

Inspire Individual & Team Performance

A Buyer's Guide for
Employee Development Tools



Engage and Develop Your People

Employee development is an essential part of a healthy, thriving workplace. Engaging training programs provide team members with the skills they need to work and collaborate productively to support business outcomes. Professional development opportunities also serve as a source of motivation as employees continue to learn new things, grow in their roles as well as feel more invested in and loyal to their organization.

Recognizing that there are many employee development tools out there, it is important that you find the solution that best meets your distinct needs. Whether you are new to employee and team development or a seasoned professional, our guide is here to help you.

You can use this resource to identify your priorities and inform your buying process. To help you become familiar with Emergenetics®, we've included information about our offerings that amplify employee development and can assist you in achieving your objectives.



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Discover Your Employee Development Priorities

At Emergenetics, we define employee development as:

Improving an individual's current capabilities and helping them to develop new skills to empower the achievement of personal, team and organizational goals.

Effective development programs are likely to consist of:

- Assessments
- Training or workshop curriculum
- Team-based solutions
- Self-directed learning
- Coaching and mentoring

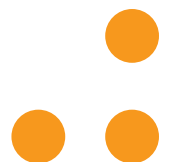
Investing in employee development promotes a multitude of benefits for an employer.

93% of employees said that well-planned employee training programs positively affect their level of engagement. [Axonify](#)

Employees who have access to professional development opportunities are 15% more engaged. [SHRM](#)

Participants undergoing leadership training improved their performance by 20%. [ResearchGate](#)

Retention rates are 34% higher among organizations that offer employee development opportunities. [ClearCompany](#)



To find an ideal partner who can supply you with a suite of solutions to boost employee performance, it's essential to consider the current state of your employee population and workplace as well as your entity's goals for development programming.

Use the following questions to inform your requirements.



#1

What is/are the challenge(s) in front of you?

Identify opportunities that are creating a need for a development solution.

#2

Why now?

Determine the timeline for purchase and implementation.

#3

Who are the solutions for?

Distinguish all the audiences who will benefit from the solution.

#4

What does success look like?

Note what you aim to accomplish.

Define Your Ideal Solution

Employee development programs come in many shapes and sizes. You will want to find a provider who can meet the challenges and considerations you have identified. It will be beneficial to spend some time uncovering the features and benefits that matter most, so you can ensure your selection is a good match for your employees, environment and culture.

Participant Experience

How do you want your workforce to feel when they walk out of their professional development sessions? Excited? Ready to act? Motivated? Envisioning what training sessions will feel like and sound like can help you select a partner who will deliver on the experience you want to provide to staff.

Strengths- or Deficit-based Training

Studies have shown that a strengths-based approach supports greater motivation and achievement, yet many training solutions still operate from a deficit mindset. To improve performance and engagement, it's vital to find growth programs that use positive language and empower individuals to use their strengths to navigate adversity.

Applicability

Development is only effective if employees can easily implement what they have learned. Make sure that the program you are assessing can be readily integrated into the workplace and provides supporting materials that make it simple for individuals to use it in their day-to-day work.

Availability

Evaluate your staff's ability to participate in training given their roles, responsibilities and inherent time constraints. For example, if you are in an industry with shift workers and are interested in a training for all employees, you should consider the implications of finding coverage for personnel while building your plan. These constraints can help you set realistic expectations for participation.

Location

Geography may also influence your selection. Study the locations of your target audience(s), including remote and hybrid workers, to evaluate if you need in-person programming, virtual delivery, self-directed learning or a blend of all three.

Audience Needs

Connect with the employee populations this solution is intended to serve to understand their needs and interests. Perhaps they prefer certain delivery mechanisms, follow-on resources and tools, or something you may not have thought of yet. Getting feedback from the people you will be supporting is critical to setting yourself up for success.



Consider Your Purchasing Patterns

With a clear picture of your needs, goals and desired features, you should understand common buying options that are likely to be available. If you are a part of a team of decision makers or work with procurement to facilitate the onboarding of new vendors, identify the type of relationship you want with your partner of choice.



We encourage every prospect and customer to assess short- and long-term needs before signing on the dotted line. Take some time to determine if you are looking for any of the following options:



One-time Engagement

You may have a specific challenge that requires a one-time purchase. For example, if you have a team or department that is struggling to collaborate productively, your need may be isolated to a smaller population. In this instance, you might buy a one-time solution for the group and resolve the challenge.



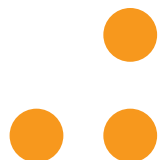
Periodic Purchases

If your staff will require ongoing support, you may prefer to find assistance at intervals. An example could be if all new hires complete an assessment as part of their onboarding with your organization. In this case, look for a partner who can deliver resources at pre-defined times. When you determine your needs in advance, you may benefit from incentivized pricing.



Programmatic Offerings

Some employee development providers offer ongoing services and will work with you to design a holistic, sustainable, cost-efficient solution. This option tends to be best if you are interested in making a long-term impact on organizational drivers of success such as employee engagement or retention.



Sustain Your Investment

Another significant dimension of the buying process is understanding what post-purchase resources are available. Learners are unlikely to retain 100% of new information, and your provider should equip you with methods to extend and apply the knowledge gained in a development session. Inquire about the systems and techniques available to you upon signing a contract of any size. A few common options include:



Training Materials

After delivery, providers may share reports, follow-on activities or other materials to reinforce important messages, takeaways or further instructions to affirm the learning experience.



On-demand Resources

Some employee development partners offer support through mobile apps, online portals or collaborative communities designed to help learners expand on the principles of their training and utilize their takeaways in the workplace.



Train-the-Trainer Opportunities

Other entities host training for staff members, such as Human Resources or Learning and Development professionals, to equip them with the skills to facilitate the providers' programming internally and integrate their knowledge into other curriculum.



Explore Emergenetics for Employee Development

Now that you've examined the value of employee development, the goals you have and the program elements that may best suit your organization's requirements, let's explore five of the top reasons companies choose to collaborate with Emergenetics.

#1

Reliability and Validity

Self-awareness is essential in professional development, so it's vital to have tools that accurately describe participants' strengths and blind spots. Backed by significant research that has been revalidated for more than 30 years, the Emergenetics Profile meet the Standards of Educational and Psychological Testing. Unlike most tools, we analyze our assessment's validity and reliability every two years to reflect the global population. In doing so, users can be confident they receive accurate insights into who they are and the way they approach their work.

#2

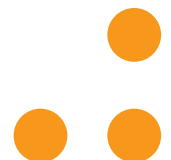
Thinking and Behavioral Insights

Many assessment tools only measure thinking OR behavioral patterns. While these data points are useful on their own, having both is crucial to achieving results and boosting growth. For example, if you want to communicate effectively, behavioral information alone only helps to anticipate reactions. Learners need to know how the other person thinks to truly motivate and connect with them. Our programs share insights into both dimensions to facilitate effective skill building in the areas of communication, collaboration and productivity.

#3

Applicable for the Entire Workforce

Our programs allow organizations to seize opportunities and address challenges across employee populations including executives, leaders, managers, teams and individual contributors. Our offerings include an assessment tool, virtual and in-person workshop options, a digital suite of courses and on-demand resources that empower individuals at all levels to drive performance and achieve results.



#4

Cognitive Diversity and Inclusion

To increase innovation and build a culture of psychological safety, organizations must welcome and encourage different ideas and employees need to be able to embrace all perspectives. Emergenetics inspires individuals to understand and appreciate differences in one another using our seven universal Attributes as a core framework. Our tools also allow groups to detect and utilize cognitive diversity, leading to improved innovation and problem solving.

#5

Meaningful Impact

Organizations have used our solutions to achieve valuable outcomes, including improving performance, reducing turnover and energizing company culture. Through our suite of services, employees gain tangible strategies and applications to reduce miscommunication, enhance efficiency, resolve conflict and mitigate stress, leading to a meaningful return on investment.



Get to Know Our Product Suite

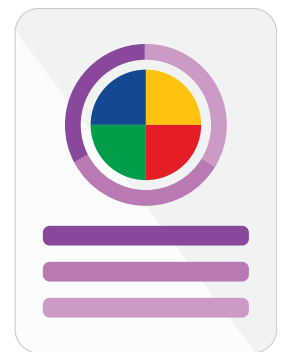
Our offerings boost employee development by amplifying the soft skills individuals need to advance in their careers and succeed. You can use Emergenetics to create an environment where leaders, managers and teammates have the tools to motivate and connect with each other based on their inherent preferences, which improves employee engagement, retention and more.

Emergenetics Profile

Discover how individuals prefer to think and behave. Backed by significant research, the Profile accurately measures three Behavioral Attributes (Expressiveness, Assertiveness, Flexibility) and four Thinking Attributes (Analytical, Structural, Social, Conceptual). A person's Emergenetics Profile is represented on a clear, color-coded report, making it memorable and immediately applicable.

The Profile empowers employees to:

- Enhance self-awareness
- Discover personalized strategies for growth
- Improve workplace performance
- Build an understanding of cognitive diversity



Meeting of the Minds

Maximize performance using our signature workshop. In a virtual or in-person setting, attendees learn to use their strengths to achieve their potential while organizations find new tools to enhance workplace productivity and culture. Built for adult learners, the program's content is simple to understand, immediately actionable and engaging to all!

The workshop will equip participants to:

- Utilize their strengths to achieve their potential
- Optimize communication and collaboration using the Emergenetics Attributes
- Appreciate cognitive diversity and cultivate belonging
- Unlock Thinking and Behavioral insights to improve outcomes and workplace relationships



Team Dynamics for Small Groups

Improve communication and problem-solving with our personalized virtual learning experience. Designed for departments, project teams or groups of three to nine, Team Dynamics for Small Groups reveals how individual and collective tendencies affect decision-making and collaboration as well as delivers practical tactics to improve teamwork and performance.



The session allows teams and individuals to:

- Understand their innate strengths and those of their colleagues
- Unlock strategies to strengthen communication, productivity and engagement
- Discover how individual and collective preferences impact group behavior
- Use the Emergenetics Attributes to drive results

The egLearning Library

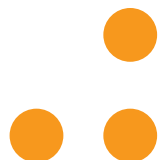
Build new skills and apply Emergenetics on the job using our suite of digital learning courses. Each online program can be completed in about 20 minutes and is available anywhere a learner has an internet connection. Our current courses include:

- Ignite Your Preferences
- Learn to Flex: Behaving to Match Rapport
- Learn to Flex: Thinking to Build Connection
- Cultivating Culture Through the Language of Grace
- Hone Your Habits: Managing Stress



Using the seven Attributes as a framework, the courses feature relatable workplace scenarios and engaging activities to help individuals:

- Amplify productivity
- Reduce conflict
- Enhance communication
- Enrich workplace culture

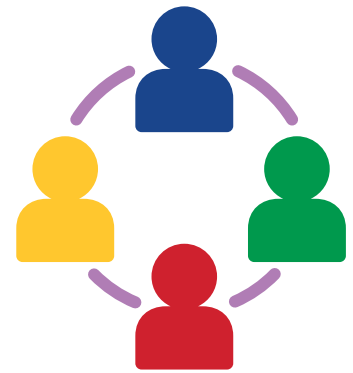


Power of WE

Expand a team's knowledge of Emergenetics so they can improve collective performance. We offer six learning experiences that build on core principles and fully integrate our signature approach to Thinking and Behavioral dynamics. The in-person workshops promote performance and ignite collaboration.

Available curriculum includes:

- Accelerating Team Performance
- Building Trust
- Crafting Team Norms
- Fostering Innovation
- Managing Change
- Respecting Differences

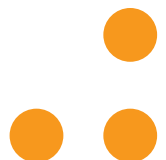


Associate Certification

Empower internal employees to sustain Emergenetics programming. In Associate Certification, which is available virtually and in person, attendees gain the knowledge and skills they need to effectively facilitate our programs as well as integrate Emergenetics into other curricula.

Designed for in-house Human Resources and Talent Development professionals as well as consultants and coaches, the training empowers participants to:

- Understand the science behind Emergenetics and gain expertise in the seven Attributes
- Debrief Emergenetics Profiles to reveal strengths as well as boost self-awareness, emotional intelligence and personal effectiveness
- Facilitate Meeting of the Minds and Team Dynamics for Small Groups workshops to improve group dynamics and performance using cognitive diversity
- Transform organizations by using the Attributes to enhance communication, collaboration, productivity and culture



Emergenetics+ Mobile App and Portal

Get the power of Emergenetics right at your fingertips! Available to anyone with an Emergenetics Profile, our robust on-demand resources allow users to connect with colleagues and receive customized tips to strengthen working relationships, communication and productivity.

All users have access to self-guided activities and Attributes in Action guides, which offer strategies to understand the preferences of team members and flex to meet the needs of each Attribute in areas such as:

- Giving feedback
- Setting goals
- Delivering recognition
- Problem solving and more!

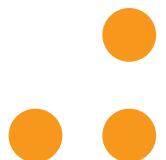


What's Next?

Finish Your Homework

While we believe we have the best employee development offering in the marketplace, we know it's important that you come to your own conclusions and find the partner that is the best match for you.

We encourage you to explore your options through research, referrals from trusted parties, reading reviews or social media platforms. You are choosing a provider that impacts one of your organization's most important resources—your employees! We encourage you to take the time you need to get it right.



Get in Touch

The team at Emergenetics International is ready to design an effective, engaging employee development program that inspires results. We've worked with organizations of all types and employee populations of all sizes, so no matter your needs, our experts can identify the product, service or suite of solutions that will enable you to achieve your goals.

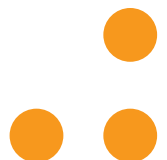


If you are looking for a sounding board, a data detective, a detailed tactician or a thought partner to talk things through, we are here to help you. Let's amplify employee development, productivity, engagement rates and your organization's culture together!

To connect with a member of our team, send an email to brains@emergenetics.com or click the button below to fill out our form and we will reach out to you!

Send an Email

Go to Form



See for Yourself Why Professionals Like You Have Partnered with Emergenetics



“Emergenetics has proven to be the single most important tool in my consulting arsenal. It enables my workshop attendees to understand in a whole new way how they process information, make decisions, organize their world and respond to the people around them. As one of my attendees said last year, “it makes it possible to talk about personal things impersonally.” I can’t imagine doing the work I do in communication and management skills training without Emergenetics.”

Erik Kieser | The Conflict Guru

“Introducing Emergenetics and working with the experts in Emergenetics has a game changing impact for our programme participants in the Education Authority. The unique insights, robust and insightful understanding of our own thinking and behavioural preferences and strengths will transform how we communicate with our teams and how we support a positive culture of high performance across the organisation.”

Dr. Elaine O’Neill | Organisational Development & Learning Partner, Education Authority

“Emergenetics provides the lens for team members to see each person as an individual who brings uniqueness to their job and the team. Leaders are learning how to tap into the uniqueness within their teams to improve innovation and performance.”

Tom Reed | Former Director of Leadership Development, MillerCoors

As a people-centric organisation that practises agile, Emergenetics is an invaluable tool that empowers our people to collaborate better through a deeper understanding of thinking and behavioural preferences.”

Alvin Zhang | Director, Red Airship Holdings Pte Ltd