



The PRINT® Survey

PRINT® uncovers the core motivations that drive people's actions. These are called Unconscious Motivators and everyone has two, a Major and Minor. Unconscious Motivators get to the heart of why people act or behave as they do when certain things occur in their life.

Understanding Best Self (and Shadow)

PRINT® also reveals the spectrum of Best Self (positive and productive) and Shadow (sometimes subtle, but always negative, unproductive and automatic) behaviours exhibited by people and explains why Best Self is chosen in some circumstances yet in others, the default response is Shadow. Everyone exhibits Shadow behaviours to some degree, especially when under pressure or stress. Knowing and owning Shadow behaviour is that when it shows up, it is an instant reminder to return to Best Self.

Each Unconscious Motivator has its own set of Triggers - events, situations, or actions of others that can propel you into Shadow if you're not mindful. What sets off one PRINT® may have little impact on another. Knowing your own (and other's) Triggers, as well as prevention and recovery techniques and strategies to limit Triggered responses. This will help you stay in Best Self, and also help others stay in Best Self.

Understanding Your Personal Triggers

Triggers are a frequent source of unnecessary conflict, frustration, miscommunication and misunderstanding. They are the outcome of people seeing things from their own PRINT perspective and assigning intent without understanding where other people may be coming from. Interestingly, Triggers are predictable – there is a finite set of possible Triggers for each PRINT® that are avoidable once they are identified and understood.

What makes PRINT® unique?

The PRINT® survey, the tool to identify one's Unconscious Motivators® is short (takes 10 minutes) followed by brief, "to the point", easy to digest report revealing each person's Major and Minor Unconscious Motivators, anticipated Best Self and potential Shadow traits (PRINT® Report), and unique set of Triggers (Trigger Report).

The PRINT® survey is a dynamic instrument. People answer different sets of questions based on previous answers. The dynamic aspect of the PRINT survey appreciably increases its accuracy and decreases the time needed to achieve this level of accuracy.

PRINT® Testimonials

"PRINT® has helped me become a better leader because I have a good reference to keep handy to better understand others' motivations and actions. I find this to be highly important because it gives me insight as to how other minds function – knowing that not everyone thinks like me or is beneath me because they may or may not understand where I am coming from."

"It helped me understand how to relate to my individual team members. I am learning to internalize my understanding of each PRINT® on my team in order to make my communication to them more effective."

"Knowing my motivations, Best Self, and Shadow behaviours has helped me become an effective leader by recognizing behaviours I need to work on and I how I can be inspirational to others."

"Great group debrief. I learned more in one day than in 52 years of my life. Thank you and keep up the good work."