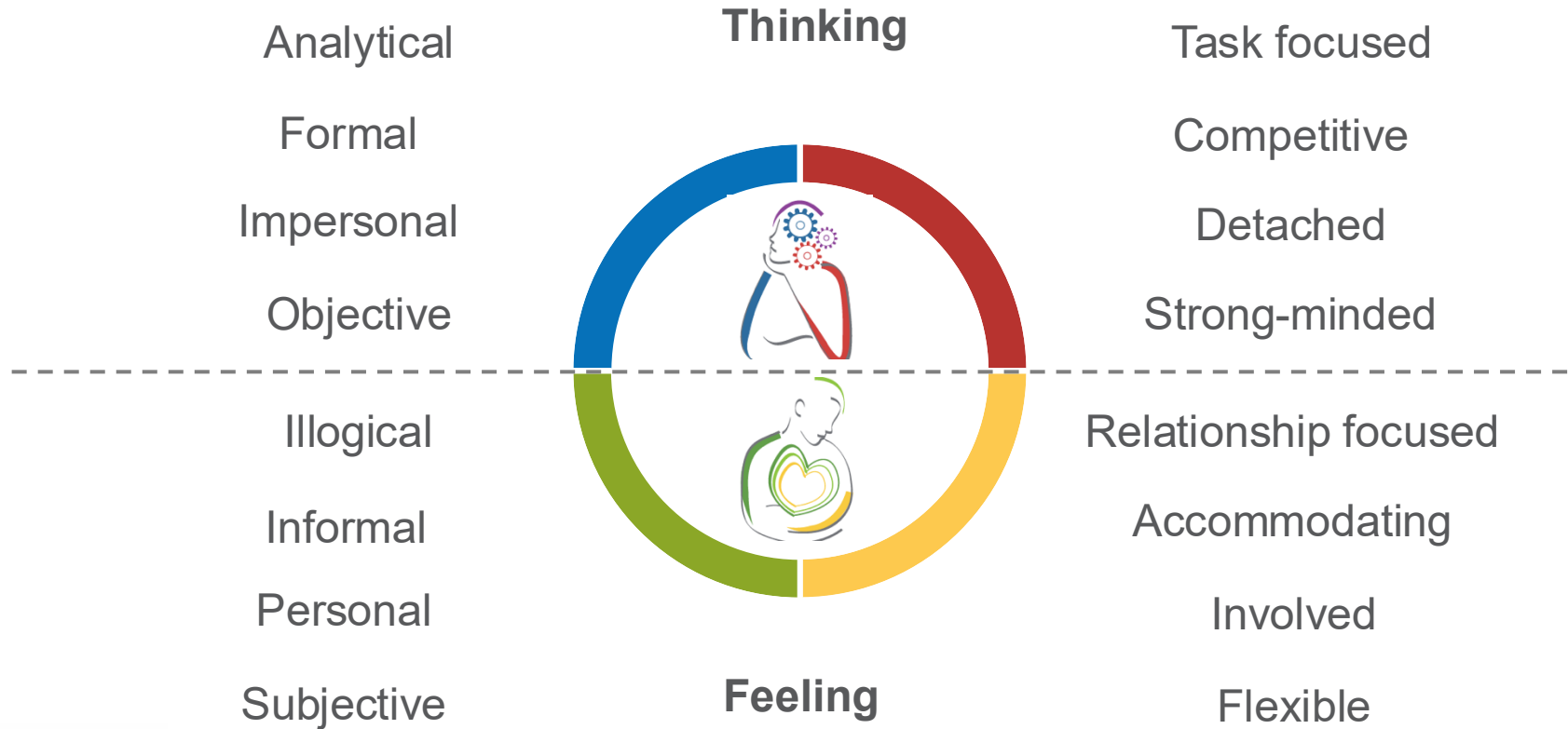
Flamboyant

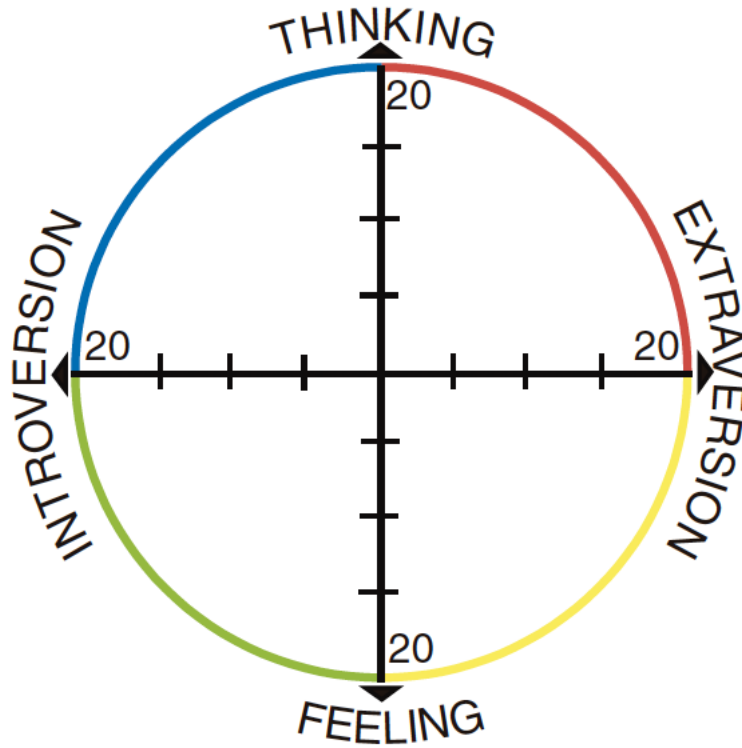
Action oriented

Outspoken

Bold







Cool Blue

Introverted and Thinking
Task-focused, calm under
pressure, thoughtful and
objective.

Earth Green

Introverted and Feeling
An approach that favours
depth, reflection, harmony and
consensus.

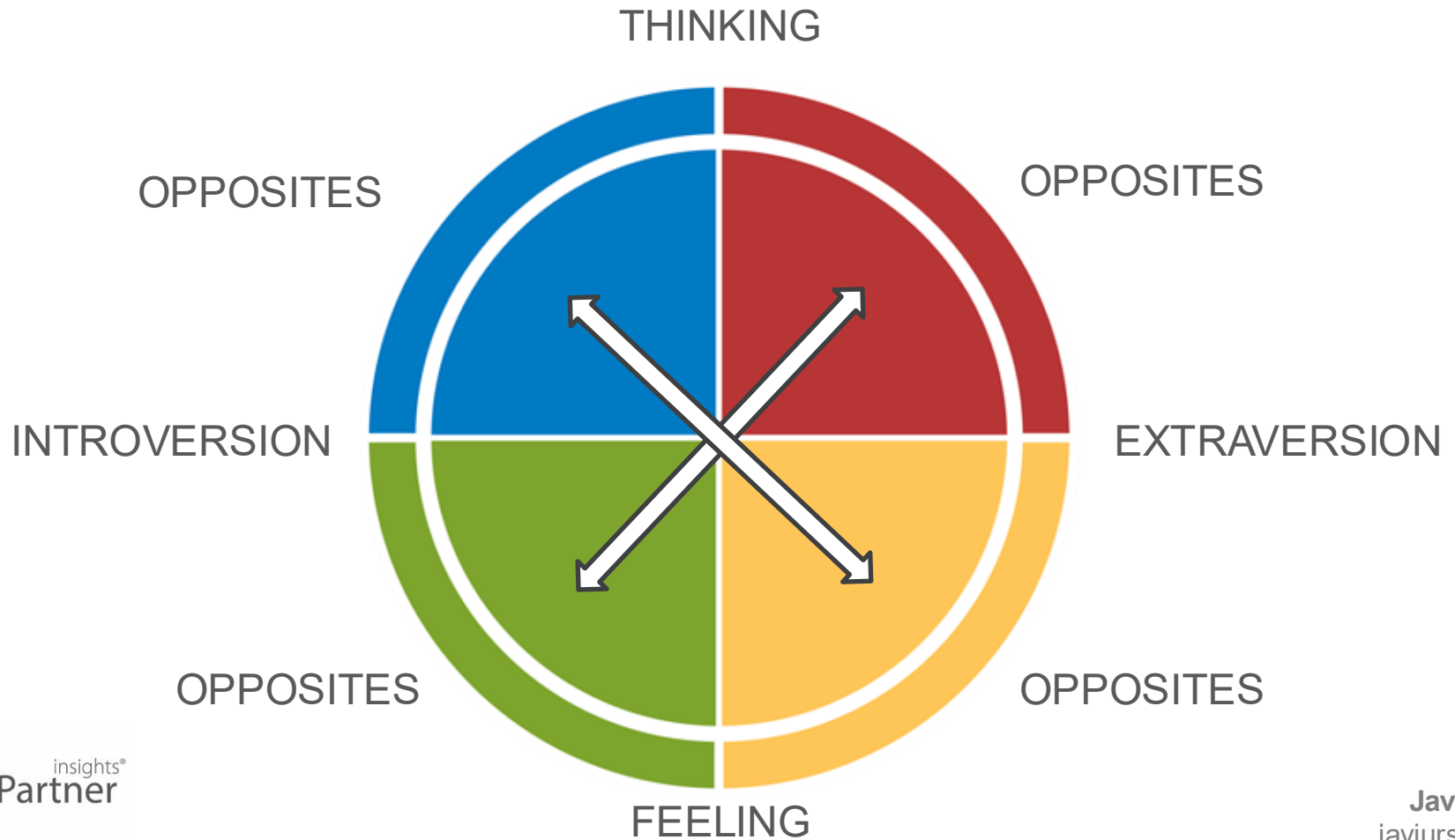


Fiery Red

Extraverted and Thinking
Enjoying high activity, working
with others, being logical and
focusing on facts.

Sunshine Yellow

Extraverted and Feeling
Coupling sociability and
consideration for others with
being action-oriented and
entertaining.



Sensation

Specific

Present-oriented

Realistic

Consistent

Down-to-earth

Practical

Precise

Factual

Step-by-step



Intuition

Global

Future-oriented

Imaginative

Unpredictable

Blue-sky

Conceptual

General

Abstract

Spontaneous

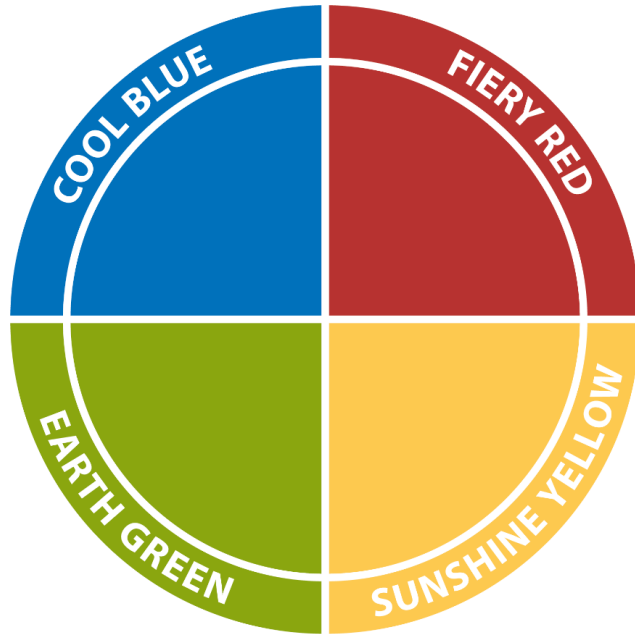




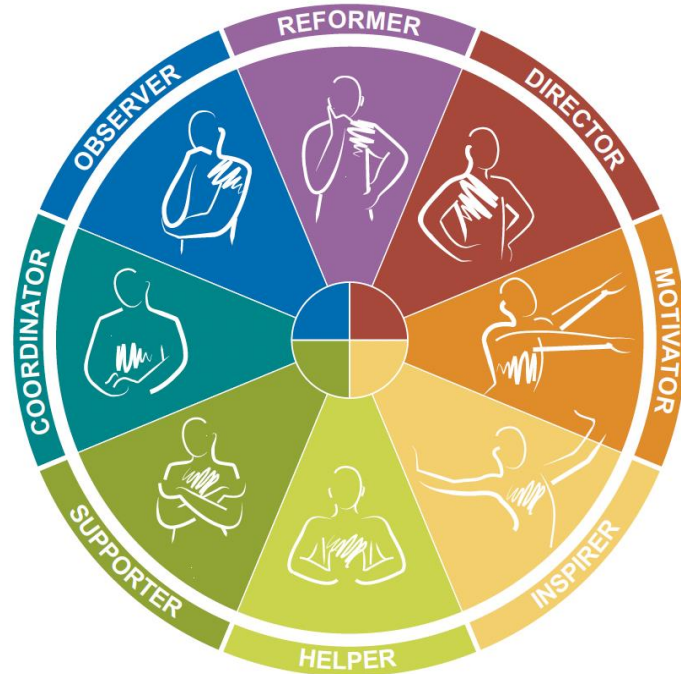
Preferences

The 8 Insights Types

From 4 Colours...



to 8 Types

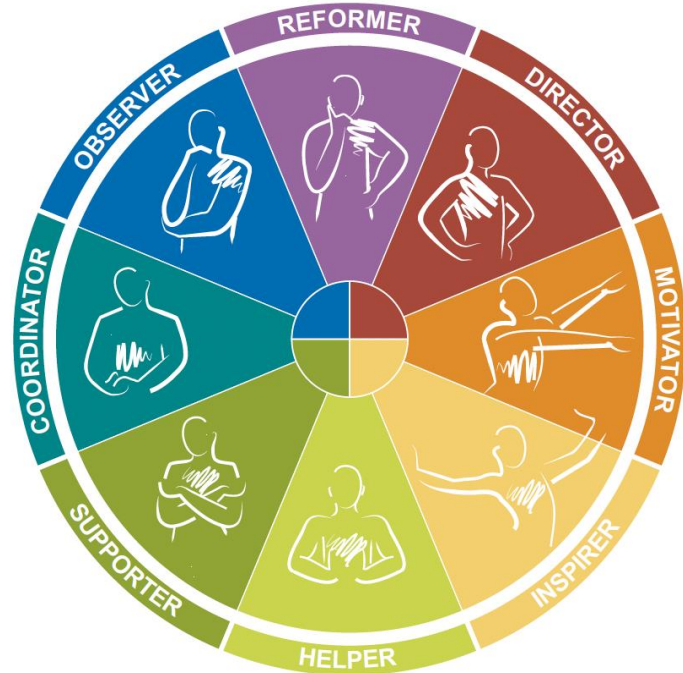


The 8 Types “Golden Rules”

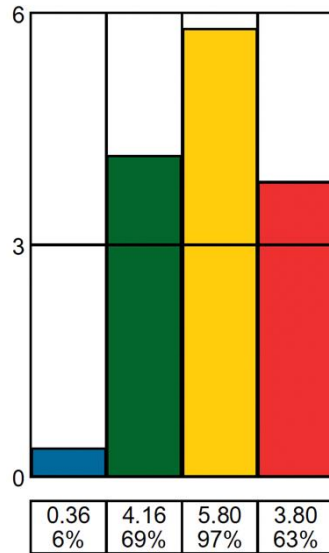
#1 You are attracted to your **most used** colour energy
→ your type sits in that quadrant.

#2 You are also attracted to the **opposite** of your **least used** colour energy.

#3 Two different colours → the **average** (in between).
Same colour twice → the **centre**.



Case 1



Attracted to your most used:

Yellow – Inspirer

Attracted to the opposite of you:

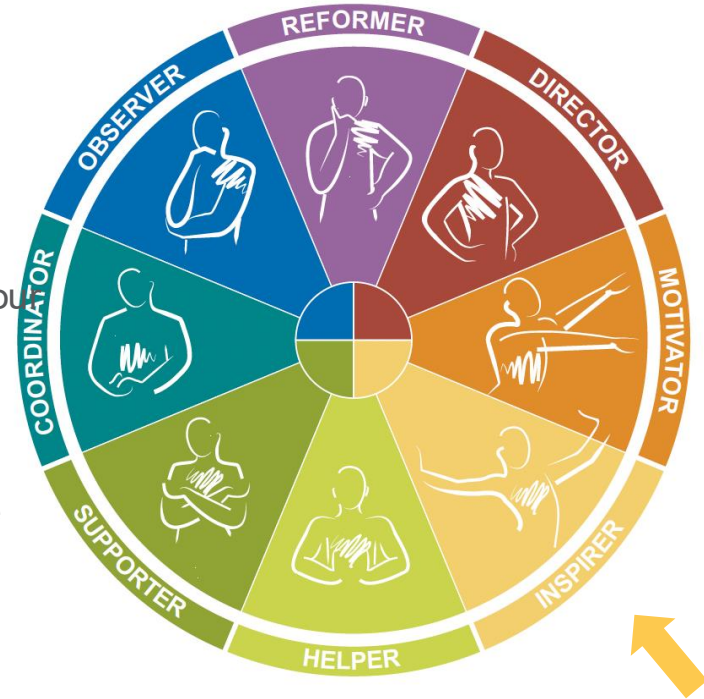
least used:

Yellow – Inspirer

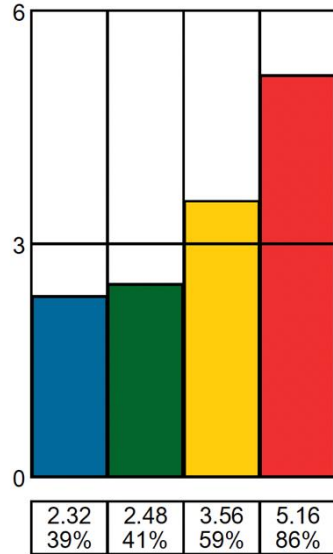
You are attracted to the same

colour energy twice:

Inspirer



Case 2



Attracted to your most used:

Red – Director

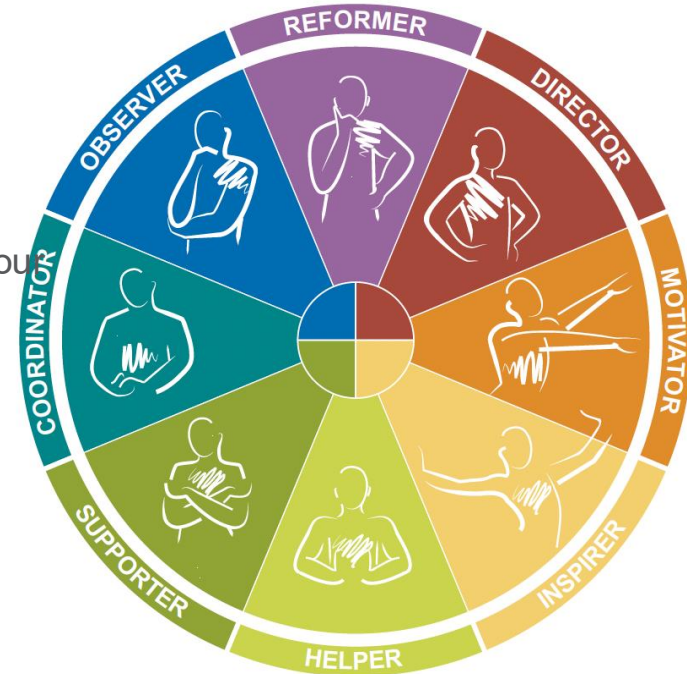
Attracted to the opposite of you:

least used:

Yellow – Inspirer

You are attracted to two
different colour energies:

Motivator (average)



Personal Profile

Foundation Chapter

How to read?

- Pay attention to the language.
- Modify or delete if necessary.
- Ask for feedback.



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Contents



Overview

Personal Style

Interacting with others

Decision Making

Key Strengths & Weaknesses

Value to Team

Effective Communications

Barriers to Effective Communications

Possible Blind Spots

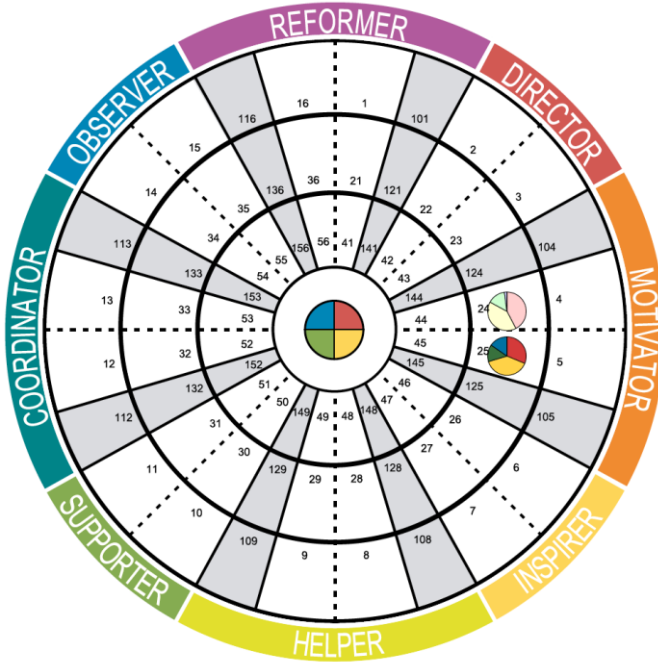
Opposite Type

Suggestions for Development

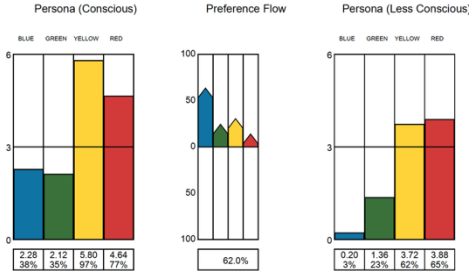
The Insights Discovery® 72 Type Wheel

The Insights Discovery® Colour Dynamics

The Insights Discovery® 72 Type Wheel



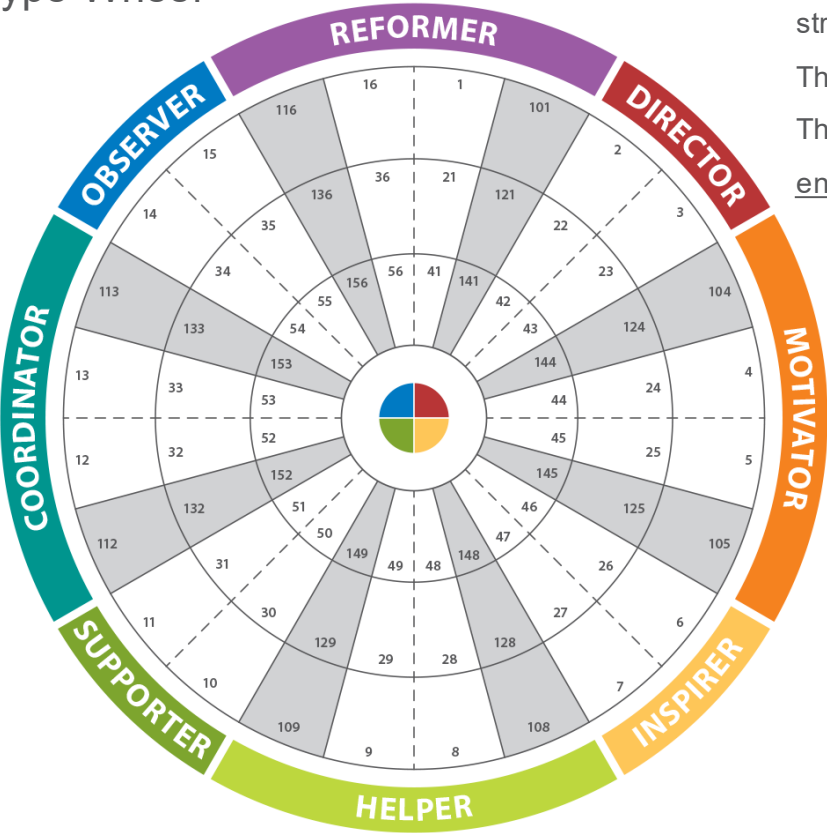
The Insights Discovery® Colour Dynamics



Conscious Wheel Position
25: Inspiring Motivator (Classic)

Less Conscious Wheel Position
24: Directing Motivator (Classic)

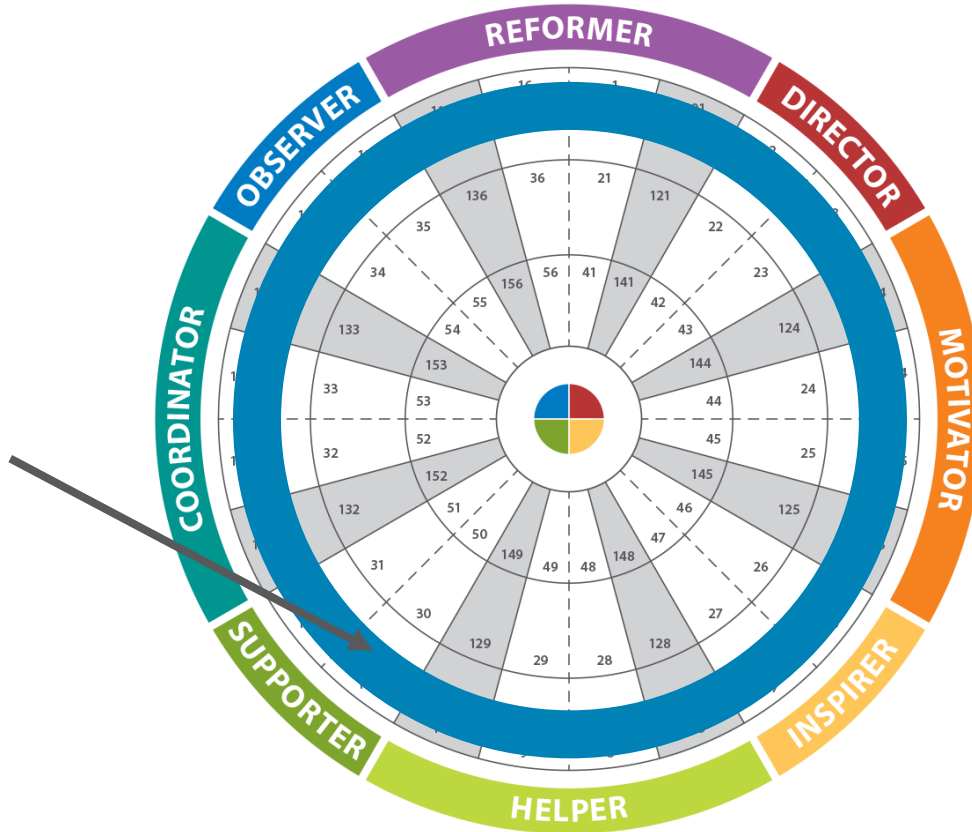
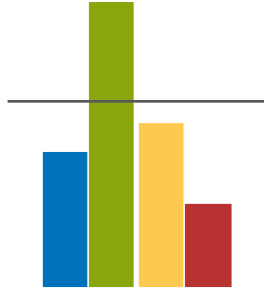
The Insights Discovery 72 Type Wheel



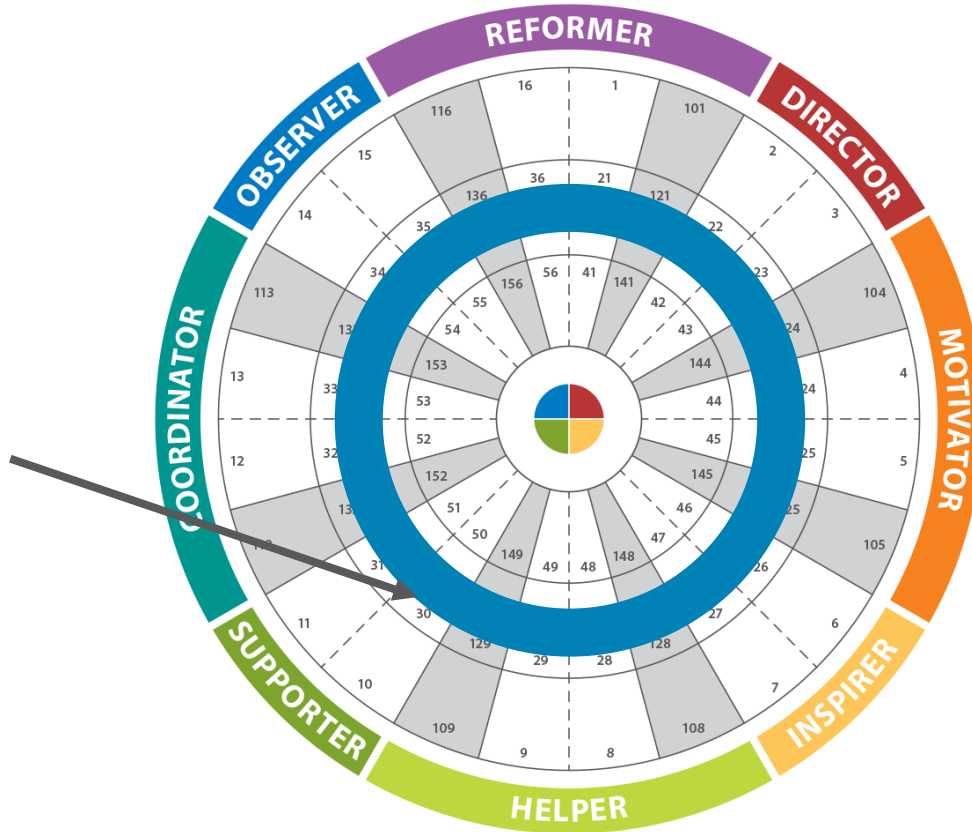
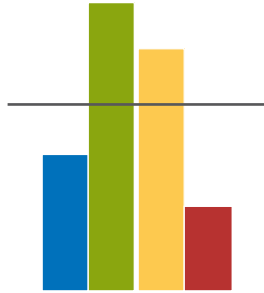
The position on the wheel depends on the structure of the graphs:

The radius depends on the hierarchy.

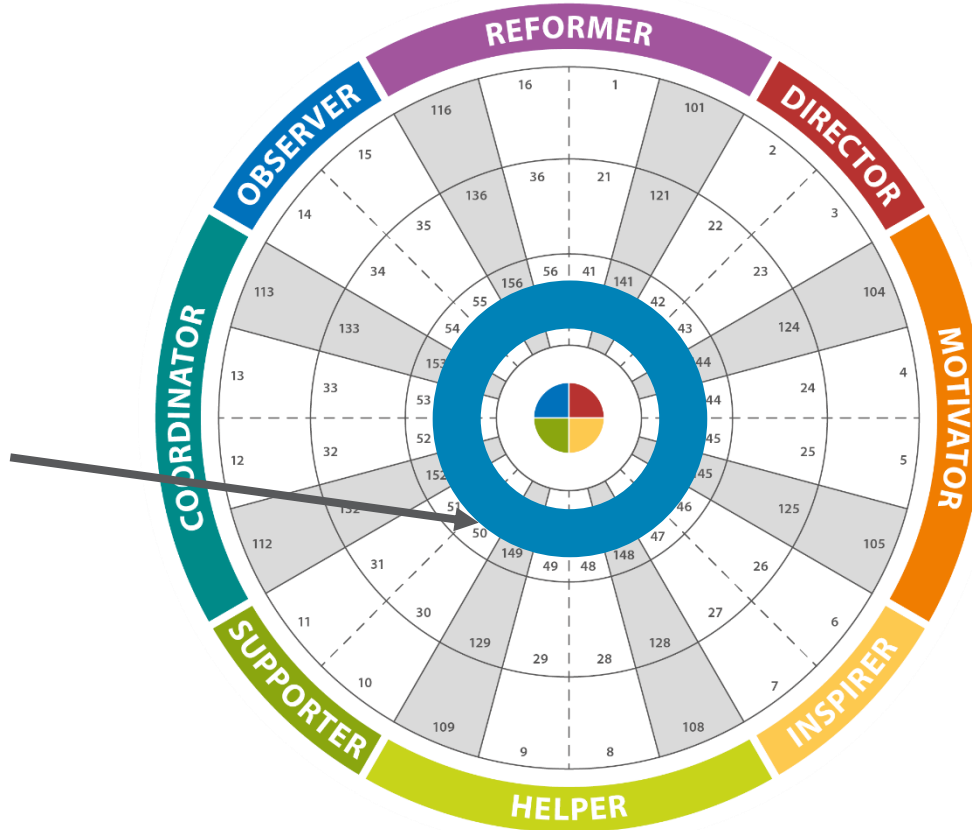
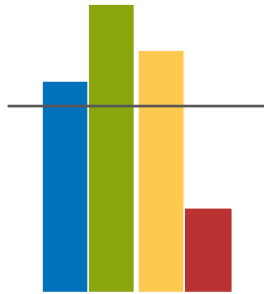
The ring depends on the number of energies over 50%.



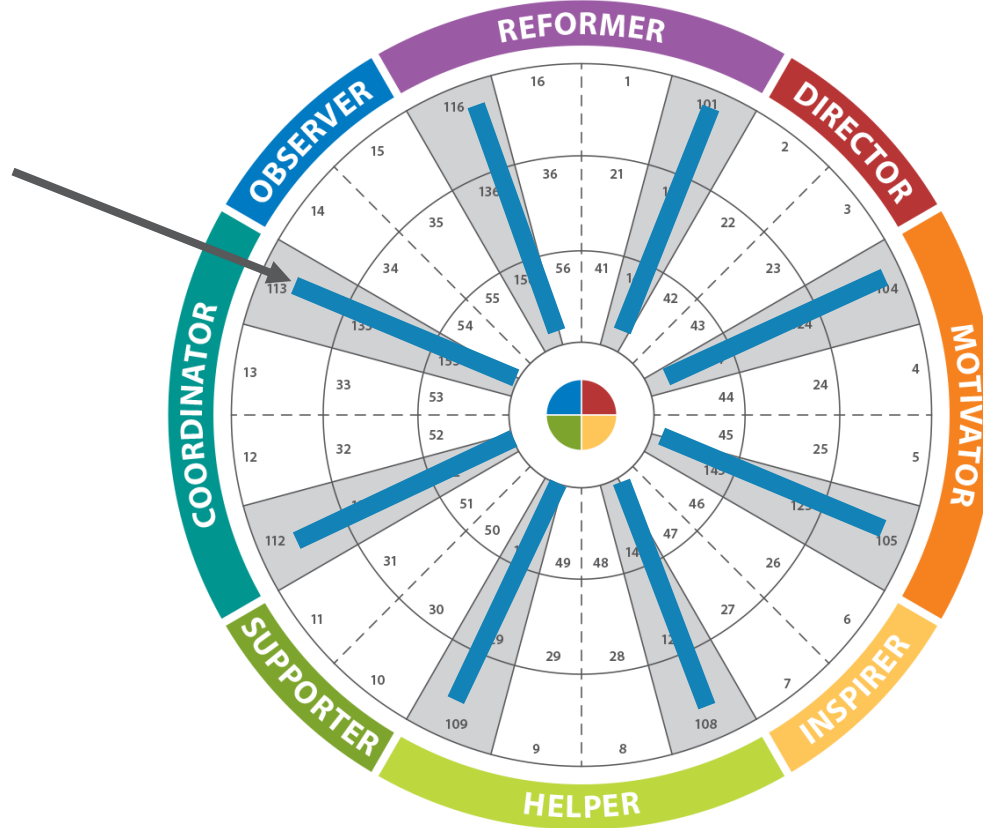
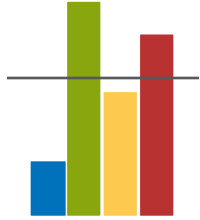
Focused Type =
3% of
population



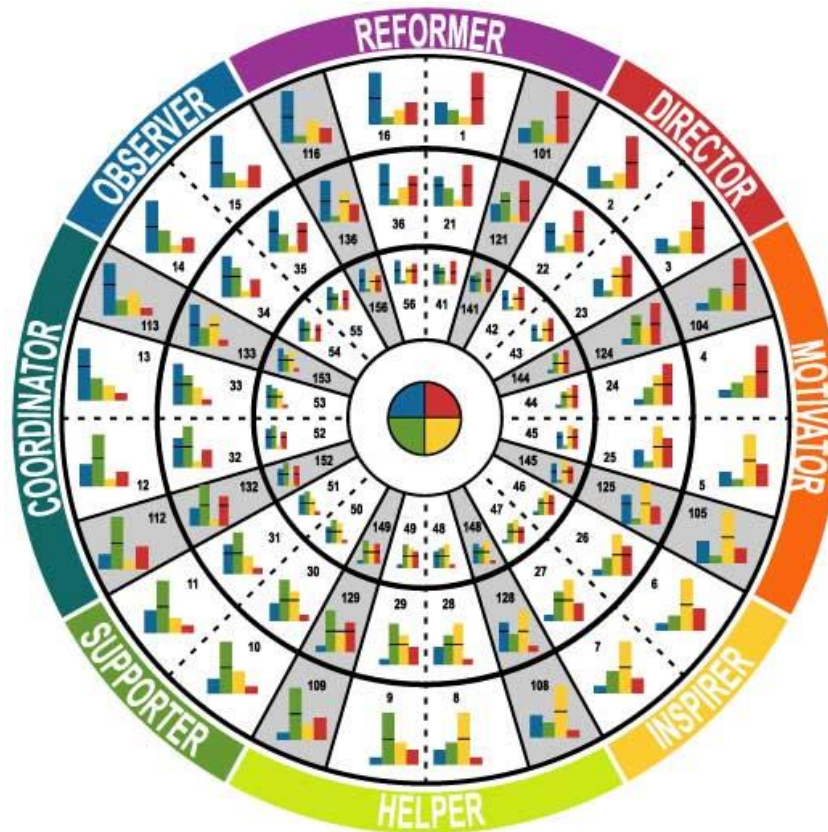
Classic Type =
54% of
population



Accommodating
Type = 43% of
population

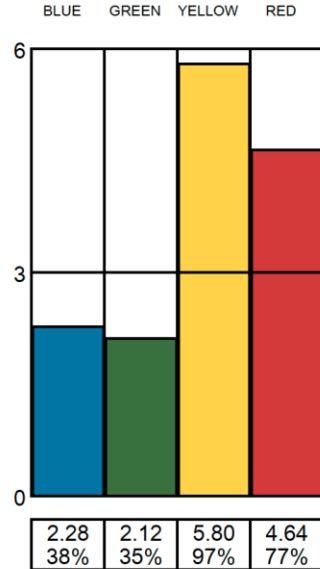


Creative
positions =
9% of population

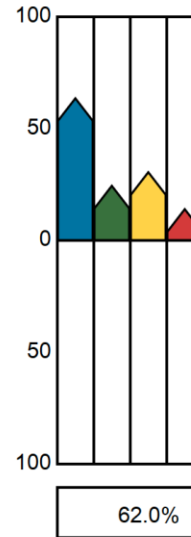


The Insights Discovery® Colour Dynamics

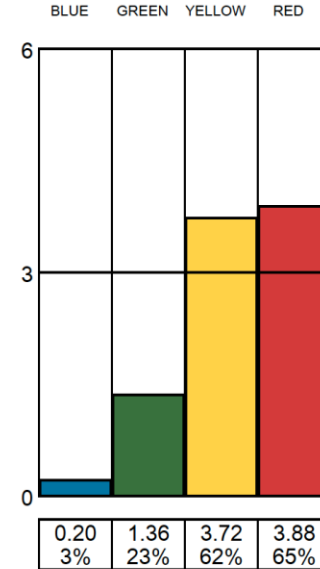
Persona (Conscious)



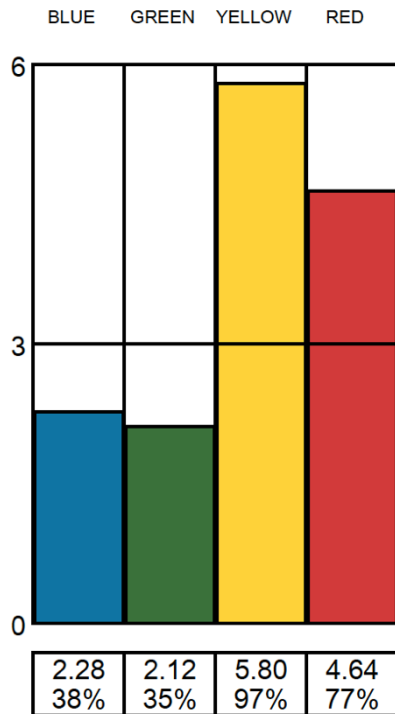
Preference Flow



Persona (Less Conscious)



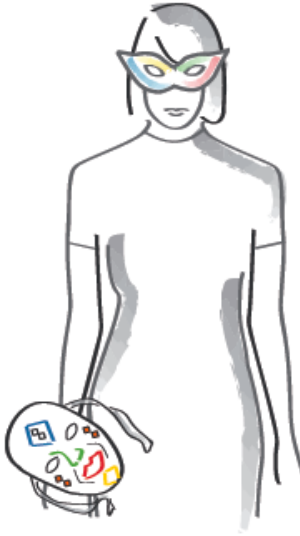
Persona (Conscious)



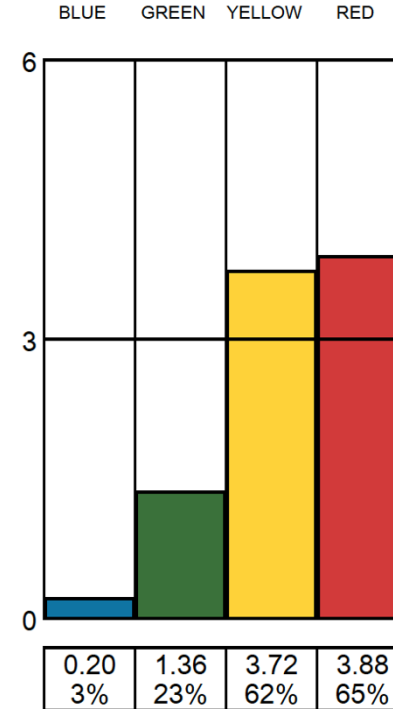
- ✓ Answers given to the evaluator.
- ✓ A combination of who you are, who you think you need to be and who you want to be.
- ✓ How others perceive you when you act consciously.
- ✓ How you may act.



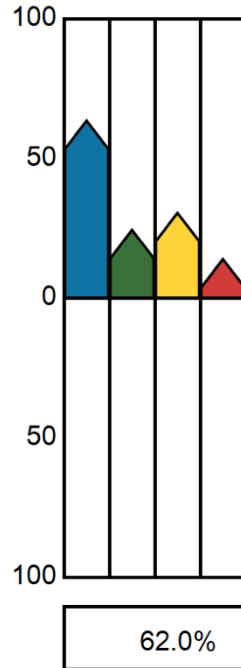
Persona (Less Conscious)



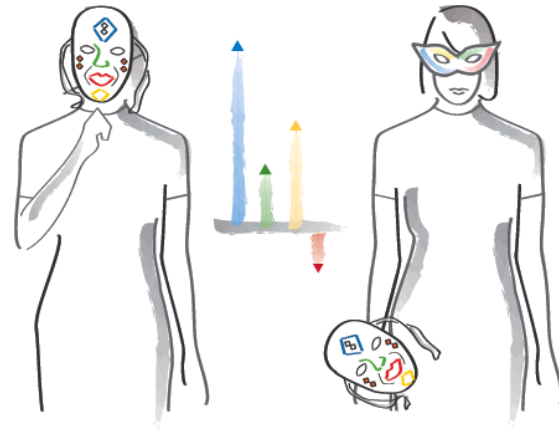
- ✓ Your most instinctive behaviour.
- ✓ Possible blind spots.
- ✓ How you behave when you don't try to control the way you present yourself to the world.
- ✓ How you may react.

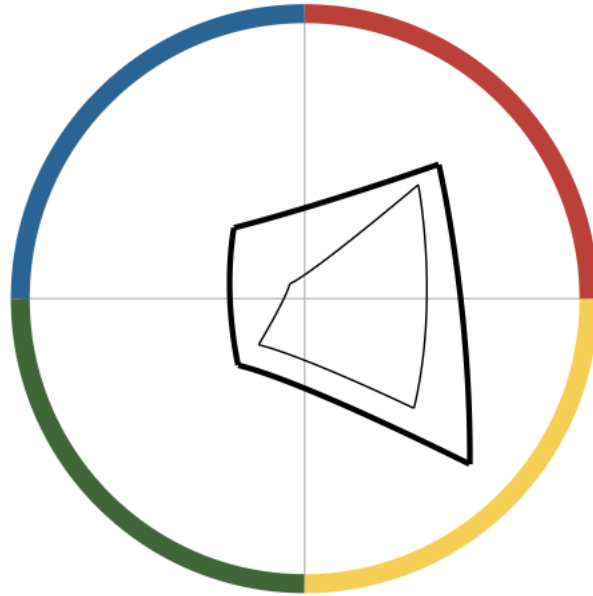


Preference Flow



- ✓ Shows the energy flow from the Least Conscious to the Conscious.
- ✓ What energies you are trying to raise and reduce...
- ✓ ... to adapt to how you think you should behave at work.





— Conscious

— Less Conscious

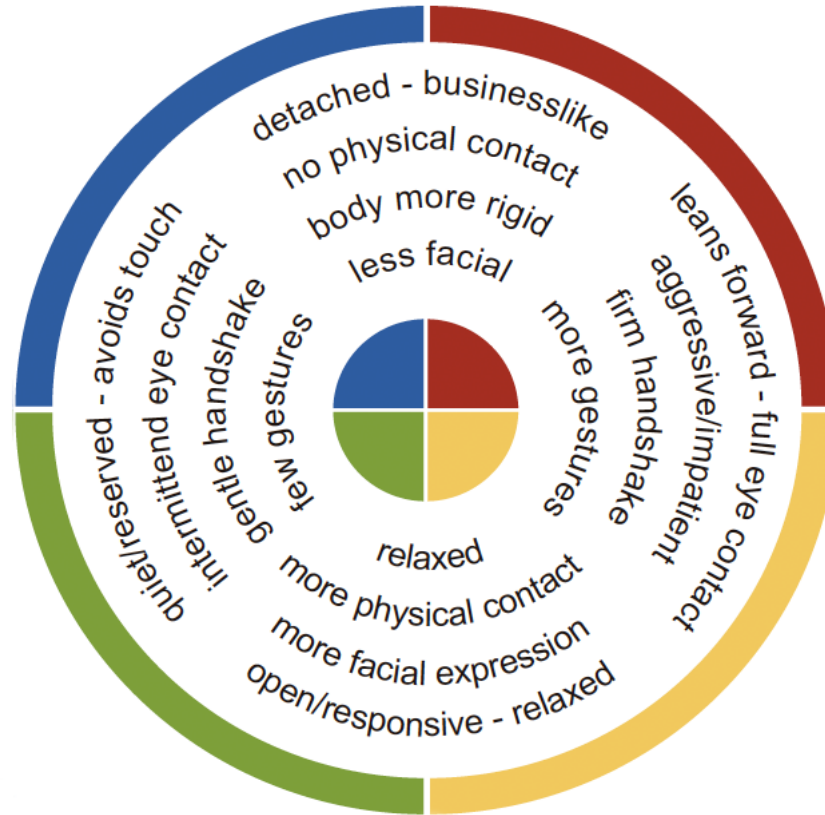
Recognising Type

Recognising type

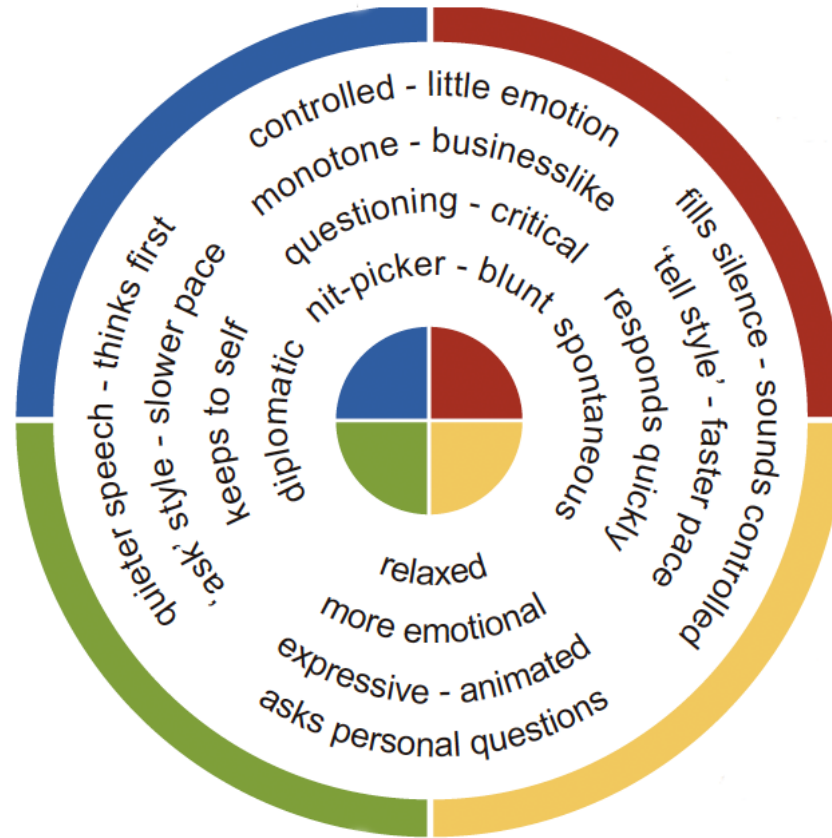
Every time you meet someone you have the opportunity to practise your skill of recognising and adapting to their colour energies.



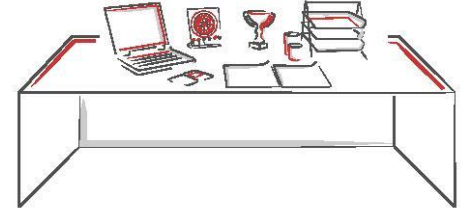
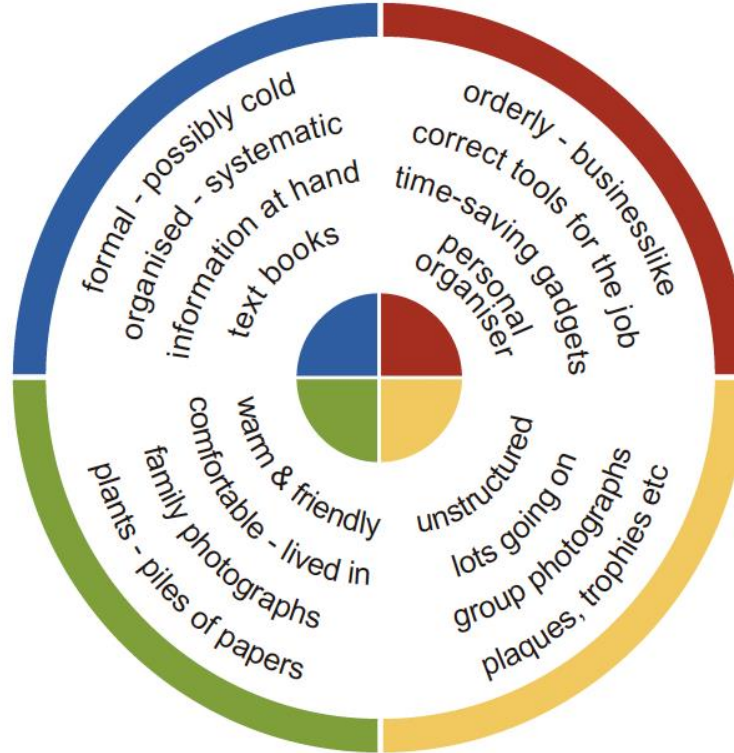
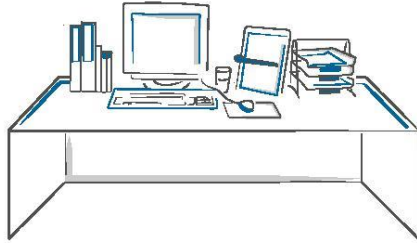
Clues from Body Language



Clues from Verbal Style



Clues from Working Environment



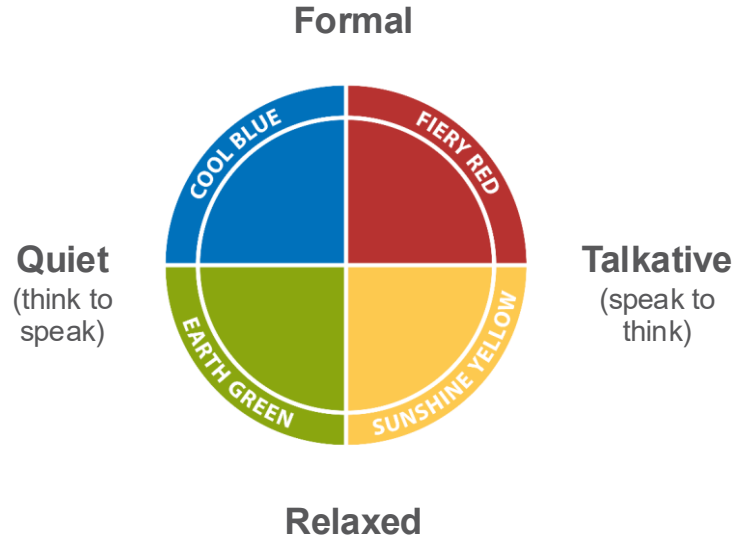
Recognising type

Step One:

Do they “speak to think”
(**Fiery Red**/**Sunshine Yellow**)
or
“think to speak”
(**Cool Blue**/**Earth Green**)?

Step Two:

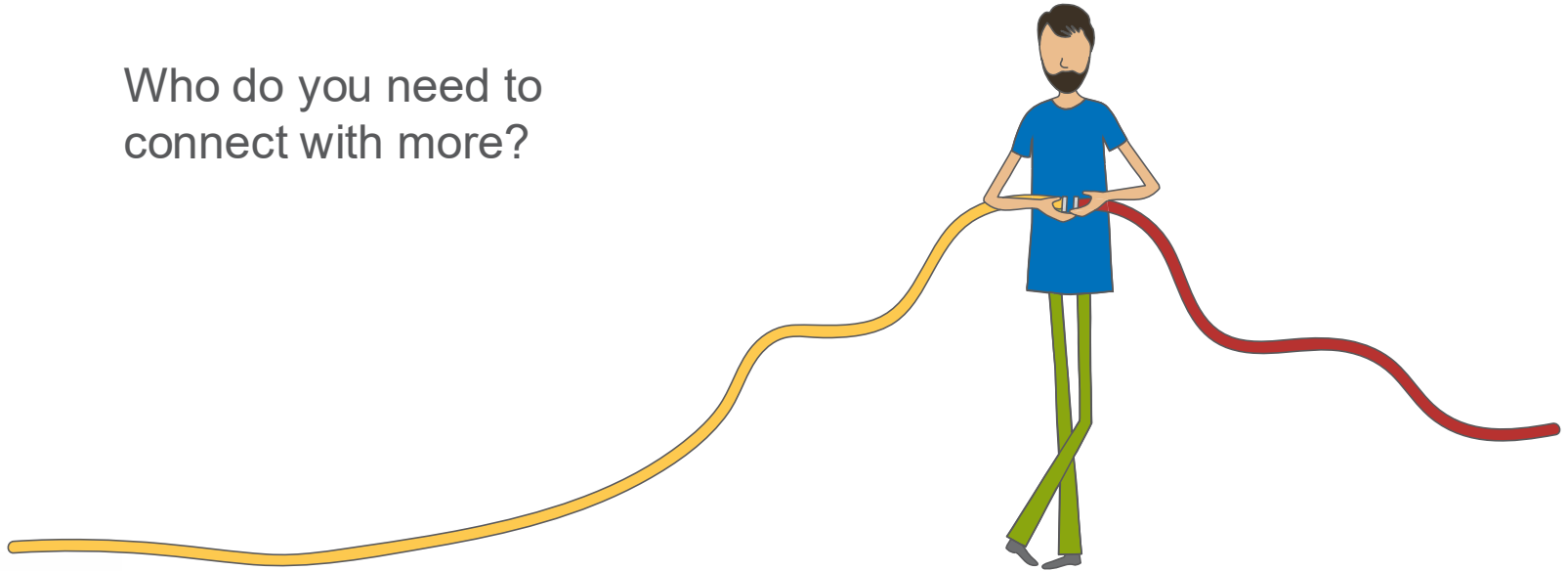
Are they more formal
(**Cool Blue**/**Fiery Red**) or
more relaxed/informal
(**Earth Green**/**Sunshine Yellow**)?



Adapting and Connecting

Today is about connections

Who do you need to
connect with more?



***“Treat others... ~~as you would like to be treated.~~”
as **THEY** would like to be treated.”***

Approaching and Communicating



Don't

- ✓ Hesitate or waffle
- ✓ Focus on feelings
- ✓ Try to take over

Do...

- ✓ Be direct and to the point
- ✓ Focus on results and objectives
- ✓ Be brief, be bright and be gone

Approaching and Communicating

Don't...

- ✓ Bore me with details
- ✓ Tie me down with routine
- ✓ Ask me to work alone



Do...

- ✓ Be friendly and sociable
- ✓ Be entertaining and stimulating
- ✓ Be open and flexible

Approaching and Communicating



Do...

- ✓ Be patient and supportive
- ✓ Slow down and work at my pace
- ✓ Ask my opinion and give me time to answer

Don't...

- ✓ Take advantage of my good nature
- ✓ Push me to make quick decisions
- ✓ Spring last minute surprises

Approaching and Communicating

Do...

- ✓ Be well prepared and thorough
- ✓ Put things in writing
- ✓ Let me consider all the details



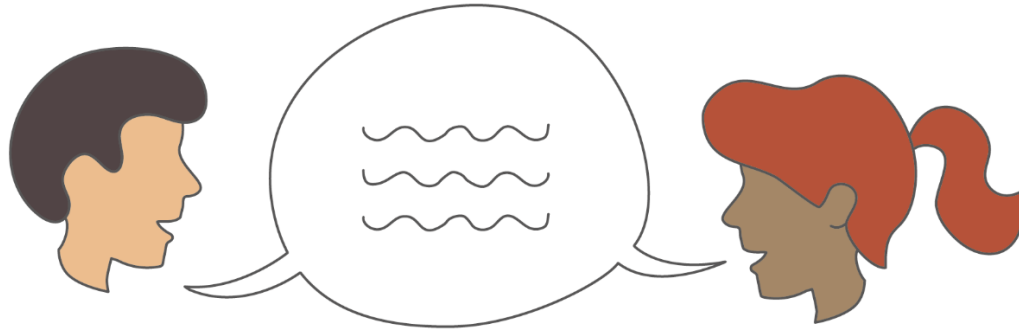
Don't...

- ✓ Get too close or hug me
- ✓ Be flippant on important issues
- ✓ Change my routine without notice

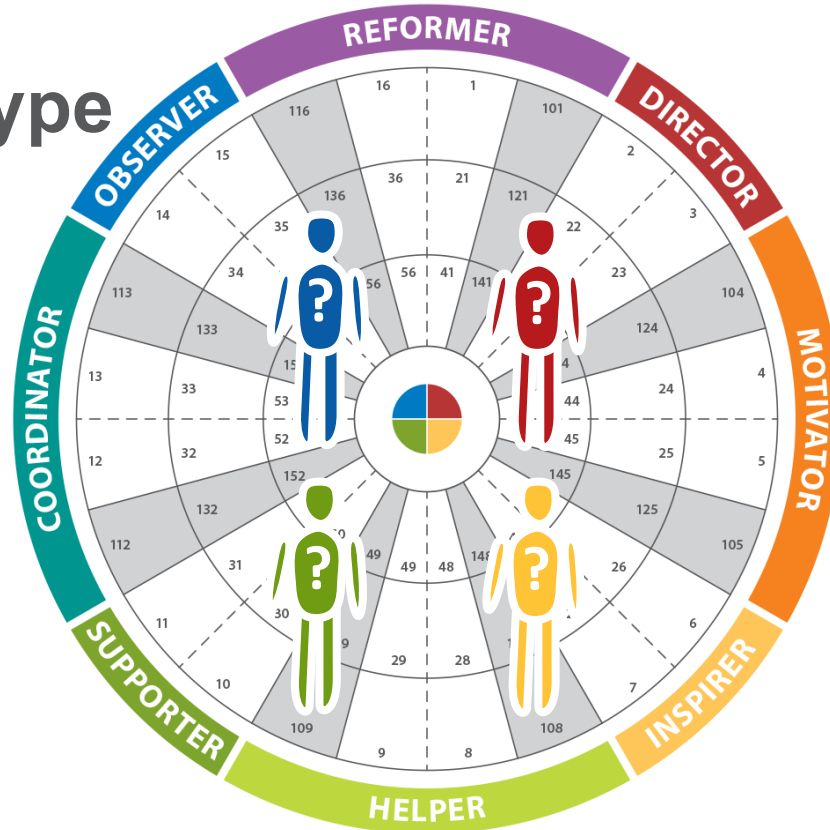


Effective Communications

Barriers to Effective Communications



Opposite Type



Take Action

Key points:

Know yourself

The 4 colour energies we have them all...

...all of them are important and necessary

Recognise and appreciate the difference

Treat others...

Suggestions for Development

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

Aristotle



The G-Wave Process



Articulate and write down your Goal:
A pithy, result-focused statement.



Connect with your blue energy: Establish
all the reasons WHY.



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Connect with your red energy: Write down all the **ACTIONS** needed to make it happen.



Connect with your yellow energy:
VISUALISE yourself having achieved
your goal.

Connect with your green energy: ENGAGE your support – write down who you need to speak to, to help you achieve your goal.



Thank you!

See you!