



emergenetics  
INTERNATIONAL  
Moving Thinking Forward™

## WHAT IS EMERGENETICS

GO BEYOND PERSONALITY > FIND UNDERSTANDING

**The Emergenetics® Profile was developed to distinctly measure how people think and behave.**

The result is a clear-cut assessment unlike any on the market that provides individual and team insights to enhance personal power, build understanding, facilitate communication and improve performance.

Every Emergenetics Attribute unlocks a key component of thinking and behavior. But the mix of all the Attributes is the true value—a nuanced picture of preferences, strengths and personality—and what makes Emergenetics so powerful and so different from other tools.

Our clients include:



cricket



accenture



Lincoln  
Financial Group®



Novell.

# ABOUT THE EMERGENETICS PROFILE

The Emergenetics Profile places thinking and behavior into manageable, understandable attributes that provide definition without boxing people in. By rooting thinking in a quantifiable, brain-based format, Emergenetics provides a more defined way to view personality and thinking styles.

- Emergenetics is backed by decades of research on how the brain works.
- Emergenetics is statistically accurate and continually tested - over 375,000 worldwide trust our profile.

Scientifically formulated to represent how people act, communicate, and process, the Emergenetics attributes set us apart from any other profile on the market. Emergenetics measures four distinct elements developed from Nobel Prize winning research on left-brain/right-brain thinking. The three Emergenetics behavioral tendencies create a new way to quickly and easily see how people relate.

## THINKING ATTRIBUTES



**ANALYTICAL** - Measures how rational thinking combines with abstract ideas: defined by logic, problem-solving and objectivity.

**STRUCTURAL** - Measures how sequential thinking combines with practical ideas: defined by process, planning and details.

**SOCIAL** - Measures how intuitive thinking combines with connection to people: defined by empathy, personalization and a relational approach.

**CONCEPTUAL** - Measures how intuitive thinking combines with abstract ideas: defined by ideas, inventiveness and the big picture.

## BEHAVIORAL ATTRIBUTES

**EXPRESSIVENESS** - Gauges energy around interacting with others and the world around us: from quiet and reserved to gregarious and outgoing.

**ASSERTIVENESS** - Gauges energy related to controlling situations and tasks: from amiable and peacekeeping to driving and forceful.

**FLEXIBILITY** - Gauges energy and willingness to accommodate the thoughts and actions of others: from preferring defined situations to accommodating others and being open to change.

## THE SCIENCE BEHIND THE EMERGENETICS PROFILE

- Meets Standards for Educational and Psychological Testing
- Strong test-retest reliability
- Tested against multiple validity constructs
- Regular data benchmarking to ensure consistency and accuracy

