

TOP 10 REASONS TO USE THE



- #1** **It's Easy** – Participants take a **15-minute assessment** that identifies their traits, behaviors, and interactions with others that make up their communication style.
- #2** **It works, and it sticks** – “The shapes language instantly became part of our common language in the company, and now **15 years later, it's part of our culture.**” – JACKIE, Vice President of Global Consumer Business
- #3** **It raises your awareness of how people communicate** – so you can treat them the way they want to be treated.
- #4** **It links behavior to results** – “I was skeptical that a 15-minute test could accurately indicate my communication and behavioral style. But Shapes was spot on, and **as a result, my 360° feedback scores improved.**” – Sam, R&D Engineer and Team Lead for Internal Projects
- #5** **It recognizes change and growth** – The Rectangle is what makes the Shapes Assessment unique. **It's a transitional shape** that considers the natural evolution of change.
- #6** **It can be used as a 360° peer review tool** – to evaluate your perception of others and have others evaluate their perception of you.
- #7** **It's not your typical 'personality test'** – In fact, the Shapes Assessment doesn't define itself as a personality test. It's a behavioral assessment, identifying your traits (who you are), your actions (what you do), and how you relate to others (your interaction).
- #8** **It has been Tested, Shared, and Proven Since 1978** – PsychoGeometrics was created as a psychometric tool by Susan Dellinger, Ph.D., and inspired by the work of psychiatrist and psychoanalyst Dr. Carl Jung (1875-1961). In the early 2000's Dr. Dellinger partnered with Jack Wolf, Ph.D., to validate the science behind Shapes.
- #9** **It takes the awkwardness and complexity out of crucial conversations** – Shapes becomes the common language that helps teams reduce conflict, increase productivity, increase engagement, decrease turnover, and effectively and efficiently on-board new team members.
- #10** **It recognizes differences and provides the tool to shape flex, leveraging the strengths of diversity and inclusion** – No matter what your shape strengths are, every person can use Shapes to have a powerful, influential, and effective voice on any platform with any audience while still being authentic.