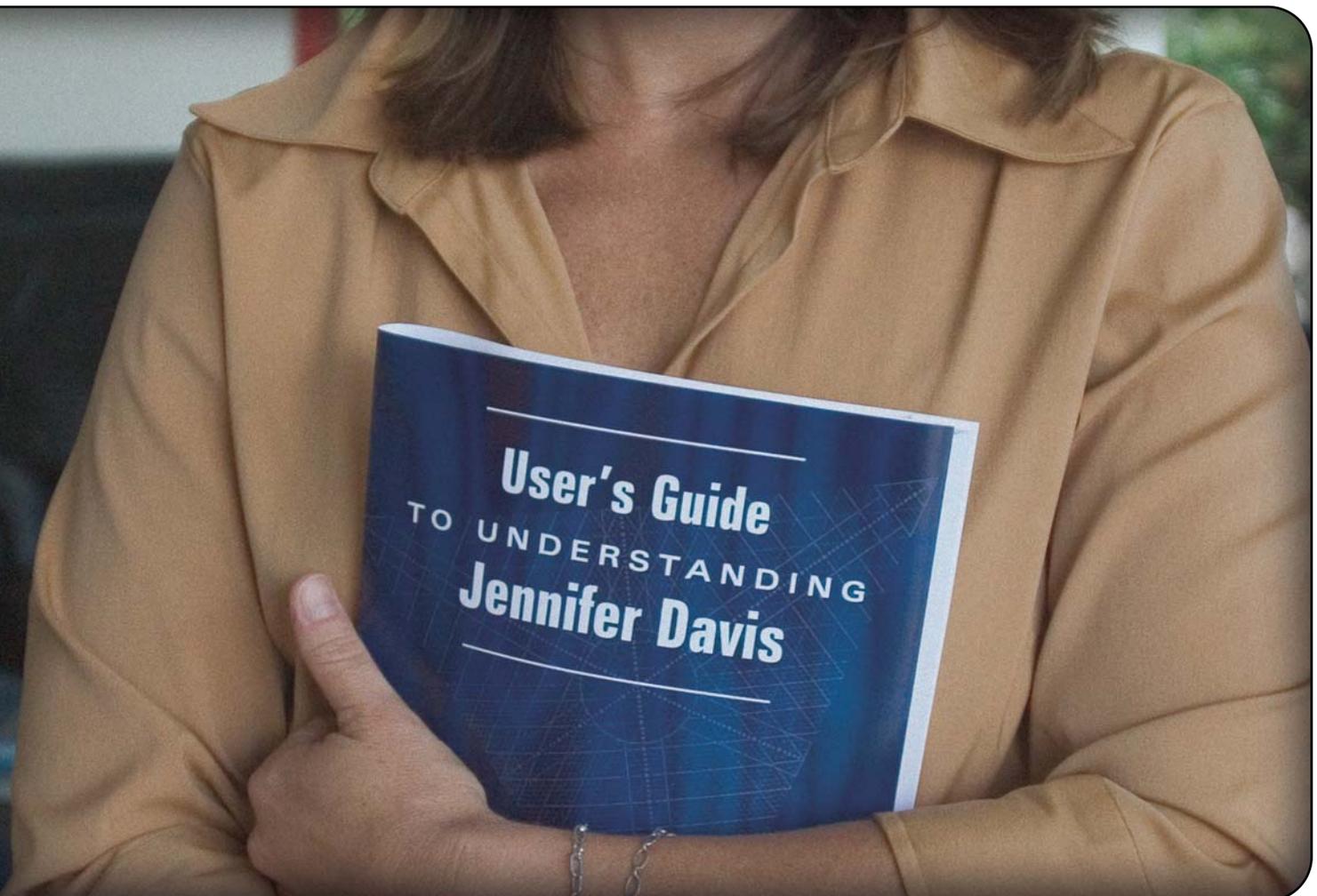


YOUR COMPUTER HAS ONE.

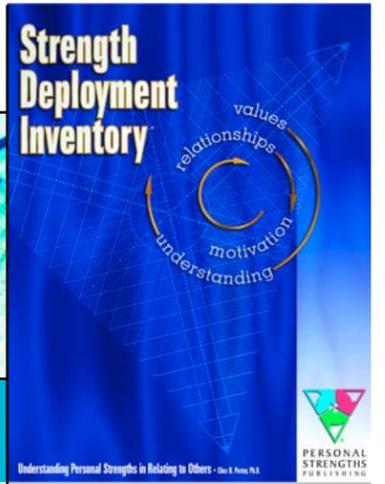
SO DOES YOUR MICROWAVE.

**DON'T YOU WISH THE PEOPLE IN YOUR LIFE
CAME WITH AN INSTRUCTION MANUAL?**



THE STRENGTH DEPLOYMENT INVENTORY.®

A PROVEN, MEMORABLE PROGRAM FOR IMPROVING RELATIONSHIPS AND MINIMIZING CONFLICT.



Whether you're looking for a program to enhance leadership abilities or a workshop for personal empowerment, the Strength Deployment Inventory (SDI®) is a powerful way to guide people toward a better understanding of themselves and others. As its name suggests, the SDI takes a positive approach to self-discovery by calling attention to the strengths we already have and the unique way in which we value and apply them. All interpersonal interactions will be enhanced when we feel more in control of our own behavior choices—both when things are going well and during conflict.

REAL RESULTS IN THE REAL WORLD

Learning the fine art of relationships has lasting value in work and personal situations. In fact, any situation where individuals must interact can be improved with the SDI. As an invaluable self-discovery tool, participants gain insight into—and control over—the strengths they already have. And our graphical scoring method allows several people in a relationship to see everyone's results on a common scoring triangle. In vivid color, individuals learn how differences in relating styles represent the individual strengths and diversity of their group. It also highlights how these differences might inadvertently lead to misunderstanding and conflict.

THE STRENGTHS OF THE STRENGTH DEPLOYMENT INVENTORY

Unlike other personality assessments, the SDI goes beyond behavior to identify the motivation behind it—answering “why” individuals act the way they do. It becomes easier to “relate” to a person's actions when you understand what drives them from within. And because a primary focus of the learning is on improving interpersonal relationships, the graphical scoring method and easy-to-use format make for a highly memorable tool that offers immediate insights.

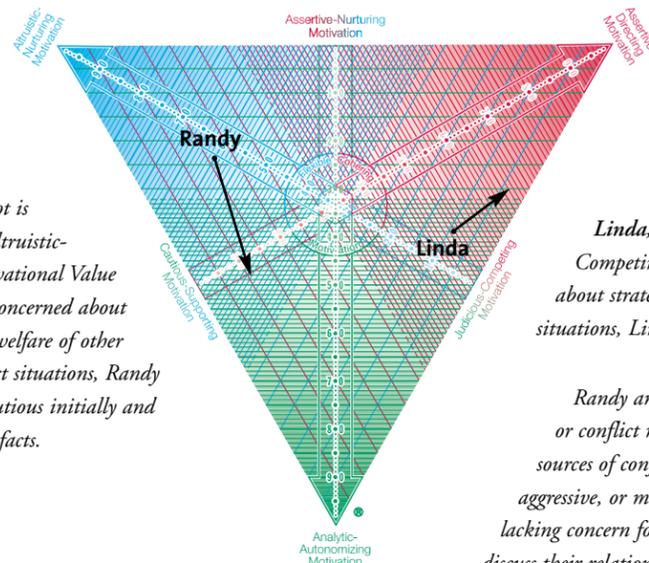
BEHIND THE STRENGTH DEPLOYMENT INVENTORY

Personal Strengths Publishing is the company behind the Strength Deployment Inventory and other assessments & services that help managers and employees improve their relationships and manage conflict more effectively. Based on Elias H. Porter's theory of Relationship Awareness, these practical learning tools work to help people control the outcomes of their relationships with others.

Applications include:

- ▼ Leadership Development
- ▼ Change Management
- ▼ Organizational Culture
- ▼ Coaching
- ▼ Communication Skills
- ▼ Project Management
- ▼ Conflict Management
- ▼ Team Building
- ▼ and now Creativity Competencies

The SDI has been used to help individuals and organizations for over 30 years. Countless organizations from the entire spectrum of industries have found value in Relationship Awareness training and the Strength Deployment Inventory.



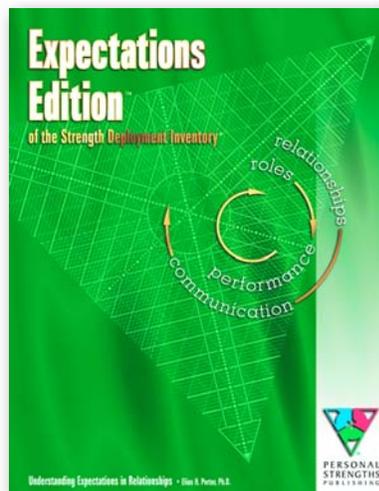
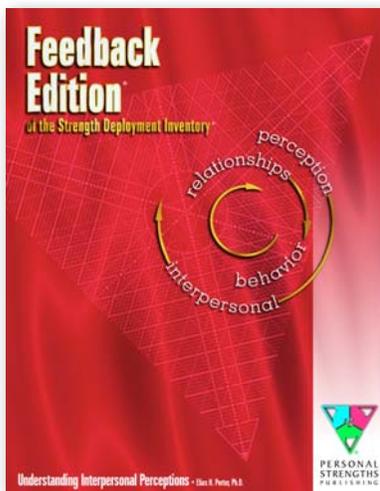
In this example, Randy, whose dot is in the Blue or Altruistic-Nurturing Motivational Value System is likely concerned about the growth and welfare of other people. In conflict situations, Randy is likely to be cautious initially and interested in the facts.

Linda, whose dot is in the Red-Green or Judicious-Competing Motivational Value System is likely concerned about strategic action and rational competition. In conflict situations, Linda is likely to rise to the challenges and be assertive.

Randy and Linda may value each other for their differences and work effectively together, or conflict may arise if they view each other's strengths as weaknesses. Some of the potential sources of conflict in this relationship are: Randy may initially perceive Linda as insensitive, aggressive, or manipulating; Linda may see Randy as overly emotional, too “touchy-feely” or lacking concern for the “big picture.” Sharing their SDI results offers them an opportunity to discuss their relationship and manage current or potential conflict.

STRENGTH DEPLOYMENT PLUS: 360-DEGREE LEARNING WITH THE SDI

Learning is further enhanced when the SDI is supplemented with our other relationship building assessments. The Feedback Edition of the Strength Deployment Inventory can be used for both one-on-one and full 360-degree applications to stimulate changes in perception and/or behavior. The Expectations Edition of the Strength Deployment Inventory is used to clarify expectations in personal and professional situations. Comparing the results from this tool with a person's SDI results suggests ways to borrow strengths or change expectations to be more effective and have a higher level of satisfaction in a situation or relationship.



ABOUT THE AUTHOR AND DEVELOPER



Elias H. Porter received his Ph.D. at Ohio State University in 1941,

studying under Carl Rogers, Ph.D. He held teaching posts at the University of Oregon, Ohio State University, the University of Chicago, and the University of California at San Diego. He served as Associate Clinical Professor in the Department of Psychiatry, School of Medicine, University of California, Los Angeles and maintained a private practice through the years. Dr. Porter's industrial and organizational experience included positions of Assistant Director of Human Factors Directorate at System Development Corporation and Senior System Scientist at Technomics, Inc. He authored *Introduction to Therapeutic Counseling*, Houghton Mifflin, 1950, and *Manpower Development*, Harper Rowe, 1964. He founded and served as president of Personal Strengths Publishing, Inc., until his death in December 1987.