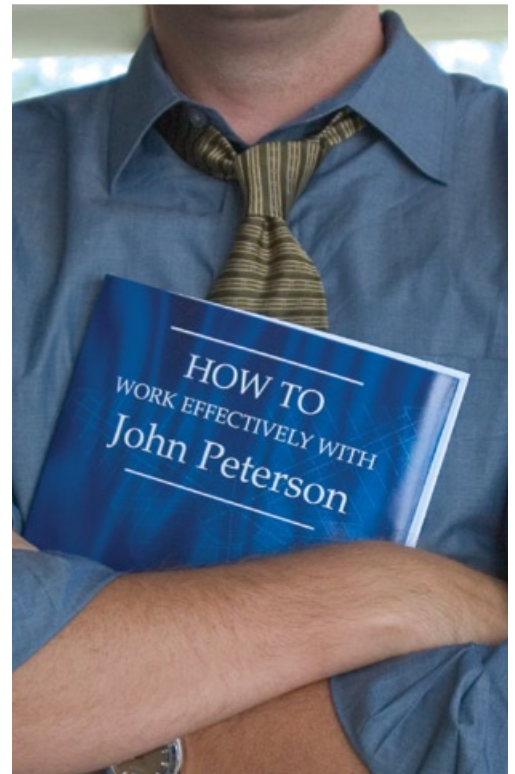
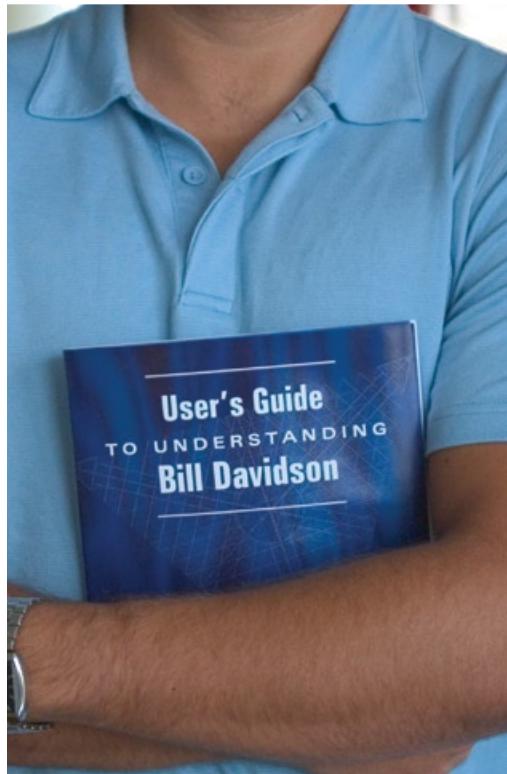
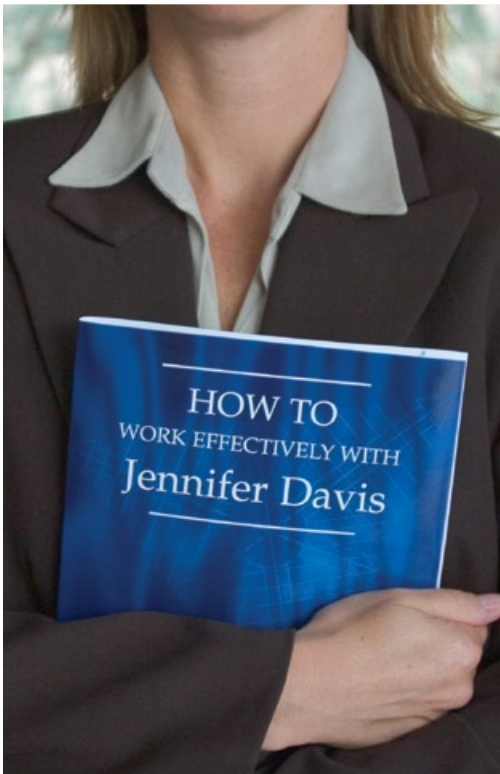


**Until the people  
in your life start coming  
with instruction manuals...**



**there's the SDI.**

**SDI<sup>®</sup>**



# Strength Deployment Inventory®

## A proven, memorable tool

The SDI® (Strength Deployment Inventory®) is the flagship assessment of a suite of development tools based on Relationship Awareness — a learning model for effectively and accurately understanding the motive behind behaviour. When people recognise the unique motivation of themselves and others, they greatly enhance their ability to communicate more effectively AND handle conflict more productively.

### ■ The SDI depersonalises conflict...

It's a non-threatening method for dealing with the interpersonal conflict that is too often avoided.

### ■ The SDI is memorable...

It's an experiential tool promoting common sense concepts in a highly visual manner.

### ■ The SDI honours our differences...

It's an inventory of the unique way we value different strengths and interpret the actions of others.

### ■ The SDI illuminates the reason for our actions...

It's a snapshot of who we are — going beyond behaviour to reveal our driving motivation.

### ■ The SDI is intended for application...

It promotes interpersonal insights that are crucial to improving any situation where people interact. The SDI is an effective way to seamlessly integrate relationship and conflict management skills into nearly any training and leadership development programme.

***“The SDI is easy to relate to and uses concepts that ‘stick’ better.”***

Steve Blankenship  
Director, Learning & Development  
Time Warner Cable

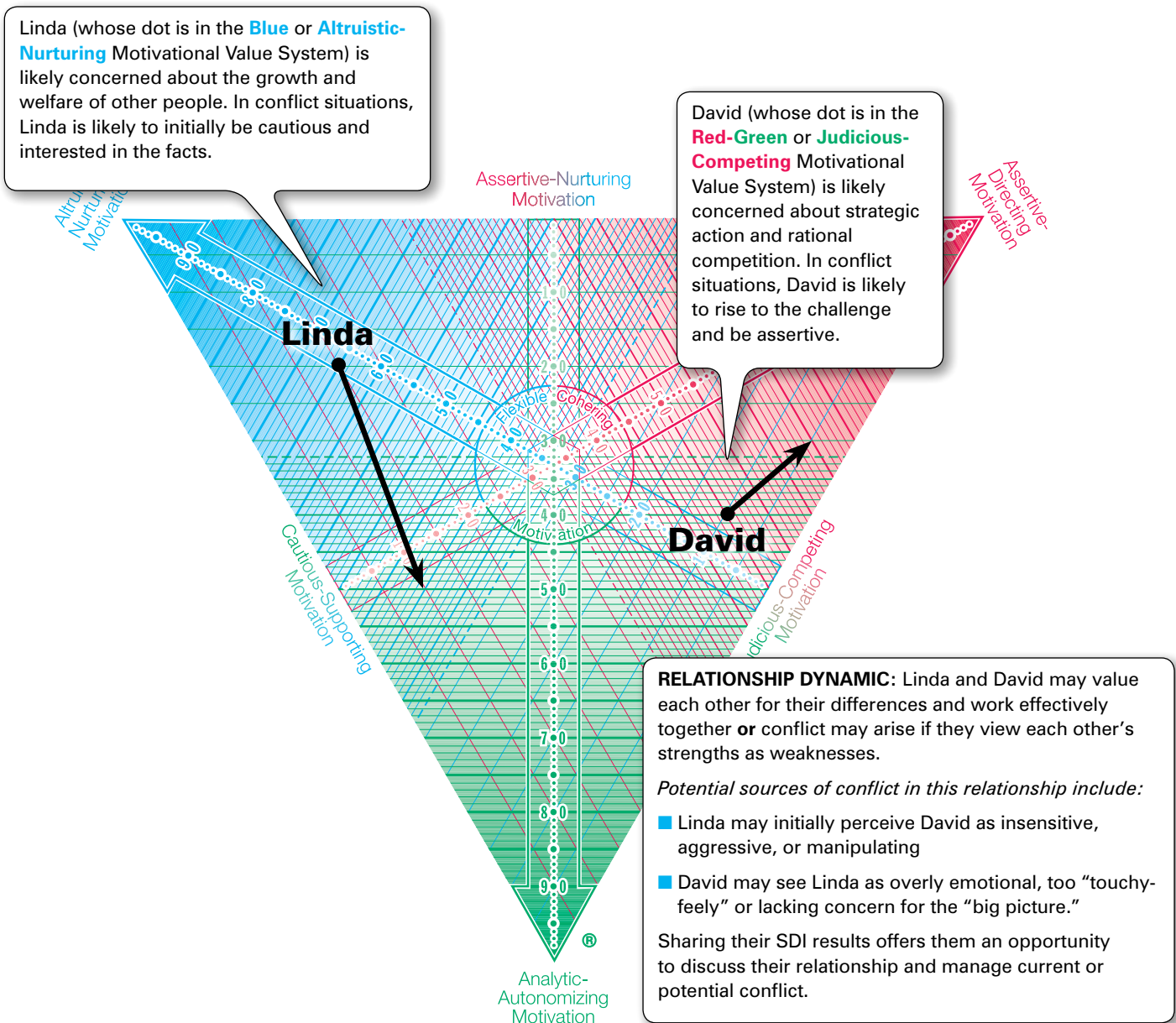
***“This is a must for any company that wants to improve their productivity and improve employee relations.”***

Tom Morehouse  
Broker/Owner  
Prudential California Realty

# for managing conflict and improving relationships.

## ■ The SDI presents a picture of every relationship...

The exclusive graphical format allows work teams or other relationship groups to view each others' results simultaneously. In vivid colour, people learn how diversity in relating styles can be a source of strength and highlights how these same differences could inadvertently lead to misunderstanding and conflict with others as in the example below:



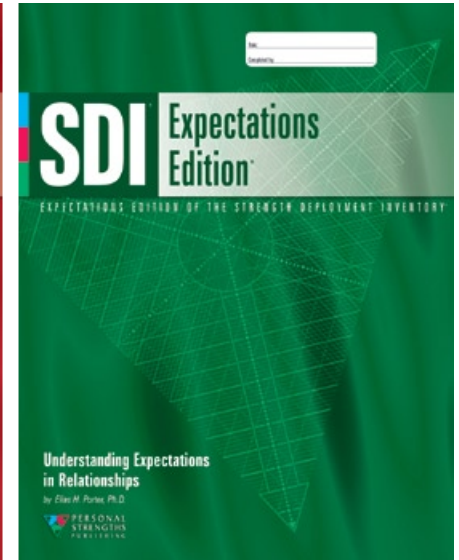
## Who's using the SDI?

The SDI has been used to help people interact better for more than 30 years. Countless organisations from the entire spectrum of industries have found value in the SDI. Here is a small sample:

Adobe Systems  
AIG United Guaranty  
Ashridge Business School  
Axa  
Boeing  
Deloitte & Touche  
Daiichi Sankyo, Inc.  
ESI International  
Greenberg Traurig  
William Hill  
IBM  
InCourage  
jetBlue  
Johns Hopkins University  
Learning & Skills Council  
John Lewis  
London Ambulance Service  
Medtronic  
National Express  
Pilkington  
PricewaterhouseCoopers  
Procter & Gamble  
Royal Air Force  
Shaw Industries  
Superdrug  
Tap Pharmaceutical  
Thomson Reuters  
United Airlines

# Beyond Self-Discovery: Feedback & Expectations Editions of the SDI

*How do others perceive you?  
What is expected of you?*



Continue your learning with our other relationship-building tools. The Feedback Edition® of the SDI can be used for both one-on-one and 360-degree applications to create conversations about potential shifts in perception and/or behaviour. The Expectations Edition® of the SDI is used to clarify relationship expectations in personal and professional situations. Comparing the results from the Expectations Edition with results from the Strength Deployment Inventory can reveal how you might borrow strengths or change expectations to be more effective and have a higher level of satisfaction in a situation or relationship.

**NOTE:** Facilitating and purchasing the SDI requires attendance at a train-the-trainer qualification course. Call or visit our web site for information and dates of our upcoming Facilitator Qualification workshops. Or call to have one of our professional facilitators help fulfil your unique training needs.



**PERSONAL  
STRENGTHS**

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