

ActNatural®

HARNESS THE POWER OF PERSONALITY



BRAND BIOLOGY
WE ENGAGE HUMANS



WHAT IS ActNatural®?

Understanding what makes us and others tick is vital at all levels of business, from employees working on the frontline through to senior leadership teams. Let's be honest, we all struggle at times to connect and often find different types of people more difficult to motivate, influence or communicate with than others. Increasing self-awareness of not just what drives our own behaviour but what is driving others means we're more likely to have effective relationships that are meaningful and valuable to both parties.

In a digital world where our experiences are personalised and tailored so that they feel bespoke to us, high performing organisations understand that their people have the ability to provide the same purpose driven experiences to their customers.

ActNatural® is a unique, observational personality profiling tool that provides insight into our own 'Personality Driver' and empowers individuals to be able to identify those of others. This helps participants to understand and respect different personalities with differing needs, including their own. They then use that knowledge to adapt their styles, responses and behaviour in order to get truly on-brand personalised interactions, whatever the situation.

In other words, they are able to harness the power of personality.

WHICH PERSONALITY DRIVER ARE YOU?



ENTERTAINER

You champion relationships and your energy can rally a team towards a shared goal. Sometimes that energy can be overwhelming and whilst your enthusiasm is infectious, your lack of direction can be confusing.



THINKER

You like to take your time and consider your options before taking action. Your motto is "if you're going to do something, do it right" which means you can be slow to complete tasks.



CONTROLLER

You're task-focused, get it done attitude ensures that you're efficient and good in a crisis! You might be described by some as abrupt or even a little bossy.



FEELER

You're a warm, friendly team player, and always happy to lend a hand. Your preference for harmony means that you avoid conflict and find decision making challenging.

HOW IS THIS APPLIED TO YOUR REALITY?

1 PREPARE FOR ANYTHING

Whilst it's tempting to envisage your brand experience always being delivered in the most favourable of circumstances, your ambition won't become reality unless you test it under pressure. That means deciding what it will look like in the most challenging situations and dealing with the most difficult people. You need to equip your people to ensure that your values shine through – when it matters most.

2 CONFRONT THE ISSUES OF REAL LIFE

Following in-depth diagnostic research into your organisation, purpose and people, we re-create authentic environments and real situations. Using specialist teams of Behavioural Change and Actor Consultants, we bring to life the issues and challenges affecting both performance and the day-to-day delivery of your brand experience – whatever the circumstances.

3 HARNESS THE POWER OF PERSONALITY

ActNatural® highlights both the personal strengths of each individual and the crucial differences between people. It increases capability, awareness and self-confidence to enable your people to respond naturally to the needs of others, both employees and customers; helping your people deliver your brand experience at every interaction, every day!

4 EMOTION DRIVES BEHAVIOUR

It's an inconvenient truth that logic informs but cannot alone change behaviour. We add Emotional Impact into the mix to reach the subconscious mind and make sure that the full effect of what's seen, heard and learned is taken to heart and change happens.



WHAT TO EXPECT AT AN ActNatural® EVENT?

The event is run by one of our experienced delivery teams, consisting of:

- One Behavioural Change Consultant (BCC)
- Two Actor Consultants (AC)

Our ACs bring to life four typical customer experiences at various touchpoints. Our BCC works through these scenarios with your people, analysing the behaviours and personalities we've observed in each situation. Your employees will identify their own personality 'driver', how others may perceive them and learn to recognise drivers in others. They'll spend time putting ActNatural® into practice, working with the AC to learn how adapting their behaviour achieves better outcomes in their relationships with each other and their customers.

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DURING THE DAY, YOUR PEOPLE WILL:

- Gain a greater understanding of the role personality has on behaviour
- Quickly and intuitively understand and recognise personality drivers
- Learn practical ways to apply ActNatural® to their everyday behaviour
- Be able to tailor their approach and respond to the individual needs of others
- Take away an ActNatural® 'toolkit' which includes additional activities and material to extend the learning following the event

AFTER THE EVENT YOUR PEOPLE WILL:

- Enjoy productive conversations that are meaningful and valuable to others
- Develop sustainable relationships with colleagues, managers and customers, leading to increased performance, productivity and profitability by increasing customer and brand loyalty
- Gain quantitative and qualitative outputs for the business to create a culture change that lasts and is felt by the people that matter most to your business, your employees and customers
- Demonstrate a greater awareness of themselves and others
- Apply ActNatural® in everyday situations



CONTACT US TO FIND OUT MORE:

hello@brandbiology.com

0117 922 1500

