

*Working with your business to communicate more effectively, develop better teams and excel at what comes naturally*

## What is C-me?

By focusing on behavioural preference, the C-me profiling reports provide organisations with a level of understanding that can immediately be applied.

The online questionnaire takes only minutes to complete, but produces valuable insight to help you discover and nurture natural talent and build long-term success.

## How can C-me help your organisation?

C-me helps us to understand firstly our own preferred ways of doing things and then gives us the opportunity to adapt to improve our relationships with others within our business, team or with external suppliers and partners.

When applied, C-me enables us to immediately communicate more effectively and provides a common language and framework for driving change in an organisation and achieving tangible results, fast.

## What can C-me help your business achieve?

- Better internal and external communication, quickly  
A greater understanding of your people, their strengths and how to harness their natural abilities
- More productive engagement with clients, suppliers and partners
- A thriving company culture built on real understanding
- Informed decision making, effective change management and tools to plan successfully for the future
- Knowledgeable talent strategy and powerful interviews, improved candidate experience and successful role-fit
- Higher retention rates.

## What reports are available?

- High Performance Report - Our enhanced report speaks directly to behaviours linked to high performing teams. We also map the teams preferences visually on a Colour Wheel showing at a glance the balance, tensions and overall tendencies of a team.
- Sales Profile Report - As with all C-me reports this provides insight into a person's preferred way of doing things, but has the added benefit of looking at an individual's likely contribution within a sales environment. As well as highlighting sales strengths and areas for development, it also includes a Sales Tendency Predictor to help identify the potential value to the wider sales team.



- Safety Report – this report has additional sections on safety behaviours. The sections on communication also link to safety outcomes. These reports have been used widely and successfully in a number of construction and engineering companies and applied in safety workshops.
- Core Report - your report consists of a number of sections that are core to who you are and how you relate to others. A team section is also available that focuses on areas of behaviour linked to high performing teams.
- Overview report - a shorter report often used in recruitment.

### **Don't take our word for it...**

"Teams came together in days rather than weeks and were able to deliver complex solutions against tight budgets and deadlines. C-me gave us increased clarity that led to high performing teams and increased employee engagement".

**Hans van der Velde, former CEO of Visa Europe**

"Everyone commented on how spookily accurate the profiles were – one even said he felt like someone had been following him around for the last 40 years! It has been a really useful tool; using them to not only develop our own self-awareness, but also learn how to communicate better as a team has been really invaluable."

**Gill White, Service Manager, NHS Bristol – BrisDoc**

"I really enjoyed our colour profiling session. It was engaging and fun as well as enlightening! Even just a taste of C-me in a short session has really made me think about how I can communicate more effectively with those around me and it's helping me develop skills within the workplace as a result."

**Jo Manley, Production Management, BBC**

"The value all our key people get from C-me Colour Profiles is fantastic. They are fun to use, great for courageous and constructive conversations that give us an in-depth insight into how each person prefers to operate and get things done. C-me also helps us make good decisions around recruitment as we can't afford to make recruitment mistakes. Our talent needs to be right for us and us right for them. I believe we make better decisions all-round on selection, on promotion, on the right people for each team and getting each person to an even higher level of performance because we use C-me Colour profiles."

**Mark Smith, CEO, WRc plc**

"Getronics is a global IT services company who relies on our people's performance at every level. We use C-me colour profiles to make sure our key people know how to get the best from each other, to get deals done and services delivered exceptionally well. It's all about delivering value for our customers which is why we use C-me colour profiles at Board level, with our Leadership Teams and our various talent groups"

**Mark Cook, Group CEO, Getronics**

