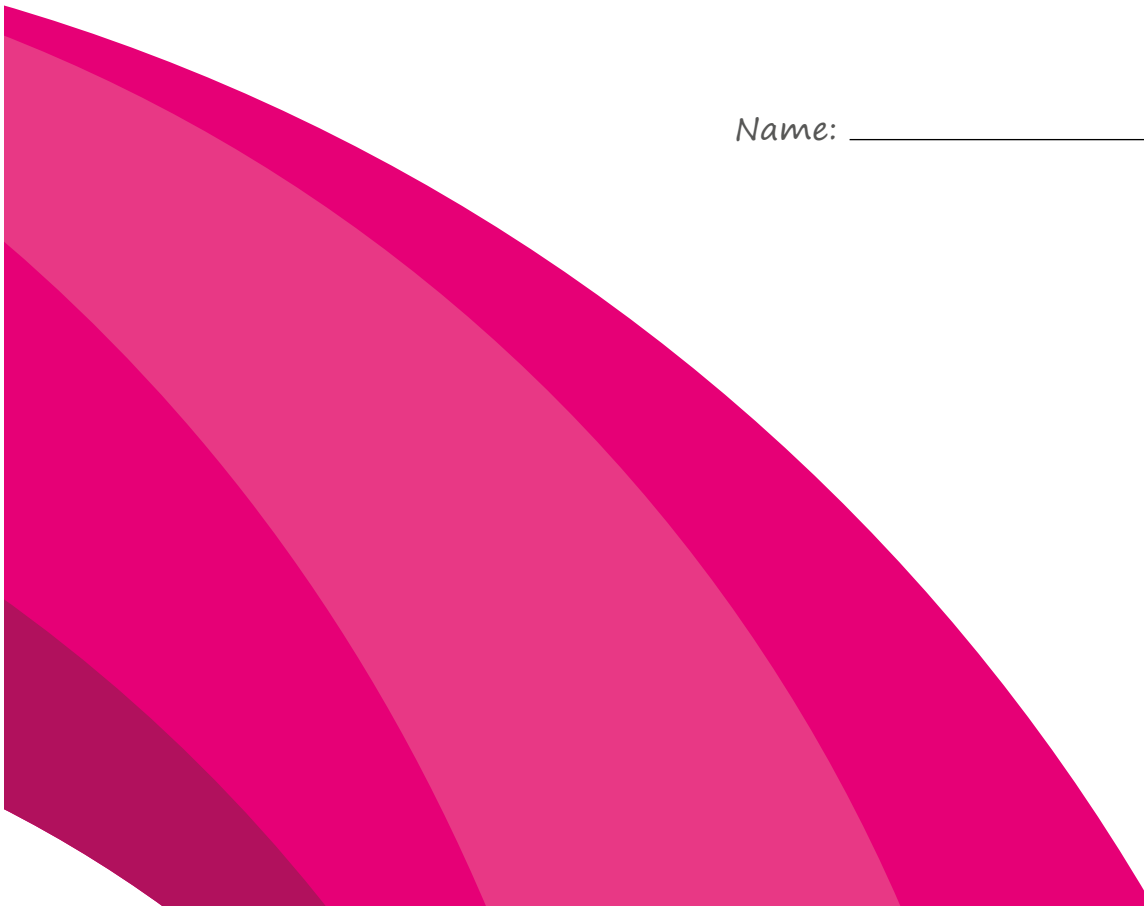


# Insights Discovery Accreditation

## Theory

Name: \_\_\_\_\_



## Theory practitioner guide

This practitioner guide provides you with the core theory you need to deliver powerful Insights Discovery solutions. Your knowledge and expertise will continue to deepen as you explore the magic of Insights Discovery. At Insights, we are continuing to research and develop our own knowledge of Insights Discovery and for the duration of your practitioner journey (hopefully a very long time!) we will share our developments with you. This guide, along with additional learning resources, provides you, the Insights Discovery Practitioner, with a solid foundation to any Insights Discovery solution.

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03 Jungian preferences	14
04 Insights Discovery profile and graphs	22
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## Insights' purpose

We want to create a world where *people* truly understand themselves and others, and are *inspired* to make a *positive* difference in everything they do.

## Insights' promise

We partner with you to achieve your goals by helping you improve the effectiveness of your people and the performance of your organisation.

Our people development solutions are simple and deeply insightful. They provide immediate impact and enable positive, lasting change.

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## 01 Perception

Perception is a fundamental concept in the Insights Discovery system. Our perceptions influence how we make sense of the world and this affects every aspect of our lives – from the ‘story’ we tell ourselves about what is happening, to how we react to the situations around us.

Let’s remind ourselves about some of the key concepts of perception.

### Section overview

Background	7
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# Background

Perception is key to helping people work with Insights Discovery. We need to appreciate that each person's perception is unique. Understanding this allows us to recognise that there is no right or wrong way of seeing things – only different viewpoints. Everyone sees the world through their own personal filter. Our perceptions are uniquely coloured by what we know, what we believe and what has happened in our life.

Understanding our own perceptions can help us to uncover our personal biases. Our attitude and our behaviours arise from our perceptions, and ultimately affect our relationships with others. Being willing to see and value different perceptions and perspectives enables us to establish relationships based on mutual respect and understanding rather than on judgement.

Perception covers both the objective and subjective. Even when it comes to perceiving hard facts, we don't all pay attention to the same things. We unconsciously filter out some of the data and can be convinced it was never there. Subjectively we will interpret what we have perceived, consider how to understand it and evaluate it.

Becoming aware of our perceptions helps us understand the stories we tell ourselves about who we are and the world around us. Only once we explore our narratives, can we search for the actual truths.



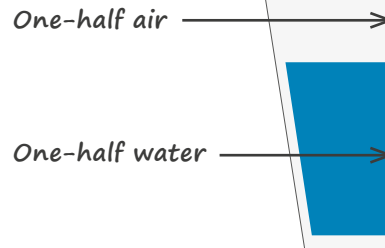
Old lady

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Young lady

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Technically the glass is always full.



## Key learning ...

Perception is not always reality.

I see myself and others based on my own unique view of the world.

Changing perceptions can be difficult.

More than one perception can be valid.

It is important to understand and appreciate others' perceptions.

## Why I need to know this

- Understanding perception is fundamental to understanding self and others
- What you say and do, in general and as a practitioner, will be 'filtered' differently by different people
- Increasing your awareness of the different ways in which people receive and process information will improve the effectiveness of your communication. It will also help you to help others do the same







## 02 The colour energies

Personality typing is not a new concept; it has been around since Hippocrates in ancient Greece. Swiss psychologist Carl Jung used the metaphor of different wavelengths of light to describe personality. Building on this concept, Insights uses four colours to represent the energies that interact within the personality: Fiery Red, Sunshine Yellow, Earth Green and Cool Blue. We can observe the four colour energies in everyday aspects of behaviour.

Let's remember some of the basics of the Insights Discovery colour energies ...

### Section overview

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# The colour energies

## Cool Blue energy

When using Cool Blue energy, you may observe:

- Using an observing and assessing approach
- Having a strong desire to know and understand how and why
- Taking time to think things through before forming any conclusions
- Maintaining a detached and objective viewpoint until all the information is processed
- Thinking through a problem carefully and assessing the implications of possible solutions
- Working quietly and diligently with care and persistence

Consequently, tasks may sometimes take a while to reach completion.

## Fiery Red energy

When using Fiery Red energy, you may observe:

- Being strongly task-focused and always in motion
- Focusing on results and how to achieve them
- Creating a clear plan and being firm in stating intentions
- Rising to a challenge and determination in seeing it through
- Responding quickly and effectively to whatever is happening
- Being eager to move on to the next step

Consequently, you might observe impatience with delays.

## Earth Green energy

When using Earth Green energy, you may observe:

- Responding kindly to most people
- Being considerate and sensitive
- Accommodating others' needs
- Listening attentively and patiently
- Showing loyalty to valued people and principles
- Seeking harmony and consensus, ensuring decisions are made democratically

Consequently, there may be some stubborn resistance to actions and choices that are out of alignment with what is valued.

## Sunshine Yellow energy

When using Sunshine Yellow energy, you may observe:

- Getting involved in whatever is going on
- Engaging in interaction with others and seeking to build relationships
- Putting others at ease
- Adopting a positive and optimistic approach
- Being highly influential without seeking to dominate others
- Being positive, enthusiastic and eager to say 'yes' to everything

Consequently, this may result in over-committing and being unable to follow through completely.

## Key learning ...

The four colour energies are distinct but do not exist in isolation.

Each individual will use all four colour energies to a greater or lesser extent.

An individual's order of preference for the four colour energies may shift in different contexts.

Each colour energy can show up in 'good day' or 'bad day' form.

An over-extended strength can become a weakness.

## Why I need to know this

- Pay attention to the observable behaviours of the individuals you interact with on a regular basis – this improves your understanding (and recognition) of the colour energies.





## 03 Jungian Preferences

In his work, *Psychological Types*, Jung identified three distinct sets of preferences: attitude (how we orient ourselves to the world); the rational function (how we make decisions); and the irrational function (how we perceive or take in information).

These preferences do not operate in isolation; the combinations and intensities create an individual's unique personality. We need to learn these concepts separately first to understand the theory. With this understanding we can then pick up, not only the strength of any given preference of an individual, but also their unique mix.

### Section overview

Introversion and Extraversion	15
Thinking and Feeling	16
The four colour energies	17
Sensation and Intuition	18
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## Attitude – Introversion and Extraversion

Jung first identified distinct types according to their attitude. He referred to these attitudes as Introversion and Extraversion and noted that the key difference in attitude related to *the way we react to experiences*.

### Extraversion (E)

Those demonstrating an extraverted attitude tend to be more engaged, involved and responsive. They prefer action or discussion and may get quickly distracted if asked to process a lot of detailed information. They often do not know their thoughts on a matter until they have verbalised it.

People with a preference for extraversion tend to *speak to think*.

### Introversion (I or °)

Those demonstrating an introverted attitude tend to be more observing and reflective. They need time to absorb information quietly and carefully, to assess it and think through their conclusions. Consequently they may experience considerable discomfort if they are pushed to respond quickly.

People with a preference for introversion tend to *think to speak*.

## Rational (judging) function – Thinking and Feeling

In addition to the 'attitude', Jung identified two *decision-making* functions – Thinking and Feeling.

Thinking and Feeling help us to evaluate and make judgements.

We all have the capacity to use both Thinking and Feeling. The question is where do we go first, and what is our stronger preference.

Thinking and Feeling are both 'rational' and judging processes. We use Thinking or Feeling to assess a situation and make decisions.



### Thinking (T)

The Thinking function is a logical thinking process that uses knowledge and objective facts through a rationale to make decisions. It is this function that helps us to analyse, think critically and draw conclusions.

People with a preference for the Thinking function tend to be more *task focused*.

### Feeling (F)

We use the Feeling function to form a subjective judgement and make decisions based on personal values and consideration of who is going to be affected by the decision. When we categorise something as good, bad, appropriate, inappropriate, liked or disliked, we are typically using the Feeling function.

People with a preference for the Feeling function tend to be more *relationship focused*.



## The four colour energies

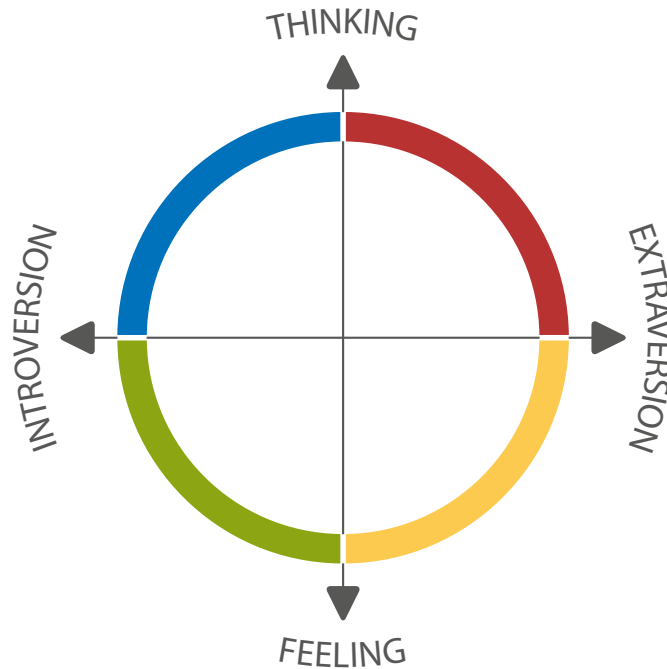
The four colour energies are created from the combination of Jung's 'Thinking and Feeling' function with the 'Extraversion and Introversion' attitude as follows:

Extraversion + Thinking = **Fiery Red energy**

Extraversion + Feeling = **Sunshine Yellow energy**

Introversion + Feeling = **Earth Green energy**

Introversion + Thinking = **Cool Blue energy**



## Irrational (perceiving) function – Sensation and Intuition

Jung described the third set of preferences, Sensation and Intuition, as the ‘irrational’ function; the literal translation from Jung’s Swiss-German is **above or beyond reason**.

Sensation and Intuition help us to *perceive and interpret* the world around us.

### Intuition (N)

Intuition is typically more future-oriented; it is through Intuition that we form patterns and make connections, which may help us to see something differently. As Intuition emerges from the unconscious, it can give rise to unexplained feelings, senses and thoughts.

People with a preference for the Intuition function tend to be more focused on *what could be*.

### Sensation (S)

Sensation records tangible details that are evident in the real world. With a strong preference for Sensation, a person’s behaviour is driven by sensations being experienced in the here and now.

People with a preference for the Sensation function tend to be more focused on *what is or what has been*.

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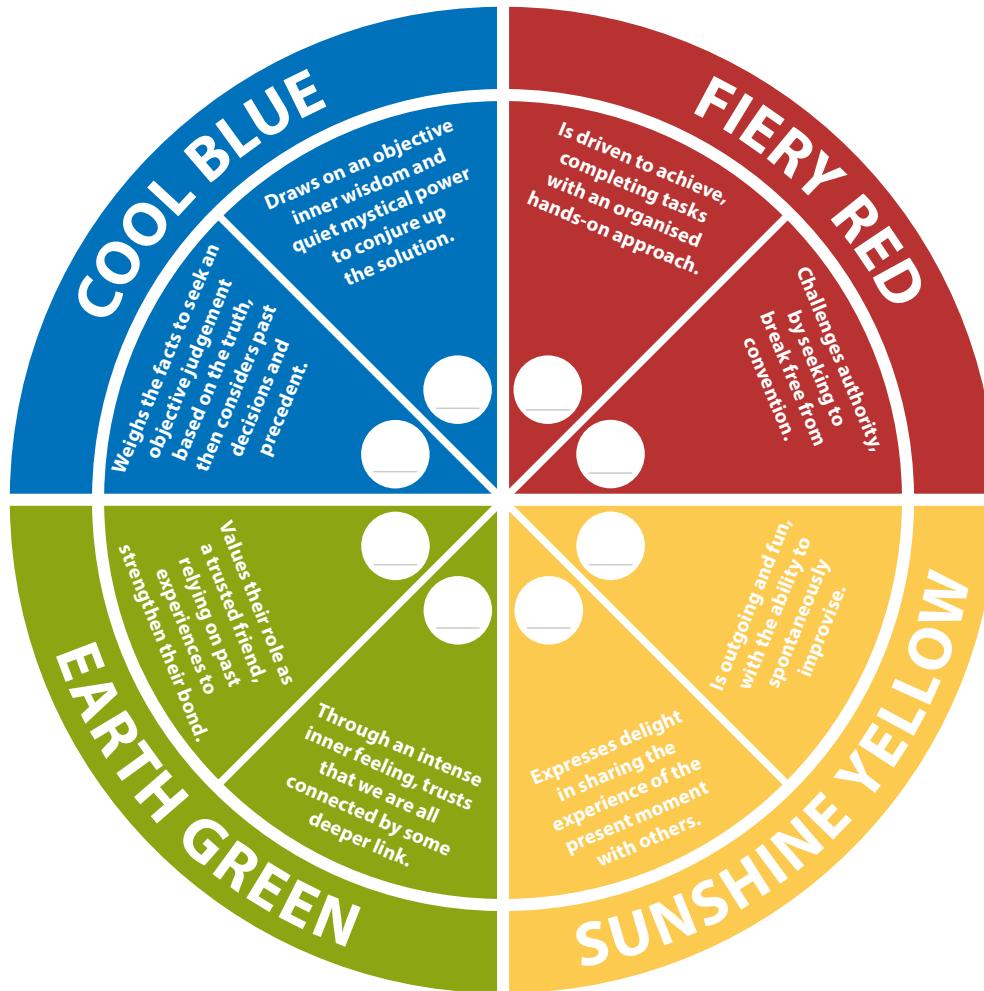
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The four colour energies are created by combining Jung's Introversion and Extraversion with Thinking and Feeling. Sensation (S) and Intuition (N) show up in each of the four colour energies.



## Key learning ...

Jung identified two distinct attitudes –  
Introversion and Extraversion.

Jung also identified two  
'rational' or 'decision  
making' functions –  
Thinking and Feeling  
and two 'irrational' or  
'perceiving' functions –  
Sensation and Intuition.

Sensation and Intuition  
show up in combination  
with all four colour  
energies.

An individual may have  
a strong leaning towards  
one or other preference  
or they may have a more  
balanced approach.

We all operate within  
a range; at times, and  
with effort, we are all  
able to use each of  
the preferences.

The combination of  
attitude and rational  
function underlies the  
four colour energies.

In our interactions, the preferences act  
in combination. The separation of the  
preferences is useful for understanding the  
distinctions between them.

## Why I need to know this

As a Practitioner, it is important to know that Insights Discovery is based on established psychological theory.

Insights Discovery is simple and accessible, yet deeply insightful. Developing a more in-depth understanding of the psychological types that underpin the four colour energies will enable you to work at a deeper level with your clients.

More reading on Jung's theories and the origins of the Insights Discovery system:

- **Jacobi, J.** (1973). The Psychology of C. G. Jung
- **Jung, C. G.** (1921). Psychological Types
- **Stevens, A.** (2001). Jung: A Very Short Introduction
- **Sharp, D.** (1987). Personality Types: Jung's Model of Typology





## 04 Insights Discovery profile and graphs

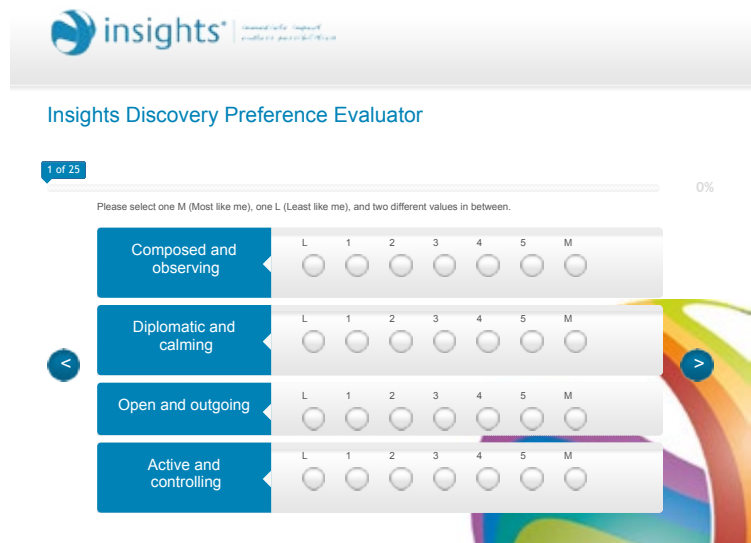
### Section overview

Insights Discovery Preference Evaluator	23
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The Persona (Less Conscious)	25
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Psychological footprint	32
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Practice	34

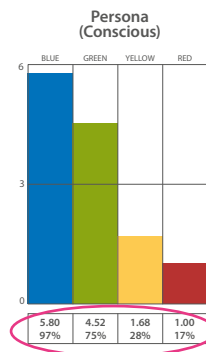
# The Insights Discovery Preference Evaluator

The evaluator consists of multiple frames. In each frame individuals are asked to rate four statements. In every frame, one statement links to a different preference. In effect, at every frame we are asking individuals to tell us how much they prefer each of the different colour energies.

We use the term “evaluator” and “frames” because there are no right or wrong answers.



The scores for Most (M) have a numerical score of 6; the scores for Least (L) have a numerical score zero. We then average the scores an individual assigns to each colour energy to provide the preference for that colour energy (out of six). This is also expressed as a percentage at the bottom of the individual bar graph.



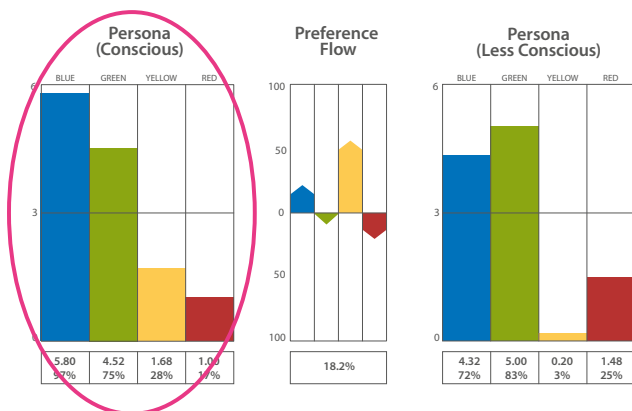
Consciousness is something we have 'access to'; we can bring it to our awareness. In our model there are two components to Consciousness: the 'conscious' persona and the 'less conscious' persona. The Insights Discovery system explores the realm of Consciousness as it relates to our behavioural preferences and personality.

## The Persona (Conscious)

**The Persona (Conscious)** graph is a direct measurement of how an individual completed the Insights Discovery evaluator. It is a combination of:

- who we think we are
- who we want to be
- who we believe we are expected to be

It represents how we want others to experience or perceive our use of the colour energies when we are conscious of how we are interacting with them; how we want to 'show up' or how we choose to interact.







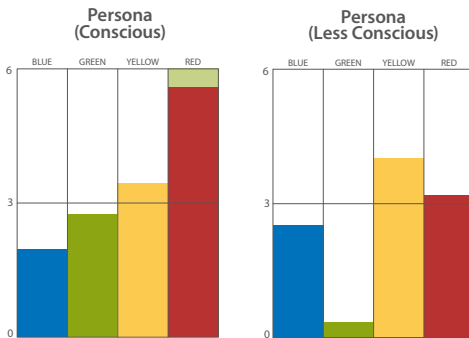
## Example

Steve is giving a team talk and focusing on using his 90% Fiery Red.

Steve is being consciously 'powerful and assertive' in his presentation style.

In this moment, the team may experience:

- 90% Fiery Red or
- 10% Earth Green, i.e. not very 'sensitive and diplomatic'



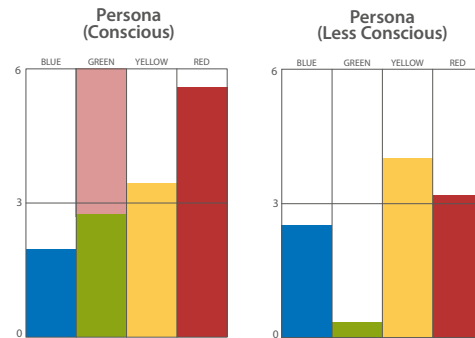
## Example

Steve is coaching a team member and focusing on conscious use of his 45% Earth Green.

Steve is making an effort to be 'concerned and sensitive'.

In this moment the team may experience:

- 45% Earth Green or
- 55% Fiery Red i.e. 'in-charge and firm'



# Calculating the Conscious and Less Conscious graphs

In calculating the less conscious scores, we apply the following principle:

<b>Conscious graph</b>	<b>+</b>	<b>Less Conscious graph</b>	<b>Add up to:</b>
Cool Blue		Sunshine Yellow	6.0 or 100%
Sunshine Yellow		Cool Blue	6.0 or 100%
Fiery Red		Earth Green	6.0 or 100%
Earth Green		Fiery Red	6.0 or 100%

## Key learning ...

The conscious graph is calculated directly from the evaluator scores.

The conscious score for one colour energy and the less conscious score for its opposite energy add up to 6.0 or 100%.

The less conscious graph derives from Jung's concept of opposites.

Graphs can vary considerably in shape, even if they share the same wheel position.

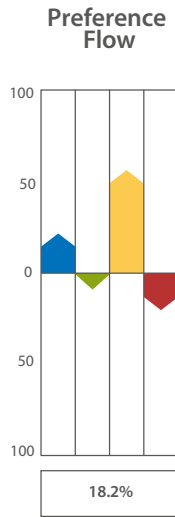
## Why I need to know this

- It is essential to understand the graphs as these indicate much more about an individual than their wheel position alone. It is likely that you will look at the graphs in someone's profile before anything else.
- If you don't understand how the graphs were constructed, how can you help people get to the real meaning for themselves?

# The Preference Flow (middle graph)

The Preference Flow shows the energy change from the Less Conscious graph to the Conscious graph. This represents the extent to which the individual is adapting their behaviour when they are consciously interacting with others.

Think of the Preference Flow as having four 'volume' dials, indicating whether an individual is turning up the volume or turning down the volume on each colour energy going from the Less Conscious to the Conscious persona.



The Preference Flow percentage can be described as the net difference in overall energy between the Less Conscious and the Conscious graphs. In this example, there is 66.7% more energy at play in the Conscious graph than in the Less Conscious graph.

**Formula for calculating Preference Flow percentage:**

total of Conscious scores – total of Less Conscious scores

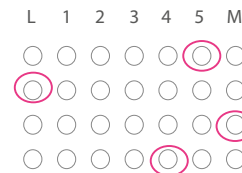
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the smaller of the two numbers

× 100%

The maximum possible score is 66.7% and the minimum is -66.7%.

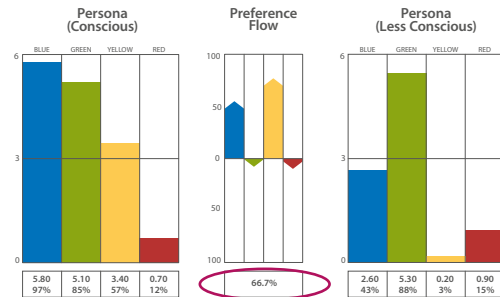
These scores are dictated by the way an individual completes the evaluator.

To reach 66.7% an individual would consistently have to claim M, L, 4 and 5 throughout the evaluator.



*Evaluator frame*

This creates the highest possible Conscious score from the evaluator, as can be seen in the example below.

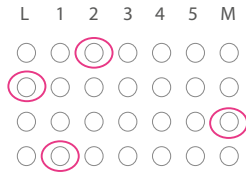


Total of Conscious scores = 5.8 + 5.1 + 3.4 + 0.7 = 15

Total of Less Conscious scores = 2.6 + 5.3 + 0.2 + 0.9 = 9

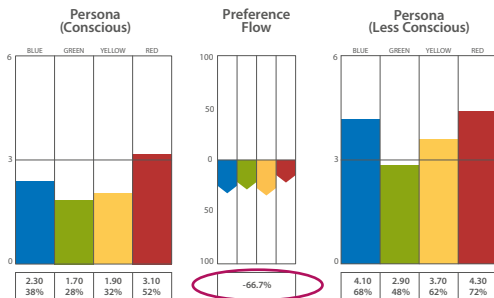
$$\frac{15-9}{9} \times 100 = 66.7\%$$

To reach -66.7% an individual would consistently have to claim M, L, 2 and 1 throughout the evaluator.



**Evaluator frame**

This creates the lowest possible Conscious score from the evaluator, as can be seen in the example below.



$$\begin{aligned} \text{Total of Conscious scores} &= 2.3 + 1.7 + 1.9 + 3.1 = 9 \\ \text{Total of Less Conscious scores} &= 4.1 + 2.9 + 3.7 + 4.3 = 15 \\ \frac{9-15}{9} \times 100 &= -66.7\% \end{aligned}$$

As practitioners we cannot make assumptions about why someone has completed the evaluator in this way. However, it can give us some additional areas to explore in our conversations.

We calculate the individual energy preference flows with the following formula:

**Formula for calculating individual colour energy Preference Flow:**

$$\frac{(\text{Conscious colour score} - \text{Less Conscious colour score})}{1 + \text{higher of the Conscious or Less Conscious scores}} \times 100\%$$

### Example

Conscious Cool Blue energy score = 2.30

Less Conscious Cool Blue energy score = 4.10

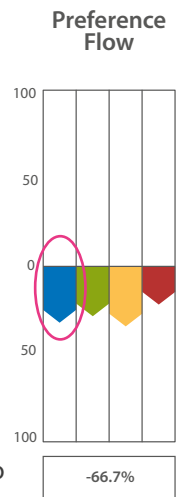
Cool Blue Preference Flow

(2.30 – 4.10) divided by (1 + 4.10) x 100%

= -1.80 divided by 5.10 x 100%

= -35.3%

Individual Preference Flow numbers are not represented on the graph, as the actual number is not the most relevant data. It is more important to investigate the flow of energy of each individual colour as well as the amount of energy invested in relation to the other colours.









## Key learning ...

An upward arrow in the Preference Flow indicates effort being put in to boost use of this colour energy.

A downward arrow in the Preference Flow indicates effort being put in to suppress use of this colour energy.

A high percentage score results from rating word pairs with high scores in the evaluator.

A low percentage score results from rating word pairs with low scores in the evaluator.

## Why I need to know this

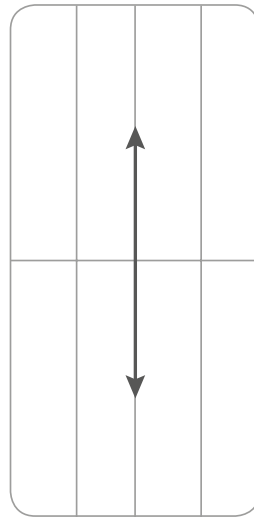
- Understanding how these numbers are calculated can give you some guidance on appropriate questions to begin a discussion with your profile recipients
- Some delegates will ask how these figures are calculated and what they mean

# Practice

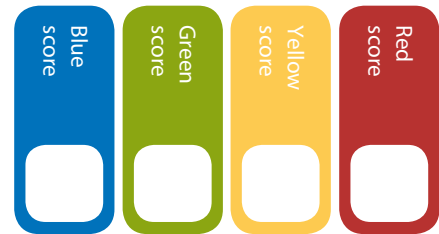
Here is some space for you to practise building the Less Conscious graph and Preference Flow.



**Conscious persona**



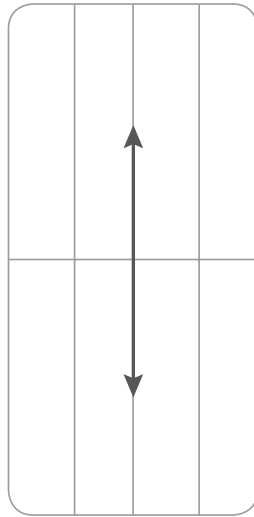
**Estimate the energy flow**



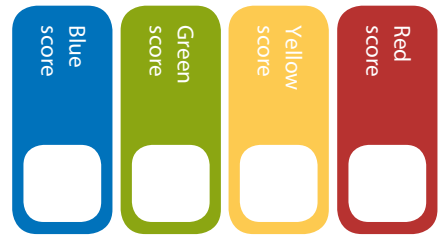
**Less conscious persona**



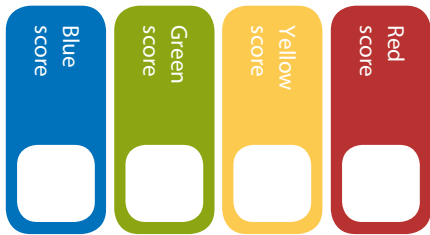
**Conscious  
persona**



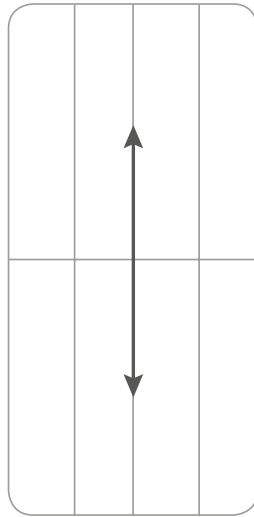
**Estimate the  
energy flow**



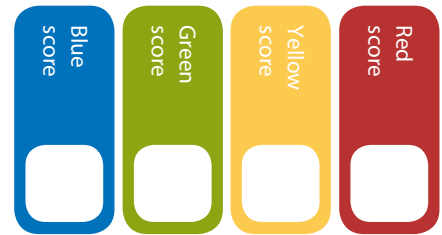
**Less conscious  
persona**



**Conscious  
persona**



**Estimate the  
energy flow**



**Less conscious  
persona**



## 05 The 72-Type wheel

At its most basic, the Insights Discovery wheel is a four quadrant model. This builds to eight Insights Types, and finally to 72 distinct wheel positions. There are two things that determine an individual's wheel position:

- the order of the colours
- the number of colours above the mid-line

### Section overview

Insights Discovery wheel - golden rules	39
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Naming, numbering the wheel	52
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# Insights Discovery wheel – golden rules

## Golden rule 1

Your wheel position will always be in the quadrant of your dominant colour energy.

## Golden rule 2

You are as much defined by what you do not prefer as by what you do prefer.

Your lowest colour energy preference will determine your Eight Type.

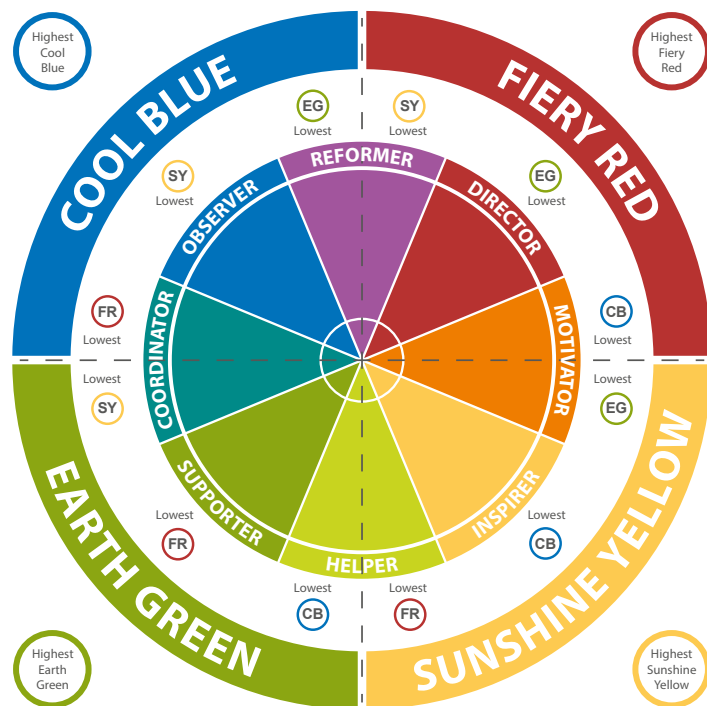
This model can be used to locate your Eight Type. Tick the circle that represents your dominant colour energy. Then, focusing on that colour quadrant, put a cross in the smaller circle that represents your lowest colour energy. This will allow you to determine your Eight Type.

## Golden rule 3

You will be attracted to the opposite of your least preferred colour energy.

If the opposite of your lowest colour energy is your dominant colour energy, you have a 'double dose' of your dominant colour energy and your wheel position is a 'Rational' Type. Your Eight Type will be in the centre of the quadrant, i.e. Observer, Director, Supporter or Inspirer.

If the opposite of your lowest colour energy is not your dominant colour energy, your wheel position is an 'Irrational' Type, which shows a blend of two colour energies (your dominant and the opposite of your least preferred). Your Eight Type will be on one side of the quadrant i.e. Reformer, Motivator, Helper and Coordinator.



#### Golden rule 4

Your second most preferred colour energy determines your 24 spoke on the Insights Discovery wheel.

For Rational Types, there are two spokes available. Your wheel position will be in the spoke that is closer to your second highest colour energy.

For Irrational Types, there are four spokes per type, but only two that meet the requirement of golden rule 1 of being in the quadrant of your dominant colour energy.

If your second highest colour energy is the opposite of your dominant, move to the grey spoke. The wheel position is a 'Creative' Type.

If your second highest colour energy is NOT the opposite of your dominant, move to the remaining spoke.

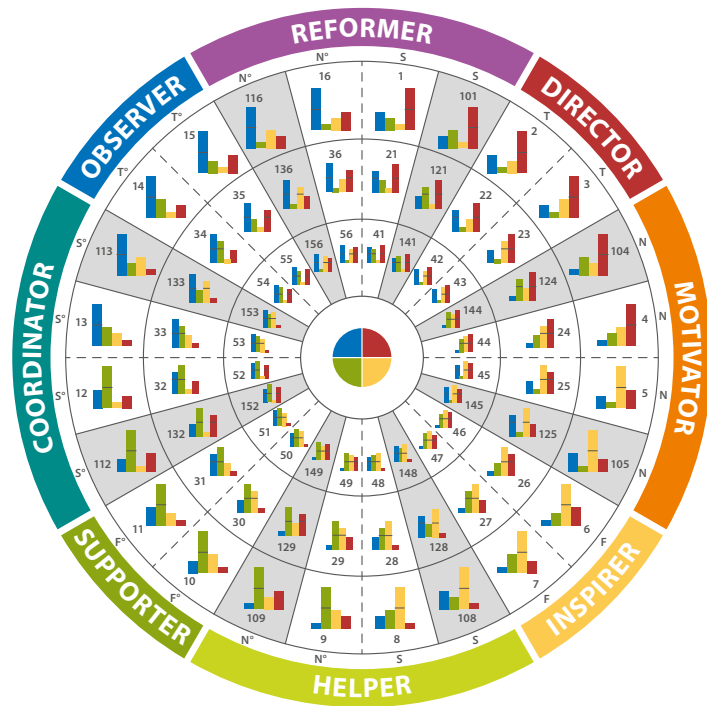
#### Golden rule 5

Find your wheel position by knowing how many colour energies are above the midline.

If you have one colour energy above the midline, your wheel position will be in the first ring (**focused**).

If you have two colour energies above the midline, your wheel position will be in the second ring (**classic**).

If you have three colour energies above the midline, your wheel position will be in the third ring (**accommodating**).





# The Rational Types

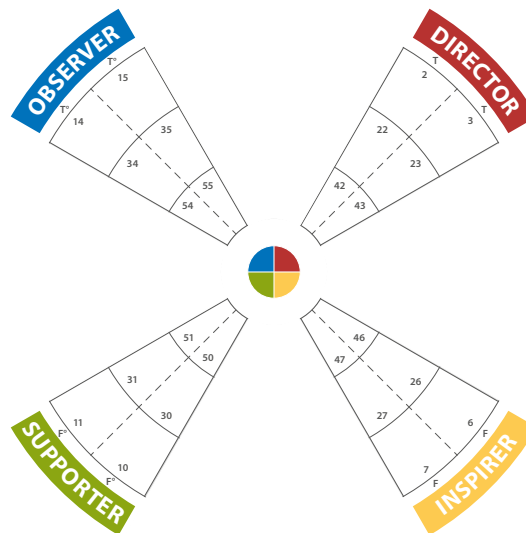
The Rational Types form an X shape on the wheel. They are the Director, Inspirer, Supporter and Observer. In these types, the dominant colour energy and lowest colour energy are opposites.

## Observer

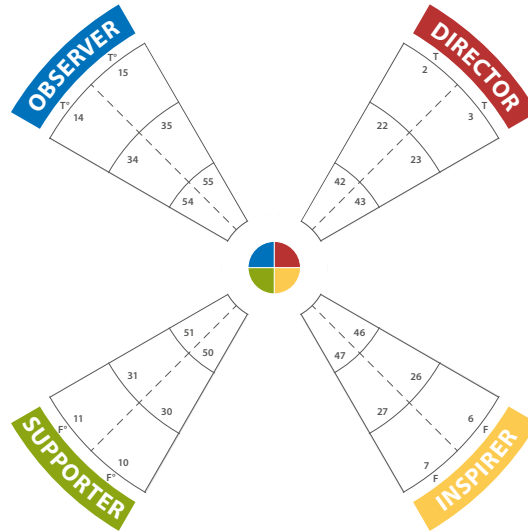
Observers are precise, cautious and disciplined, and are thorough and conscientious in work which requires attention and accuracy. It is important for them to be impartial and they are careful to form conclusions based on objective data. Observers are meticulous thinkers, who will take time to investigate things fully and work things out rationally. They combine intuitive information with the facts they have gathered in a highly effective way. They avoid making a 'fool' of themselves by meticulous preparation.

## Director

Directors are strong, decisive and dynamic people. They are forward-looking, progressive and compete to attain goals. They like to solve problems quickly, with a practical and incisive approach. They will exert tremendous energy to make things happen and are constantly looking for new and challenging assignments. With a strong desire for achievement, they can be highly critical and fault-finding when their expectations are not met and they may appear to lack patience.



# The Rational Types



## Supporter

Supporters are easy-going, amiable and dependable. They get on well with others and have a considerate and sensitive nature. They tend to build close relationships with a small group of colleagues. They are typically steady and patient, and can be relied on to do what they have promised. Supporters are happy to be of service and will plan their work to ensure a consistent performance. They aim to please and appreciate recognition for their efforts. Preferring stability and routine, they can be slow to adapt to change.

## Inspirer

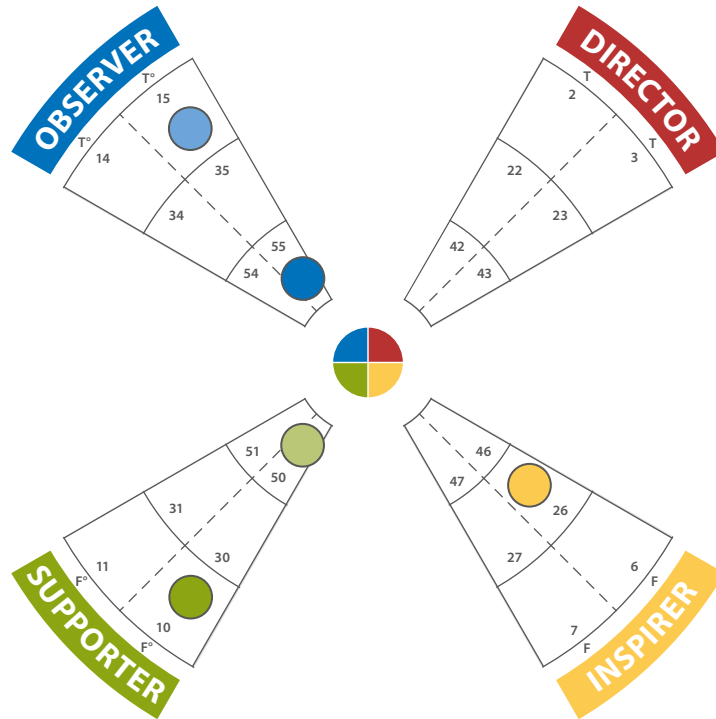
Inspires are outgoing and enthusiastic, seeking social environments where they can develop and maintain contacts. They can influence a group dynamic and are able to create enthusiasm in others. They have a wide network of acquaintances, which provides an active basis for doing business. Socially adept, Inspirers develop friendships easily. They are good at promoting their own ideas and can usually call on others who will be willing to help them. With a tendency to always see the best in people, they may overestimate the abilities of self and others.

# The Rational Types

The Conscious (dark dot) and Less Conscious (light dot) wheel position will always be in the same Eight Type.

In the Rational Types, the Conscious and Less Conscious wheel position are always in the same spoke.

If the Conscious wheel position is in the first ring (focused), the Less Conscious wheel position will be in the third ring (accommodating) of the same spoke, and vice versa. If the Conscious wheel position is in the second ring (classic), there will only be one dot showing because the Conscious and Less Conscious wheel positions are the same.



# The Irrational Types

The Irrational Types form a + shape on the wheel. They are the Reformer, Motivator, Helper and Coordinator.

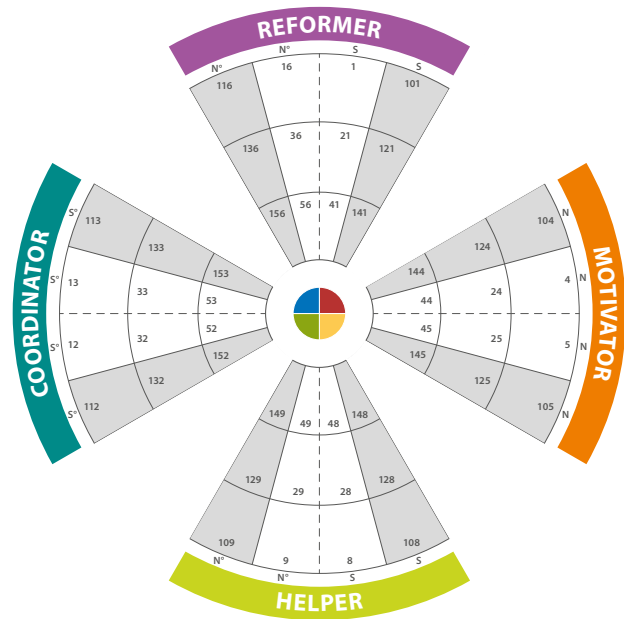
**In these types, the dominant colour energy and lowest colour energy are NOT polar opposites.**

## Reformer

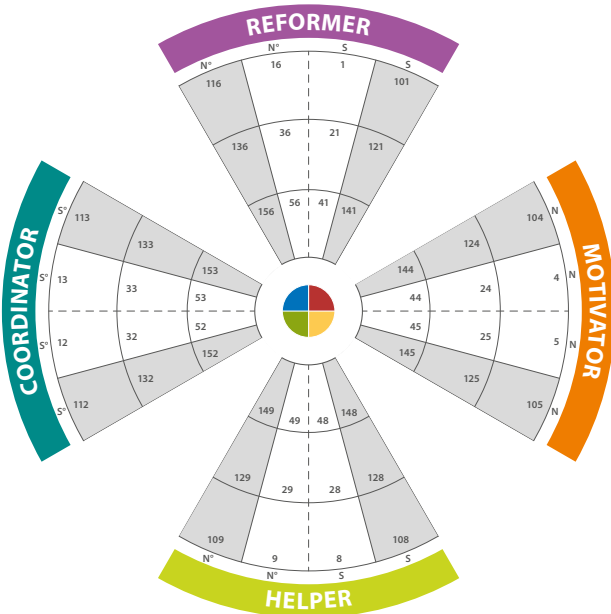
Reformers are critical, ambitious thinkers who set very high standards for themselves and others. They like to reach their targets in the most efficient way possible, taking time to ensure things are done right. Reformers are quick thinkers, but their reactions are tempered by a wish to explore all possible solutions before deciding. They will do whatever they need to ensure they have reached the right conclusions. As they enjoy problem solving, they also want the authority to reassess their findings. They tend to work at their best when they have the freedom and space to operate independently.

## Coordinator

Coordinators are careful, thoughtful, diplomatic and sincere. They tend to be very loyal, precise and disciplined with high standards. They have a strong sense of duty and like to be needed. Coordinators tend to work at their best in a stable and secure environment where they can maintain a high level of concentration. They like to take their time to assimilate information accurately and may find making decisions difficult until all the facts and details are available. Coordinators may be seen as quiet and reserved around strangers and may not always say what they think or feel.



# The Irrational Types



## Motivator

Motivators are good communicators who are naturally participative. With a thirst for exploration, they constantly come up with new possibilities and ideas. They revel in any challenge and will jump at the chance to try out something new. With a strong preference for Extraversion, they enjoy public recognition and work assignments that are high-profile. Some people may see them as dynamic personalities with a great deal of enthusiasm. Because of their belief in what's possible, they may be too optimistic about what they and other people can achieve.

## Helper

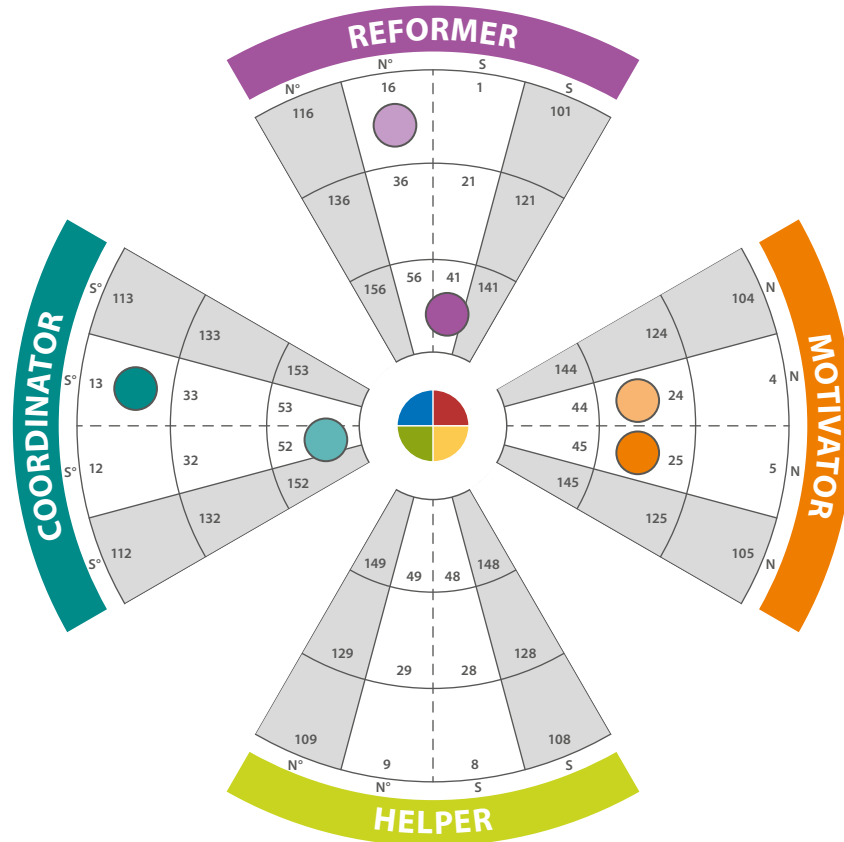
Helpers are warm, personable and sociable people who strive for positive relationships. Comfortable in most social situations, they typically have a wide range of acquaintances and friends. They are keen for others to do well and work with people to get the job done. They are concerned with the welfare of others and tend to perform best in a team situation. In making decisions in the team, they like to be consultative, ensuring everyone is considered and included. They can take criticism personally and may find it difficult to assert authority over others.

## The Irrational Types (except Creative Types)

The Conscious (dark dot) and Less Conscious (light dot) wheel positions will always be in the same Eight Type.

In the Irrational Types, the Conscious and Less Conscious wheel positions are not in the same spoke.

For Irrational Types that are not Creative Types, if the Conscious wheel position is in the first ring (focused), the Less Conscious wheel position will be in the third ring (accommodating) of the adjacent white spoke, and vice versa. If the Conscious wheel position is in the second ring (classic), the Less Conscious wheel position will be in the second ring of the adjacent white spoke.





According to Insights theory and Jungian psychology, if you are what is termed a 'pure' (or Rational) type, your inferior function (i.e. least preferred) will be the polar opposite of your dominant. A person's inferior function can often remain in the unconscious part of the psyche. This is because the two are typically at odds with each other and, like night and day, when one is being expressed the other is not. However, people in a creative position have developed this part of their psyche, mastering a psychological function that would normally be found in the unconscious. The belief that the mixture of opposites is found in many creative people is shared by Mihaly Csikszentmihalyi, one of the most eminent psychologists in the study of creativity.

## What is creativity?

In psychological terms, being a Creative Type does not mean that the person has to be a great artist. People in Creative positions see and respond to the world in opposing ways which leads to a rich, dynamic interplay of energy. They can hold two disparate views simultaneously, leading to the paradoxical nature, as described by Csikszentmihalyi. They may see their creativity manifest in different ways, for example in the realm of science, writing, organising or cooking.

## How do you become a Creative Type?

The most typical ways in which people identify themselves as Creative Types are:

- It is simply natural for the individual to have a preference which has opposites actively in play. Jung says that this Type is hard to define but does exist. They have a special ability to move between attitudes of Introversion and Extraversion.
- The individual is adapting to the demands of an environment that require them to engage a colour energy which is opposite to their dominant preference. An example of this might be someone who has a preference for Earth Green energy and is a manager in a workplace which has a Fiery Red culture. This demand drives the individual into a creative green/red dynamic, which may or may not cause this person stress.
- The individual may be going through a transition in life and the normally inferior function emerges. This may be challenging and confusing for the individual. It may signify a time of change in which the individual, after spending some time in a creative position, moves to a new position or role where the creative dynamic is no longer needed.

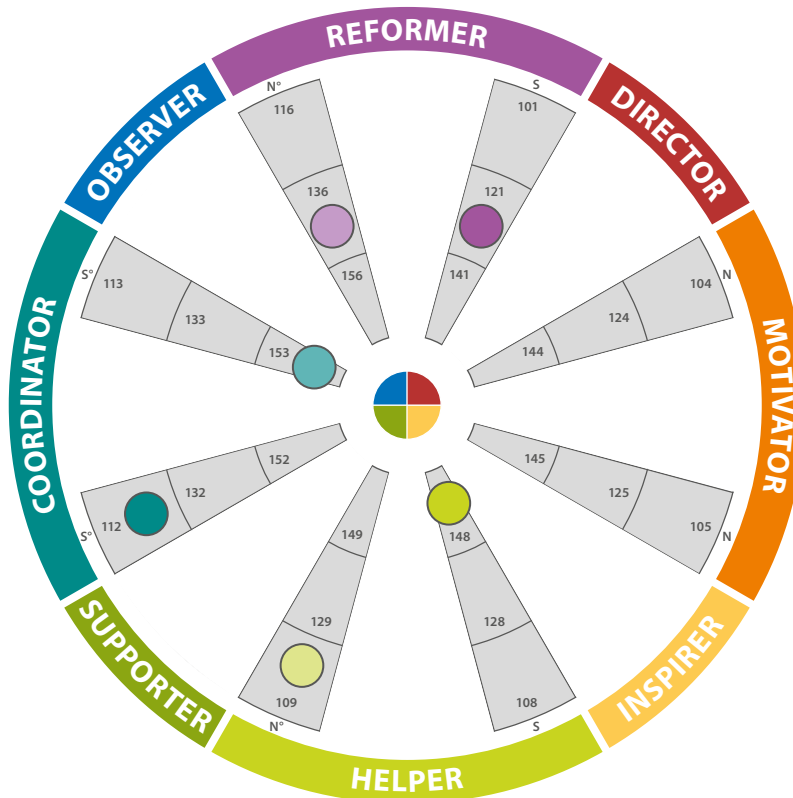


# The Creative Types

The Conscious (dark dot) and Less Conscious (light dot) wheel positions will always be in the same Eight Type.

In the Creative Types, which are Irrational Types, the Conscious and Less Conscious wheel positions are not in the same spoke.

For Creative Types, if the Conscious wheel position is in the first ring (focused) of one grey spoke, the Less Conscious wheel position will be in the third ring (accommodating) of the other grey spoke in that same type, and vice versa. If the Conscious wheel position is in the second ring of one grey spoke, the Less Conscious wheel position will be in the second ring of the other grey spoke in that same type.



“If there is one word that makes creative people different from others, it is the word complexity. Instead of being an individual, they are a multitude. Like the colour white that includes all colours, they tend to bring together the entire range of human possibilities within themselves. Creativity allows for paradox, light, shadow, inconsistency, even chaos – and creative people experience both extremes with equal intensity.”

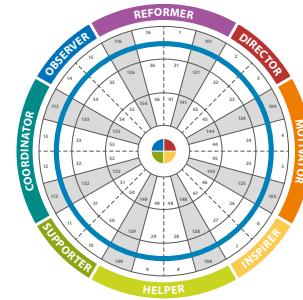
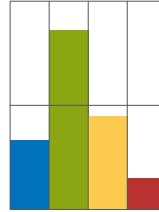
– Mihaly Csikszentmihalyi

## Focused Type

One energy in inclined usage.

3% of total Insights Discovery population fall into a Conscious focused wheel position.

Less Conscious always has three energies above the line.

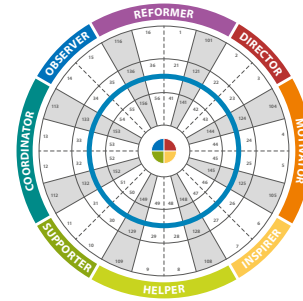
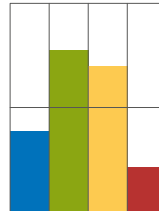


## Classic Type

Two energies in Conscious inclined usage.

54% of total Insights Discovery population fall into a Conscious classic wheel position.

Less Conscious always has two colours above the line.

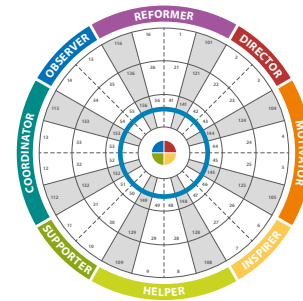
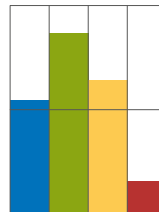


## Accommodating Type

Three energies in inclined usage.

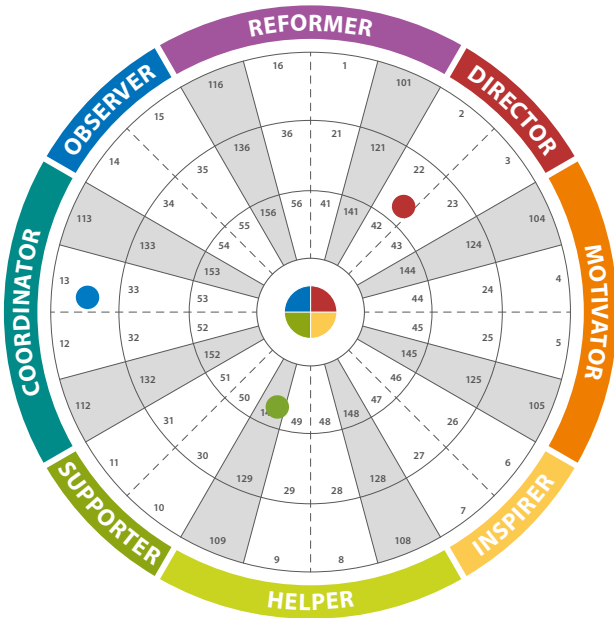
43% of total Insights Discovery population fall into a Conscious accommodating wheel position.

Less Conscious always has one colour above the line.





# Colourful blanks



Wheel position 22 \_\_\_\_\_

Wheel position 13 \_\_\_\_\_

Wheel position 149 \_\_\_\_\_

Wheel position \_\_\_\_\_

05

## Questions for guidance

Which quadrant? \_\_\_\_\_

Which Eight Type? \_\_\_\_\_

Rational or Irrational? \_\_\_\_\_

Is it a Creative Type? \_\_\_\_\_

Colours act as magnets. Which colour is it being drawn towards? \_\_\_\_\_

Which ring? \_\_\_\_\_

What is the colour order? \_\_\_\_\_

What is the name? \_\_\_\_\_

## Key learning ...

You can identify your Eight Type when you know your most and least preferred colour energy.

In the Rational Types, the dominant and lowest colour energies are polar opposites.

The Eight Type is representative of what you do not prefer as well as what you do prefer.

In the Irrational Types, the dominant and lowest colour energies are NOT polar opposites.

In the Creative Types, the dominant and second colour energies are polar opposites.

## Why I need to know this

- The more familiar you are with the model, the more quickly you can assess the differences between wheel positions. This can be particularly helpful when facilitating discussions on team dynamics.

## Quick quiz

Write your answers in the boxes.

**1** If my highest Conscious colour is Cool Blue, and lowest is Earth Green, what will my highest and lowest Less Conscious colours be?

Highest

Lowest

**2** If my Conscious wheel position is 49 what will my Less Conscious one be?

**3** What is apparent for a Creative Type when looking at both the Conscious and Less Conscious graphs?

**4** What have positions 22, 23, 26, 27, 30, 31, 34 and 35 got in common that no other position has?

**5** If my Conscious scores add up to 13.5, what will my Less Conscious scores add up to?

**6** If my Conscious scores add up to 14, what will my Preference Flow percentage be?

## 06 Preferences on the wheel

We have already learned that Introversion is found on the left side of the wheel (Cool Blue and Earth Green energies) and Extraversion is found on the right side of the wheel (Fiery Red and Sunshine Yellow energies). Thinking is found at the top of the wheel (Cool Blue and Fiery Red energies) and Feeling is found at the bottom of the wheel (Earth Green and Sunshine Yellow energies). Sensation (S) and Intuition (N) can be found in every quadrant. Let's look at the origin of the model to explain why.

### Section overview

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# From Jung to Insights Discovery

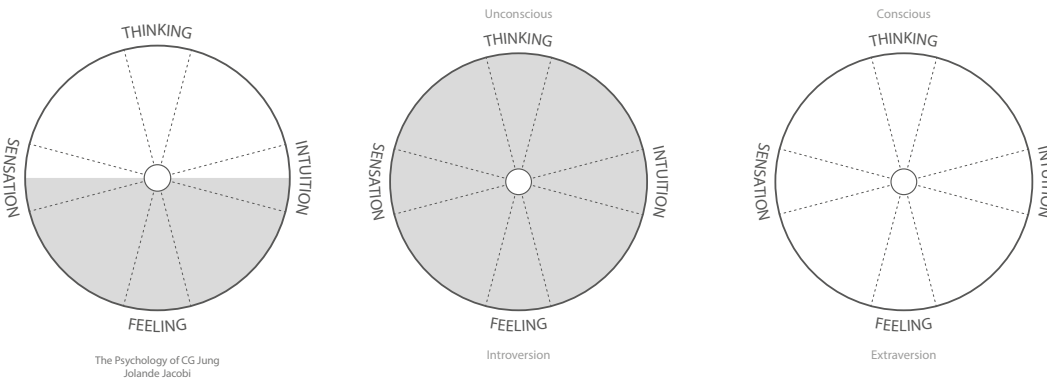
As a practitioner you may be asked about the history of Insights Discovery and where the concepts of the model are derived from. In order to give you a practical answer to this and to add depth to your own knowledge, the following briefly outlines how Jung's original works connect to the contemporary theories which underpin the model today.

Jung was particularly interested in mandalas (circular drawings or diagrams that are symbolic of wholeness). In 1941, in her book 'The Psychology of C. G. Jung', an avid student of Jung, Dr Jolande Jacobi, brought together Jung's concept of the 'Self' (a person's whole being) represented as an image of a single sphere.

Jacobi also quoted Jung's fundamental premise:

*"(that) The psyche consists of two complementary but antithetical spheres ... consciousness and the unconscious" (p.5).*

In order to represent the two complementary spheres, Andi Lothian, Insights' founder, considered the presence of two circular models, one representing the conscious part of the Self and one representing the unconscious.

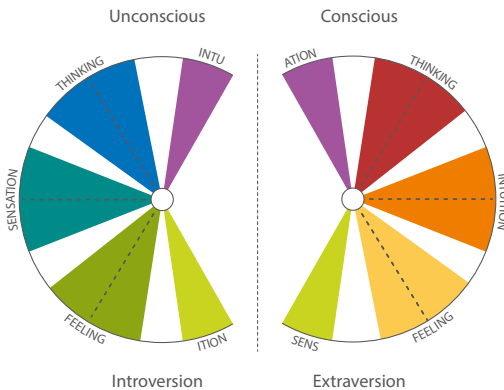


## When two spheres become one

The two spheres represent how we use the four Jungian functions – Thinking, Feeling, Sensation and Intuition, in combination with Introversion and Extraversion.

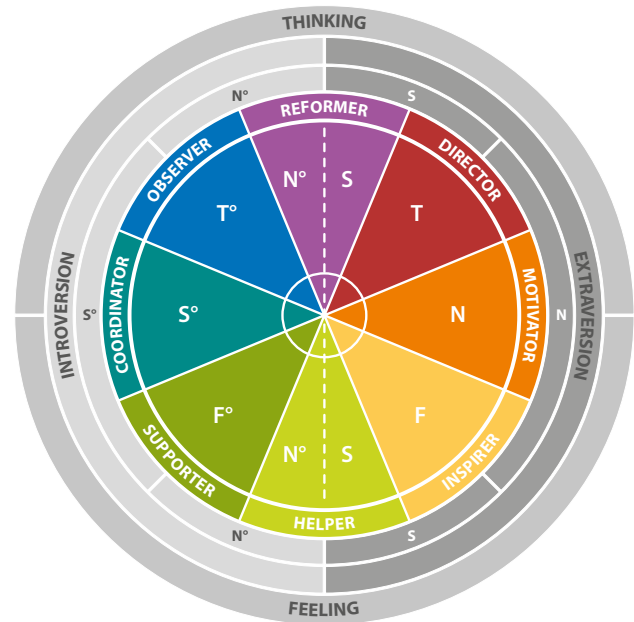
The context for this was that, as a general rule, Jung considered that where consciousness was extraverted the unconscious was introverted, and vice versa.

The Insights Discovery model essentially brings these two spheres together.



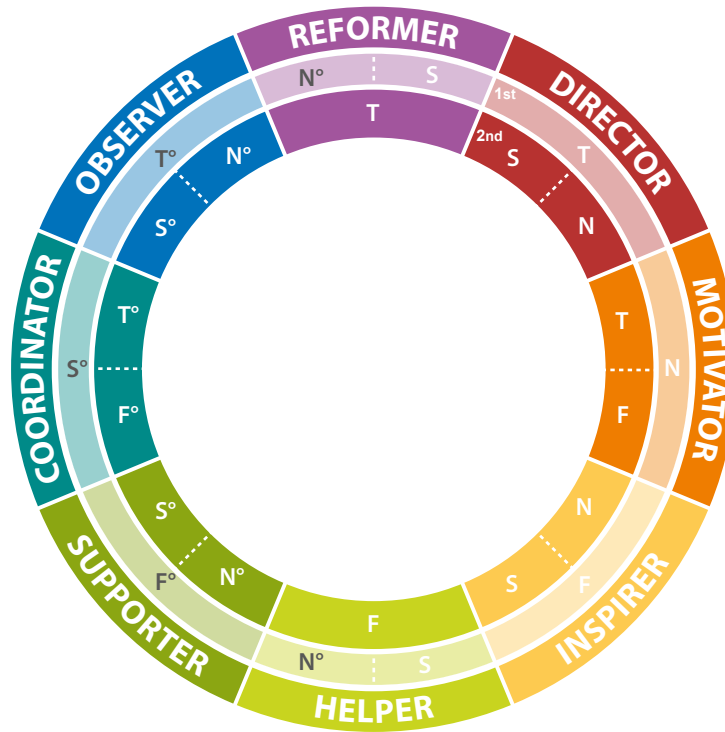
As the two circular models merge, it leads to the positioning of the preferences as seen in the model opposite:

Jolande Jacobi's intuitive creation helped to unravel the complexity of Jung's original work, but the significance of Jacobi's findings were to remain largely undiscovered for over half a century until they were finally brought to life in the creation of Insights Discovery.



The model aims to unlock Jung's secrets behind the uniting of consciousness and the unconscious and makes Jungian Psychology accessible.

Combining each attitude (Introversion/Extraversion) with a function (Thinking/Feeling/Sensation/Intuition) gives eight attitudinal functions. The next level of the model shows which attitudinal function is first (dominant) and which is second (auxiliary) around the wheel. Insights indicates the Introverted attitude of a function with a ° symbol and the Extraverted attitude with no symbol.



**Introverted Intuition (N°):** Underlying meaning, inner images, have a hunch, a guess.

**Introverted Thinking (T°):** Logical, precise, planful.

**Introverted Sensation (S°):** Internalise reality, absorb finer details, clearly recalls specifics.

**Introverted Feeling (F°):** Caring, amenable, patient.

**Extraverted Sensation (S):** Physical awareness, uses the five senses, tangible connection.

**Extraverted Thinking (T):** Decisive, directive, forthright.

**Extraverted Intuition (N):** Explore possibilities, takes a risk, looks beyond the obvious.

**Extraverted Feeling (F):** Sociable, optimistic, expressive.

# The Attitudinal Functions

Our combination of Attitudinal Functions will show up differently in our behaviours.

## Extraverted Feeling (F) combinations

### **Entertainer (FN)**

Is outgoing and fun with the ability to spontaneously improvise.

### **Reveller (FS)**

Expresses delight in sharing the experience of the present moment with others.

### **Pioneer (NF)**

Has passion for creating and doing what has not been done before, enthusiastically engaging others in their ideas.

### **King (SF)**

Brings clarity and order to the environment, which they hope will influence others for the better.

## Introverted Feeling (F°) combinations

### **Lover (F°N°)**

Through an intense inner feeling, trusts that we are all connected by some deeper link.

### **Companion (F°S°)**

Values their role as a trusted friend, relying on past experiences to strengthen their bond.

### **Healer (N°F°)**

Instinctively knows the cause behind the pain and is empathetic, caring and compassionate.

### **Physician (S°F°)**

Drawing on their personal experience and knowledge they endeavour to be trusted, patient, and meet the needs of those in their care.

## Extraverted Thinking (T) combinations

### **Rebel (TN)**

Challenges authority by seeking to break free from convention.

### **Warrior (TS)**

Is driven to achieve, completing tasks with an organised hands-on approach.

### **Entrepreneur (NT)**

Sees the potential inherent in all new ideas and wants the opportunity to direct the new venture.

### **Challenger (ST)**

Brings new clarity and order to the world by asking pertinent questions.

## Introverted Thinking (T°) combinations

### **Wizard (T°N°)**

Draws on an objective inner wisdom and quiet mystical power to conjure up the solution.

### **Judge (T°S°)**

Weighs the facts to seek an objective judgement based on the truth, then considers past decisions and precedent.

### **Inventor (N°T°)**

Dreams up new ways of seeing things with an ingenious logic.

### **Diplomat (S°T°)**

Cautiously recalls the consequences of previous decisions before considering a prudent judgement.





## Key learning ...

The Insights Discovery model is built on over 100 years of psychological research; it conveys the depth of Jungian psychology in a simple and powerful system.

The Insights Discovery wheel combines what Jolande Jacobi originally represented as two wheels – conscious and unconscious.

All positions on the left side of the wheel have an Introverted preference. All positions on the right side of the wheel have an Extraverted preference.

All positions on the top half of the wheel have a Thinking preference. All positions on the bottom half of the wheel have a Feeling preference.

Sensation and Intuition are found in each colour quadrant in the model.

## Why I need to know this

- It is important to recognise there are further distinctions, beyond what is measured in the Insights Discovery evaluator
- By understanding the depth which sits beneath the Insights Discovery model, as a practitioner you will gain a personal advantage relating to your own self-development and better understand the needs of others
- Considering how Sensation and Intuition show up with the four colour energies helps to add more richness to our understanding of Psychological Type



*We encourage you to continue your learning and knowledge; there are many great titles that will add depth to your understanding and foster richer learning for your participants.*

*Ask your Insights Regional Office for a reading list, or check out 'Connections', our Insights Discovery Practitioner site.*



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