



Prism is a proprietary psychometric algorithm grounded in well-established psychological theories, from the four-factor theory of personality and five conflict management styles to a hierarchy of needs and several key motivation, processing, and decision-making theories.

What Prism uncovers

- How do you show up?
- What motivates you?
- How do you perform under pressure?
- How do you process information?
- How do you handle conflict?
- How do others perceive you?
- What are your strengths & blind spots?
- What are your growth opportunities?

What makes Prism unique

Prism is a personal development tool used in practice for over three decades.

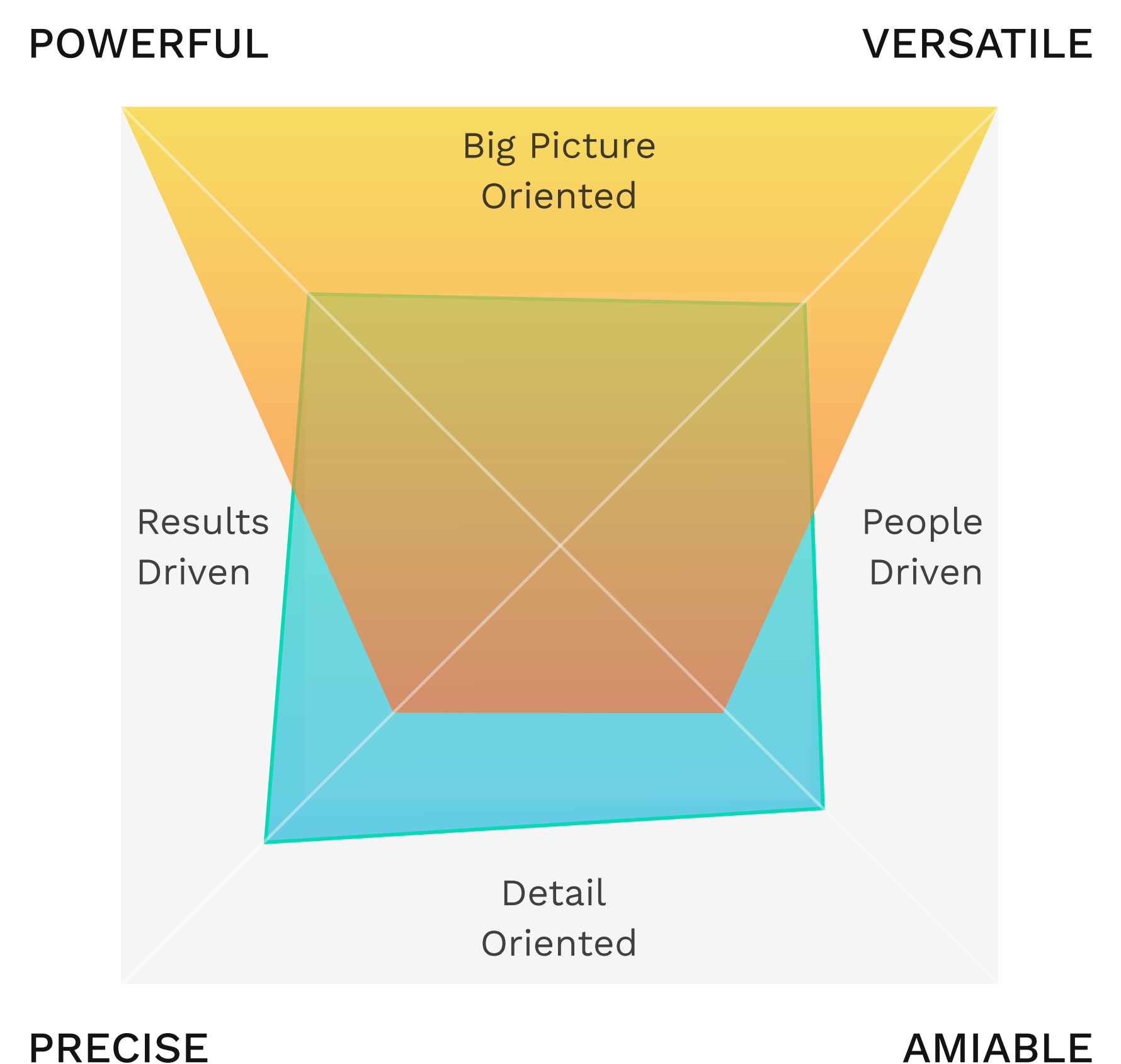
Familiar and Interpretive

Prism builds on several frameworks, making it immediately recognizable to practitioners and clients.

The Prism Portrait is a dynamic, multilayered, interpretive report summarizing one's unique traits, attitudes, and characteristics.

Multidimensional Diagnostic

The Prism Portrait provides a multifaceted lens into self-awareness and relationships with others. Prism is an “in the flow of work” solution that identifies and addresses challenges and opportunities.



Prism® Psychometrics by SurePeople



Team Insights

Prism provides personalized content and recommendations for leaders and teams. Prism Portraits are comparable side-by-side or in aggregate for insights on the team's members and its culture, communication preferences, conflict management styles, and more.



Valid and Reliable

Prism has been certified and recognized by a third-party firm for internal and external measures of validity and reliability and is continually monitored internally by the SurePeople Science team.



User-friendly Experience

Prism can be completed in about 40 minutes; a personalized, downloadable report is provided immediately after completing the Prism.



AI-powered Recommendations

SurePeople's patented platform integrates people science research with advanced AI and ML to recommend personalized, prescriptive actions for teams & individuals.



SureAcademy

The SureAcademy serves as a Center of Excellence for the teaching, certification, and advanced learning of the Prism psychometric and SurePeople's technology ecosystem.



Audience

Prism is being used in many business settings, across industries from small companies to global organizations. Prism is also gaining popularity in sports across professional, Olympic, and collegiate teams.

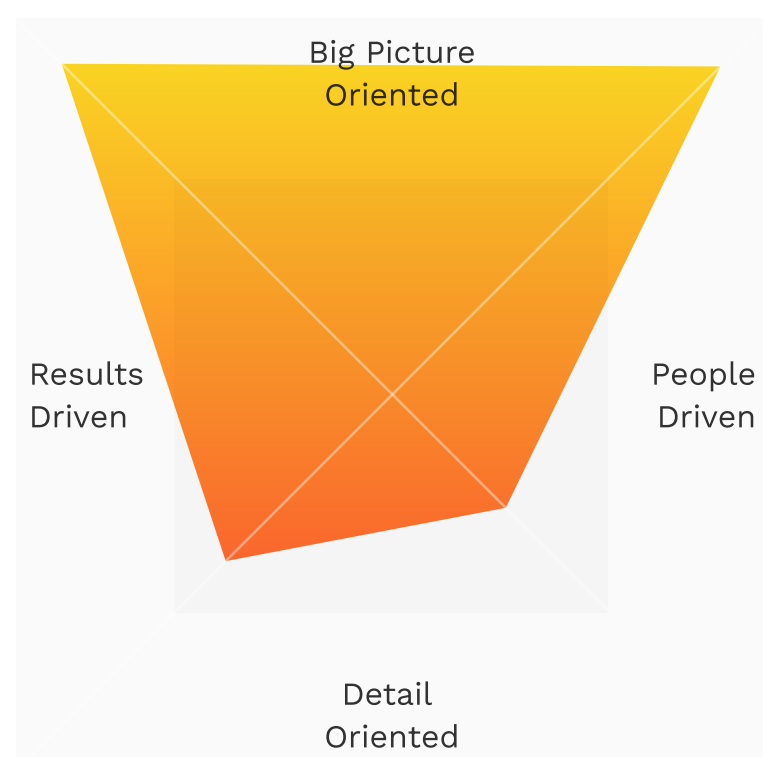




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Module

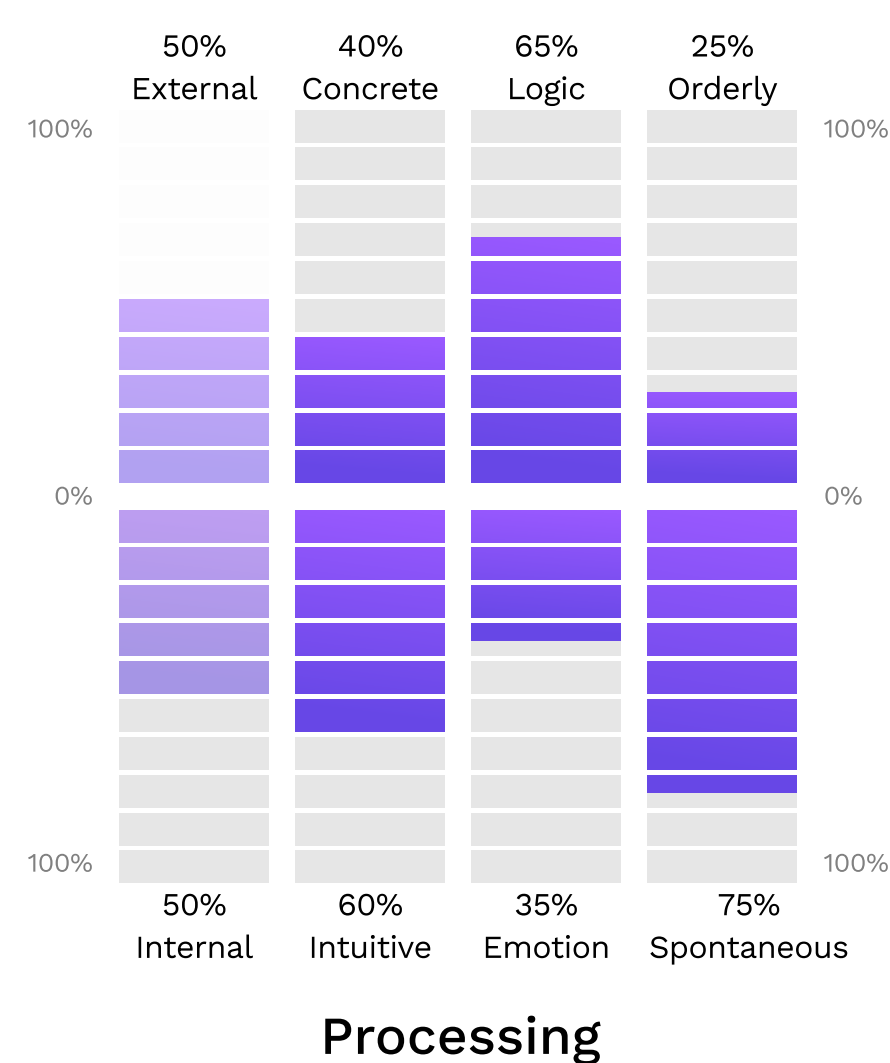
Brief Theoretical Background



Primary Personality

Based on William Marston's four-dimension theory of personality, which states that individuals have varying degrees of four primary personality traits.

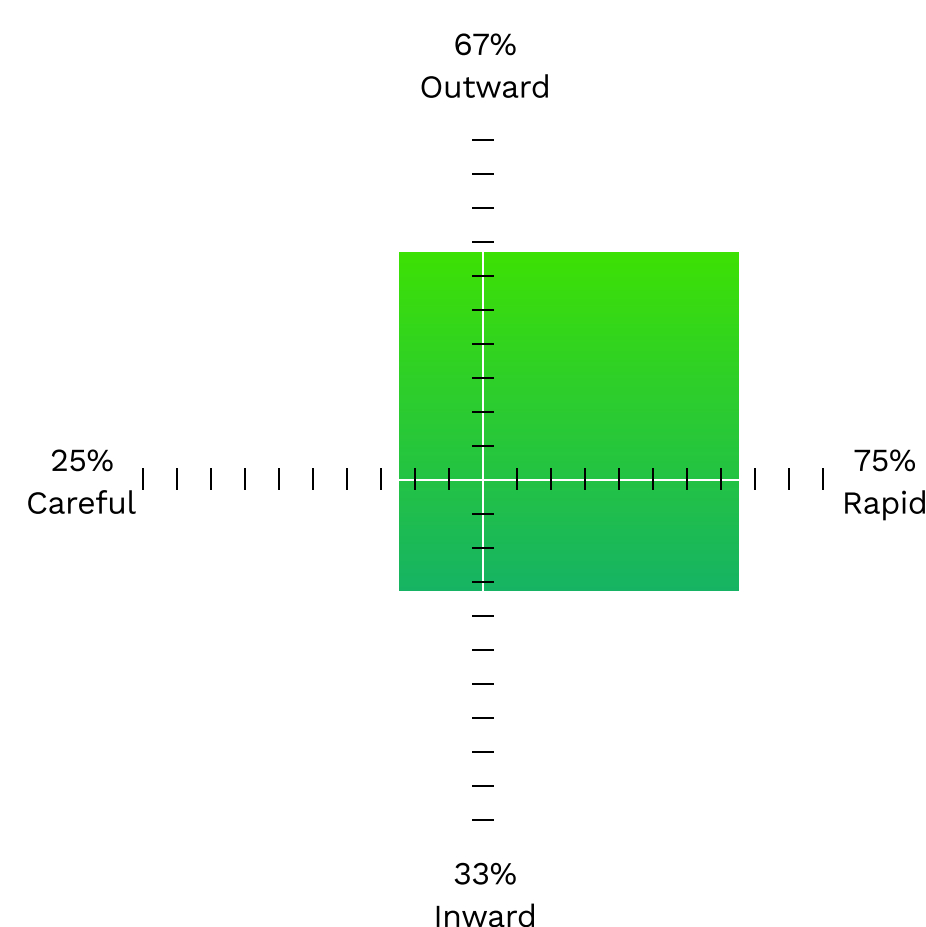
Each trait represents distinct behavioral patterns and communication styles. **Powerful** individuals are assertive and decisive, **versatile** are outgoing and sociable, **amiable** are dependable and cooperative, and **precise** are detail-oriented and precise.



Processing

Builds on Carl Jung, Isabel Myers, and Katharine Briggs's work on basic psychological functions.

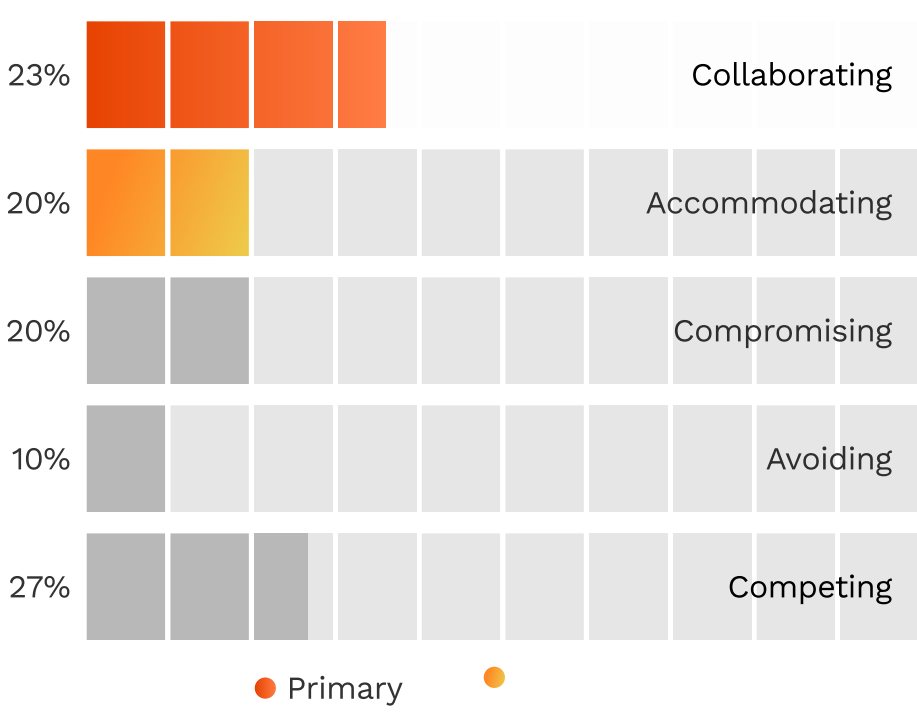
Within Prism, the functions can be briefly described as how you prefer to gain energy (**externally** or **internally**), how you perceive and take in information (**concretely** or **intuitively**), how you reach judgments (**logically** or **emotionally**), and how you prefer to interact with the outside world (**orderly** or **spontaneously**).



Decision Making

Utilizes Richard Johnson's individual styles of decision making. The styles can be categorized based on whether individuals focus outward or inward, and whether they approach decisions carefully or rapidly.

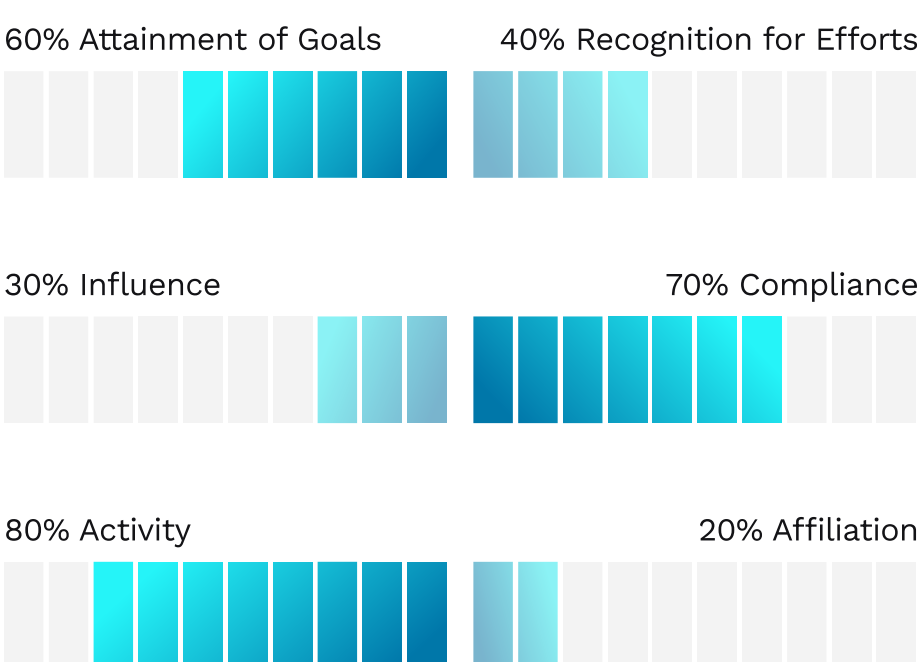
Outward-focused individuals tend to consider external factors, such as others' opinions or market trends, whereas **inward**-focused individuals rely on their internal thoughts and feelings. **Careful** decision-makers meticulously weigh options and potential outcomes, while **rapid** decision-makers trust their intuition and make quick choices based on immediate impressions.



Conflict Management

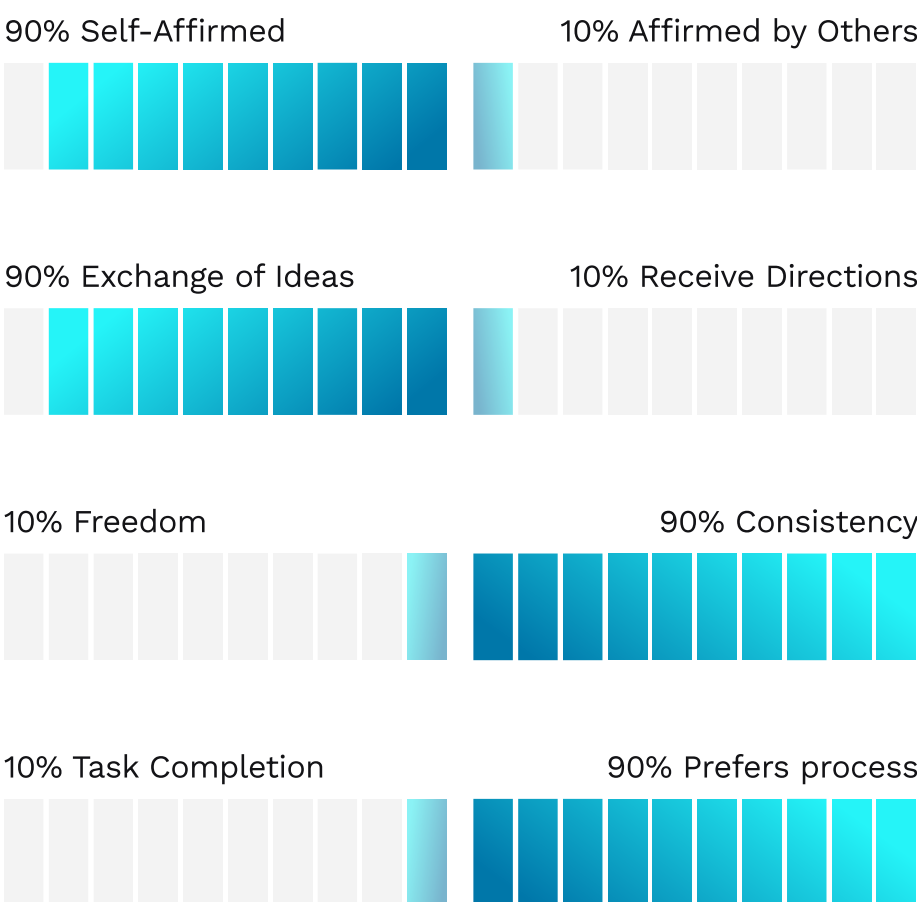
Applies Kenneth Thomas and Ralph Kilmann's five-factor theory, which identifies five primary conflict-handling styles: **Competing** involves asserting one's own needs at the expense of others, **collaborating** seeks win-win solutions through cooperation, **compromising** aims for a middle-ground solution, **avoiding** withdraws from the situation, and **accommodating** prioritizes others' needs over one's own.

The framework helps individuals and organizations understand their default conflict resolution styles and encourages learning when to apply each style.



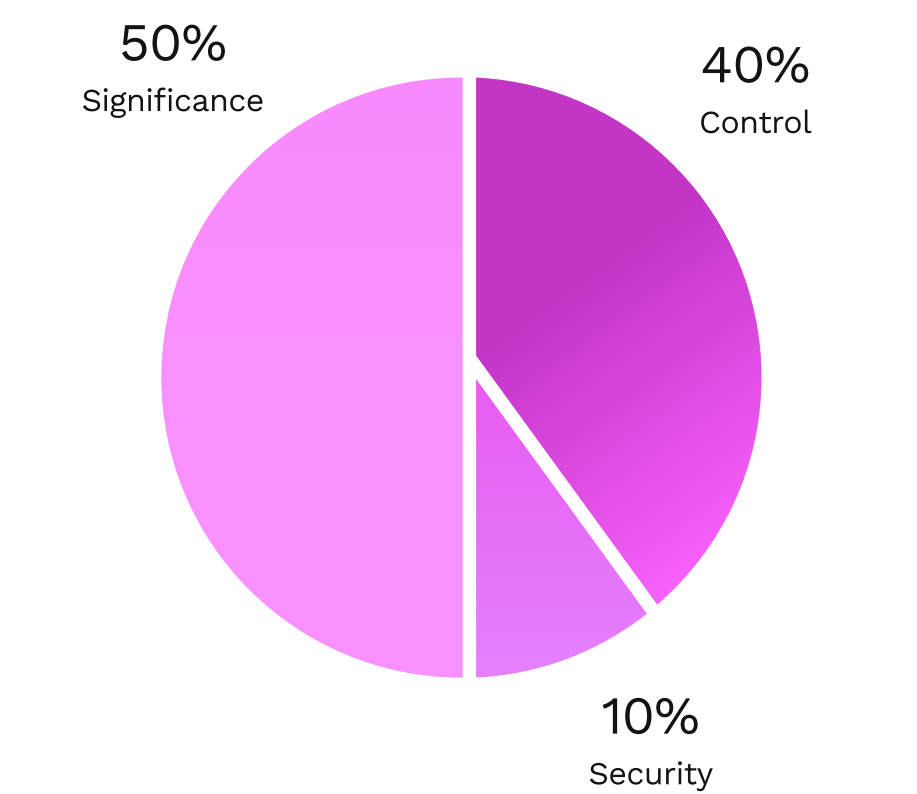
Motivation (Why)

Draws from Richard Hackman and Greg Oldham’s job characteristics model and David McClelland’s human motivation theory. Motivation is the dynamic process that spurs individuals to take action, invest effort, and make choices that align with their goals and needs. It encompasses intrinsic factors, such as personal interests and values, and extrinsic factors, including external rewards and consequences. To this end, Prism has seven scales on the how and why of one’s motivation. For example, task autonomy is measured as **exchanging ideas** or **receiving direction**. The need for achievement is measured as the **attainment of goals** or **recognition for efforts**.



Motivation (How)

By understanding the underlying motivations that drive behavior, individuals can gain valuable insights into optimizing performance, fostering engagement, and cultivating environments conducive to achievement.



Fundamental Needs

Uses Abraham Maslow’s hierarchy of needs as a foundation while addressing the main critiques of the theory and evolving the framework.

The module focuses on the middle three tiers of esteem (achieving mastery, control, and confidence), love and belonging (gaining approval or affection from significant others), and safety (having predictability and security). Within Prism, the fundamental needs are **control**, **significance**, and **security**.

Rather than a rigid global hierarchy, Prism takes a more fluid approach by measuring each person’s own unique hierarchy based on their previous experiences and current situation in life.