

What is PRISM Brain Mapping?

PRISM Brain Mapping is a sophisticated, online, neuroscience-based instrument specifically designed to identify the behavioural preferences that directly relate to personal relationships and work performance.

Rather than measuring fixed personality traits, PRISM creates visual maps that show how people naturally behave, how they adapt in different situations, and how their behaviour may change to achieve goals.

How it Works

PRISM provides three distinct profiles, or 'maps', of a person's behaviour:

- ✓ how they naturally prefer to behave,
- ✓ the extent to which they feel it necessary to modify that behaviour on occasions to achieve key objectives
- ✓ and the overall pattern of behaviour that they tend to use for most of the
- ✓ time.

In addition to the eight behaviour dimension maps, PRISM can generate up to a 60-page personalised report which identifies and measures 26 key aspects of work preference.

- ✓ Uses a questionnaire-based online assessment
- ✓ Produces a personalised visual "brain map" using:
 - a quadrant model
 - colour-coded behavioural preferences
 - plotted responses showing behavioural intensity across key dimensions
- ✓ Highlights how people:
 - respond instinctively
 - adapt in work or personal settings
 - modify behaviour under pressure or to meet objectives

Key Features

- ✓ Online questionnaire with personalised reports
- ✓ Reports will include:
 - visual maps
 - behavioural analysis
 - practical development insights
- ✓ Typically shows three profiles/maps:
 - Natural – underlying behavioural preferences
 - Adjusted – how behaviour is modified for specific situations
 - Current – typical everyday behaviour
- ✓ Includes insights into:
 - 26+ work-related behavioural preferences
 - Emotional Intelligence (EQ) preferences

- links to the Big Five personality traits

Benchmarking

In addition to profiling individuals, PRISM can also produce job requirement benchmarks against which candidates can be assessed in terms of behavioural suitability. It also has the ability to be used as a 360-degree feedback tool to include generic or in-house competencies.

Team mapping

It can also create team maps and match a team with a team benchmark. It also has a team strengths measurement facility which measures a team's performance as well as the quality of inter-personal relationships within the

Colour Framework

PRISM uses colour-coded quadrants to represent different behavioural preferences:

- ✓ Red/Gold – often linked to task-oriented behaviours
- ✓ Green/Blue – often linked to people and relationship-oriented behaviours

These colours reflect behavioural preferences associated with brain functioning, not literal brain locations. Everyone shows preferences across all dimensions in different degrees, no one is just one “type” or one ‘colour’.

Benefits

PRISM can support:

Individual Development

- ✓ Greater self-awareness
- ✓ Understanding of strengths and blind spots
- ✓ Improved adaptability
- ✓ Better communication
- ✓ Growth in leadership, resilience, and performance
- ✓ Enhanced emotional intelligence

Team and Organisational Development

- ✓ Stronger team dynamics
- ✓ Improved leadership development
- ✓ Support for coaching and conflict resolution
- ✓ Better recruitment and role benchmarking
- ✓ Useful in sales training and culture building

Who Uses It?

PRISM practitioners will support a wide variety of professionals and organisations:

- ✓ HR professionals
- ✓ Recruiters
- ✓ Learning & Development teams
- ✓ Coaches
- ✓ Leaders and managers
- ✓ Organisations focused on individual, team, and organisational performance

What Makes PRISM Different?

Compared with traditional profiling tools, PRISM focuses on:

- ✓ Neuroscience-based behavioural understanding
- ✓ Dynamic maps rather than static trait scores
- ✓ Behavioural preferences that can change and adapt
- ✓ A focus on what people do, not just who they are

It emphasises that behaviour is a key driver of performance and can be developed over time.

Reliability and Validation

- ✓ Developed over 20+ years
- ✓ Supported by validation studies
- ✓ Strong internal consistency (Cronbach's Alpha averaging 0.9 across dimensions)
- ✓ Good test-retest reliability
- ✓ Designed in a way that makes it harder to "fake" responses than some traditional assessments

Best Practice

PRISM is often most effective when used with a certified practitioner, who can help interpret the results and apply them to development, coaching, or team performance.

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