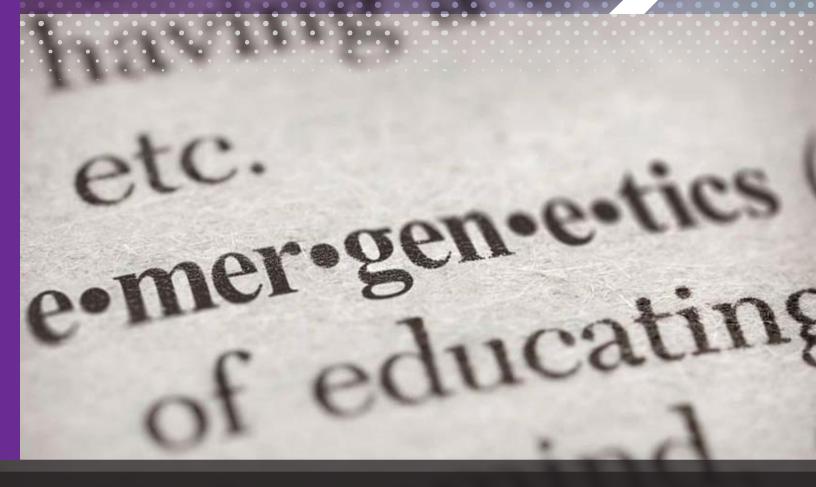**emergenetics®** INTERNATIONAL
Moving Thinking Forward®

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 and stronger organizations.

Emergenetics enhances personal power, builds understanding, facilitates communication and improves performance.

Our clients include:

UNION PACIFIC   cricket   AMERICAN EXPRESS   accenture   HILTON WORLDWIDE   Lincoln Financial Group®   WESTERN UNION WU   LOCKHEED MARTIN   Novell®

www.emergenetics.com

The Emergenetics Profile places thinking and behavior into manageable, understandable attributes 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.

1. **Emergenetics measures distinct thinking elements** developed from Nobel Prize winning research on left-brain/right-brain thinking.
2. **The Emergenetics behaviors are scientifically formulated** to represent how people act, communicate, relate, and process.
3. **Emergenetics is statistically accurate and continually tested** - over 375,000 worldwide trust our profile.

THINKING ATTRIBUTES »»»»»

ANALYTICAL
> Defined by logic, problem-solving and objectivity.

STRUCTURAL
> Defined by process, planning and details.

SOCIAL
> Defined by empathy, personalization and a relational approach.

CONCEPTUAL
> Defined by ideas, inventiveness and the big picture.

BEHAVIORAL ATTRIBUTES »»»»»

EXPRESSIVENESS – Gauges how people range from quiet and reserved to gregarious and outgoing.

ASSERTIVENESS – Gauges how people range from amiable and peacekeeping to driving and forceful.

FLEXIBILITY – Gauges how people range 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**