

# What is PRISM?

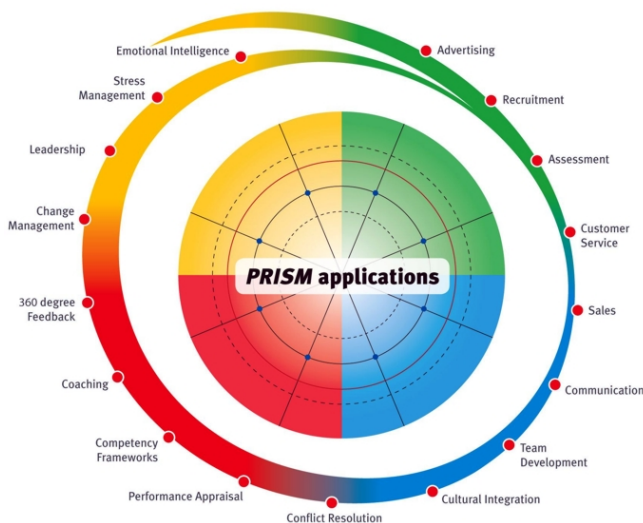
PRISM Brain Mapping is a neuroscience-based instrument specially designed to identify the behavioral preferences that directly relate to personal relationships and work performance.



**The world's most comprehensive, online, behaviour mapping tool based on neuroscience**

PRISM Brain Mapping is a unique way of identifying people's behavior preferences based on brain activity. Unlike traditional psychometric instruments, PRISM approaches human behavior from the perspective of neuroscience, rather than psychological theory. This exciting approach takes advantage of some of the most up-to-date neuroscience discoveries to provide users with a series of 'maps' which are representations of how their brain prefers to work.

Rather than the theoretical concepts of many traditional tests, PRISM measures what people like doing and the corresponding behavioral characteristics.

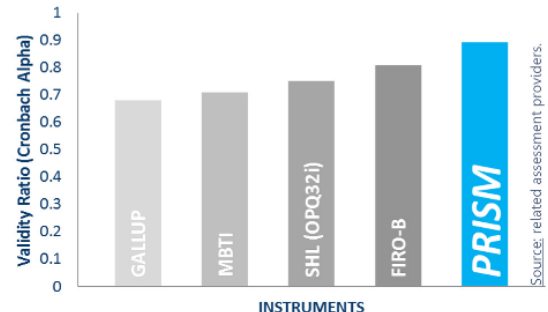


Building your PRISM Brain Mapping profile is the perfect tool to grow self-awareness, because it will help you:

- Build confidence about who you are and what you can bring to others
- Pick the direction in your career that will make a full use of your potential
- Communicate better with others and become more influential, thus respected
- Build rapport and relationship with others by showing up as someone confident, true to self and others

Your PRISM profile provides you with a comprehensive report about you, your style, the way you communicate, behave, react to different types of environment, adapt to situations, show up to others...

## High reliability



PRISM has been the subject of a two-year university study (Stanford University, California) using Cronbach Alpha coefficients to measure inter-item correlation for internal validity. The study produced results indicating very high levels of internal consistency for the subscales. For all the four-color subscales the reliability scores were above 0.90. This is one of the highest scores available.

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